

11th INTERNATIONAL CONFERENCE DIGITAL TRANSFORMATION OF THE ECONOMY AND SOCIETY: SHAPING THE FUTURE

19 - 20 October, 2019 Prilep, North Macedonia

AGENDA

October 19, 2019

9:30 – 10:30 Registration

10:30 – 10:45 Opening address

10:45 – 11:30 Plenary session (Amphitheatre 1)

- Sarah Williams, University of Wolverhampton, United Kingdom
'ALWAYS ON': MANAGING DIGITAL COMMUNITIES IN A 24/7 SOCIETY
- Rasim Yilmaz, Cuneyt Koyuncu, The Namik Kemal University, Turkey
DOES THE INTERNET PENETRATION HELP REACH MILLENNIUM GOALS: THE CASE OF
CENTRAL ASIAN TURKIC REPUBLICS
- Nebojša Stoj i , University of Dubrovnik, Croatia
THE GAINS FROM EU MARKET INTEGRATION IN NEW EU MEMBER STATES: AN
ENTREPRENEURSHIP PERSPECTIVE

11:30 – 12:00 **Coffee break**

Thematic Sessions

Session 1: DIGITAL TRANSFORMATION IN FINANCIAL SERVICES (Amphitheatre 1)

Session 2: SMART GROWTH AND SUSTAINABLE DEVELOPMENT (Amphitheatre 5)

Session 3: DIGITAL TRANSFORMATION OF BUSINESS MODELS (Classroom 2)

Session 4: E-COMMERCE AND DIGITAL MARKETING (Classroom 3)

Session 5: ICT, EDUCATION AND KNOWLEDGE SOCIETY (Classroom 3)

SESSION 1:

DIGITAL TRANSFORMATION IN FINANCIAL SERVICES (Amphitheatre 1)

Moderators: Tatjana Spaseska and Renata Petrevska Nechkoska

12:00 – 13:30

1. ROLE OF BRANCHES IN DIGITALISED BANKING
Gligor Bishev
2. VARIABLES AFFECTING FINANCIAL PERFORMANCE OF ISLAMIC BANKS: A STUDY ON TURKEY
Ahmet Mentec
3. BANK LOANS VS THE BUSINESSES FUNDING THROUGH THE ISSUE OF SECURITIES: EVIDENCE FROM NORTH MACEDONIA
Dragica Odzaklieska, Tatjana Spaseska, Gordana Trajkoska, Gordana Vitanova
4. APPLICATION OF "BLOCKCHAIN" TECHNOLOGY IN INTERNATIONAL PAYMENTS - THE CASE OF REIMBURSEMENT BANKS
Mario Pe aric , Helena Blaži , Moslav Mostarac
5. ARE WE READY FOR CENTRAL BANK DIGITAL CURRENCY?
Andrej Ilievski
6. EUROPEAN PAYMENT SERVICES DIRECTIVE 2 IN NORTH MACEDONIA: ARE WE READY TO COMPLY?
Martin Trajkovski, Renata Petrevska Nechkoska, Olivera Kostoska

13:30 – 14:30 Lunch break

14:30 – 16:00

1. INVESTMENT POLICY OF PENSION COMPANIES IN BULGARIA
Pavlina Dimitrova
2. FINANCIAL INCLUSION OF YOUTH IN SOUTH EAST EUROPE
Meldina Kokorovi Jukan, Jasmina Okic
3. A NEW DIGITAL AGE IN FINANCE: BLOCKCHAIN AND SMART CONTRACTS
Dancho Petrov
4. EVALUATING DATA ANALYTICS ADOPTION IN SELECTED COMPANIES OF THE FINANCIAL SECTOR IN THE REPUBLIC OF NORTH MACEDONIA
Marina Mijoska Belsoska, Kalina Trenevska Blagoeva
5. DIGITAL TRANSFORMATION IN FINANCIAL SERVICES – THE CASE OF THE REPUBLIC OF NORTH MACEDONIA
Ivona Tasevska, Pece Nedanovski

SESSION 2:

SMARTH GROWTH AND SUSTAINABLE DEVELOPMENT (Amphitheatre 5)

Moderators: Dimitar Nikoloski and Borche Trenovski

12:00 – 13:30

1. DETERMINANTS OF LABOUR PRODUCTIVITY IN THE REPUBLIC OF NORTH MACEDONIA WITH AN EMPHASIS ON THE ICT INDUSTRY
Dimitar Nikoloski
2. DOES ICT INDUSTRY EXPERIENCE JOBLESS GROWTH? EMPIRICAL EVIDENCE FROM OECD ECONOMIES
Selda Gorkey
3. ANALYSIS OF THE INTERACTIONS BETWEEN REAL COMPENSATION GROWTH AND LABOR PRODUCTIVITY GROWTH IN SELECTED COUNTRIES
Borce Trenovski, Biljana Tashevska, Kristijan Kozheski, Gunter Merdzan
4. MULTIVARIATE ANALYSIS OF COUNTRIES ACCORDING TO COMPONENTS OF TRAVEL AND TOURISM COMPETITIVENESS INDEX
Dilek Altas, Ceren Camkiran
5. LABOUR MARKET IN TERMS OF THE FOURTH INDUSTRIAL REVOLUTION
Borche Trenovski, Marija Trpkova-Nestorovska, Gunter Merdzan, Kristijan Kozheski
6. THE RELATIONSHIP BETWEEN SMART GROWTH AND SUSTAINABLE DEVELOPMENT FROM THE EU PERSPECTIVE
rem Yalki Berker

13:30 – 14:30 Lunch break

14:30 – 16:00

1. MYERSON-SATTERTHWAITE THEOREM AND ASYMMETRIC FPA AUCTIONS
Dushko Josheski, Marina Blazekovic Toshevski, Marija Magdinceva-Shopova
2. SMEs DEVELOPMENT AND BUSINESS ENVIRONMENT IN THE REPUBLIC OF NORTH MACEDONIA
Aneta Risteska Jankuloska, Miroslav Gveroski, Kosta Sotirovski, Fanka Risteska, Tatjana Spaseska
3. IS TRANSITION TOWARDS A SUSTAINABLE ELECTRO-ENERGETIC SYSTEM IN N. MACEDONIA POSSIBLE TILL 2021 THROUGH IMPLEMENTING ECONOMIC REFORM POLICIES?
Maja Mlitevska, Daniela Mladenovska, Emilija Celkoska, Ana M. Lazarevska
4. ELECTRONIC COMMUNICATION AS A PRECONDITION FOR EFFICIENCY OF THE INSTITUTIONS AND COMPANIES IN THE REPUBLIC OF NORTH MACEDONIA
Elizabeta Tosheva, Branko Dimeski
5. DIGITALIZATION OF SMALL AND MEDIUM ENTERPRISES IN THE REPUBLIC OF NORTH MACEDONIA
Stefana Risteski, Dejan Zdraveski, Margarita Janeska
6. ECOLOGICAL AGRO-INDUSTRIAL PRODUCTION - INDICATOR FOR SUSTAINABLE DEVELOPMENT
Angjeleska , Bojkovska Katerina, Gordana Dimitrovska, Elena Joshevka

16:15 – 17:30

1. ENVIROMENTALLY RESPONSIBLE TOUR SM POLICIES FOR THE SUSTAINABLE LOCAL DEVELOPMENT
Miray Özden, E. Recep Erbay
2. THE POTENTIAL OF THE GAMING INDUSTRY FOR INVESTMENT IN THE REPUBLIC OF NORTH MACEDONIA
Suzana Trajkovska Kochankovska, Gjorgji Mancheski, Marjan Angeleski
3. DIGITAL TECHNOLOGIES AS TOOL FOR INCREASING THE COMPETITIVENESS OF THE HANDICRAFT BUSINESS
Jovanka Damoska Sekuloska, Aleksandar Erceg
4. NEW TECHNOLOGIES AND DIGITALIZATION – PATH TO SUSTAINABEL DEVELOPMENT
Dimitar Stoyanov Vergiev, Mari na Krumova Vergieva
5. SUSTAINABLE BUSINESS IN MODERN TECHNOLOGIES - CONTRIBUTION TO MODERN ECONOMY
Biljana Ili
6. THE DIGITALIZATION OF THE ECONOMY AND THE SOCIETY AND THE PROBLEM OF THE DEPRESSION OF THE “OLD”WORKING CLASS: THE EXPERIENCE OF THE PRESIDENTIAL ELECTIONS IN THE USA IN 2016
Sasajkovski Slav , Micanovska Ljubica

SESSION 3:

DIGITAL TRANSFORMATION OF BUSINESS MODELS (Classroom 2)

Moderators: Olivera Kostoska and Dejan Zdraveski

12:00 – 13:30

1. USING DIGITAL METHODS FOR MONITORING OF THE ORGANIC PRODUCTION / THE EXAMPLE OF THE OIL ROSE IN BULGARIA
Blaga Stoykova, Yuliana Yarkova, Nedelin Markov
2. STOCK-AND-FLOWSIMULATION MODELING FOR ASSESSING BASIC SUPPLY CHAIN OPERATIONS
Ilija Hristoski, Ramona Markoska, Tome Dimovski, Nikola Rendevski, Željko Stojanov
3. CRITICAL SUCCESS FACTORS IN IMPLEMENTING A KNOWLEDGE MANAGEMENT PROJECT IN A MICRO SOFTWARE COMPANY
Zeljko Stojanov, Dalibor Dobrilovic
4. USING THE STATCOUNTER AS A WEB ANALYTICAL TOOL TO UNDERSTAND THE WEB VISITORS AND INCREASE THE WEB TRAFFIC
Violeta Gligorovski, Dragica Odzaklieska, Snezana Mojsovska Salamovska
5. DIGITAL TRANSFORMATION OF CONSUMERS’ MINDSET FOR DECISION MAKING PROCESS
Snezana Obednikovska; Karolina Ilieska
6. IMPLEMENTATION OF ELECTRONIC DOCUMENT MANAGEMENT SYSTEM (EDMS) IN MACEDONIAN COMPANIES
Dejan Zdraveski, Margarita Janeska, Kosta Sotiroski

13:30 – 14:30 Lunch break

14:30 – 16:00

1. CONSTRUCTION E-PERMIT SOLUTION – DIGITAL TRANSFORMATION OF MOST CORRUPTED SEGMENT
Sasha Gavrilovikj, Vladimir Trajkovik, Vangel Fustic
2. APPLICATION OF ELASTICITY IN COST CONTROL
Nina Petkovi , Sanja Stojanovi , Miljan Jeremi
3. THE NASH EQUILIBRIUM IN THE PIECEWISE CONSTANT ADMISSIBLE STRATEGIES FOR STOCHASTIC LQ GAMES
Vasile Dragan, Ivan Ganchev Ivanov, Ioan-Lucian Popa
4. THE USAGE OF DECISION SUPPORT SYSTEMS IN NORTH MACEDONIAN COMPANIES
Viktorija Stojkovski
5. ADAPTIVE ORGANIZATIONS IN THE DIGITAL AGE: COMPLEXITY, CREATIVITY AND INNOVATION
Renata Petrevska Nechkoska, Olivera Kostoska

16:15 – 17:30

1. THE USAGE OF DECISION SUPPORT SYSTEMS FOR IMPROVING MANAGERIAL DECISION-MAKING PROCESS
Viktorija Stojkovski, Blagoj Nenovski
2. THE INFLUENCE OF MARKETING STRATEGY AND MARKETING CAPABILITIES ON ORGANIZATIONAL PERFORMANCE OF COMPANIES – THE CASE OF MACEDONIA
Marinela Todorovska
3. MODEL OF SOFTWARE SYSTEM FOR BUSINESS WORKFLOW MANAGEMENT, BASED ON PETRI NET
S. Cheresharov, K. Stefanova
4. RESPONSIBILITY ACCOUNTING – A SOURCE OF INFORMATION FOR MEASURING THE PERFORMANCE OF INDIVIDUAL CENTERS
Igor Zdravkoski, Ljupce Markusheski, Pece Nikolovski, Miroslav Andonovski
5. PROJECT QUALITY ASSURANCE AS A WAY TO SUCCESS FOR SMEs
Ana Dajovska

SESSION 4:

E-COMMERCE AND DIGITAL MARKETING (Classroom 3)

Moderators: Monika Angelovska Dichovska and Nikola Dimeski

12:00 – 13:30

1. STRATEGIC APPROACH IN IMPLEMENTATION OF E-BUSINESS ACTIVITIES IN SMEs
Monika Angeloska-Dichovska , Tatjana Petkovska Mirchevska, Zoran Janevski
2. OWARDS PARTICIPATORY DIGITAL SOCIETY USING THE DIGITAL TWIN PARADIGM: CITIZEN DATA MODEL
Aleksi Kopponen, Niko Ruostetsaari, Niko Mäkitalo, Tommi Mikkonen

3. CHOICE OF LAW IN ELECTRONIC CONSUMER CONTRACTS WITHIN EUROPEAN UNION AND REPUBLIC OF NORTH MACEDONIA
Mirjana Ristovska
4. TECHNOLOGIES AND METHODS FOR DEVELOPMENT OF A CORPORATE DIGITAL MARKETING STRATEGY
K. Stefanova, V. Naneva, I. Jelev
5. CHALLENGES AND BENEFITS OF E - INVOICE EXCHANGE SYSTEM IMPLEMENTATION
Gjorgji Mancheski, Dijana Jovanoska, Meri Boshkoska, Marija Midovska Petkoska
6. THE E-COMMERCE IN THE REPUBLIC OF NORTH MACEDONIA
Dijana Gorgieva, Zorica Stoileva, Emilija Gjorgjioska
7. MUTUAL IMPACT OF DIGITAL MARKETING IN THE RELATIONSHIP ENTERPRISE – CONSUMER
Shaip S. Gashi
8. UPDATING MARKETING – CONTEMPORARY ISSUES
Evgeniya Tonkova
9. PUBLIC FINANCE SUPPORT FOR E-BUSINESS TOOLS IMPLEMENTATION WITHIN THE MICRO ENTERPRISES IN PELAGONIJA REGION
Anastas Djurovski

13:30 – 14:30 Lunch break

SESSION 5:

ICT, EDUCATION AND KNOWLEDGE SOCIETY (Classroom 3)

14:30 – 16:00

1. A SHORT REVIEW OF K-NN AND SVM METHODS TO CLASSIFY BIG DATA SETS
Ivan Ganchev Ivanov, Nikolay Chudomirov Netov
2. E-LEARNING FOR EFFECTIVE EMPLOYEE TRAINING AND ONBOARDING
Armenski Goce, Jovanoska Jasmina
3. THE KNOWLEDGE AND SKILLS PROFILE OF ACCOUNTANT 4.0
Eleonora Stancheva-Todorova
4. DIGITAL TRANSFORMATIONS IN HIGHER EDUCATION INSTITUTIONS THROUGH E-LEARNING DEVELOPMENT: THE EXPERIENCE OF UARD
Ekaterina Arabska
5. ICT for cyber security in business
R. Hristev, K.Stefanova
6. HOW CAN BIG DATA CONTRIBUTE TO THE HOTEL'S DIGITAL MARKETING SUCCESS?
Cvetanka Ristova Maglovska
7. KNOWLEDGE DISCOVERY DATABASES (KDD) PROCESS IN DATA MINING
Ljupce Markusheski, Igor Zdravkoski, Miroslav Andonovski, Aleksandra Jovanoska
8. DIGITISATION OF THE CLASSROOM IN THE MACEDONIAN EDUCATIONAL INSTITUTIONS
Nikola Dimeski, Gabriela J.Dimeska

20:00 – Dinner - Hotel Salida

October 20, 2019

Optional social programme –visit to Ohrid