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## IAI Book of Abstracts

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## THE ROLE OF THE CIVIL SOCIETY FOR THE EU INTEGRATION OF THE WESTERN BALKANS

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### **Abstract**

The European perspective of the Western Balkans was a key priority for the Bulgarian Presidency of the Council of the EU (1 January – 1 July 2018). The membership in the EU is only workable way to achieve sustainable peace, security, economic growth and prosperity in the region.

In this context the bilateral relations between Bulgaria and Macedonia are of utmost importance and many positive steps for strengthening and improving the political dialogue have been made, emanating with the signing and ratification of the Treaty of Friendship between the two countries.

The author's main task is to analyze the current debate about the Euroatlantic perspective of the Western Balkans, including the achievements and future challenges. There is a special focus upon the importance of building an active and aware civil society that is able to leave behind the contradictions of history and to look ahead and work with dedication to a "united in diversity" future for the region.

**Key words:** European Union, enlargement, Western Balkans, civil society, dialogue

**SOME CHANGES IN THE POLITICAL AND SOCIAL INFLUENCE OF THE  
ROMAN CATHOLIC CHURCH AS CONSEQUENCES OF THE WW1**

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**Abstract:**

The complexity of the effects of the 1st World War brought important changes for the Roman Catholic Church as a whole and especially for its political and social influence. Three major zones emerged in Europe affected by the consequences of the war in different ways. The Paris Peace Treaty- instead of attenuating and solving the confrontations which had led to the WW1 – aggravated the situation in many countries and fostered the emergence of new controversies. Although the efforts of the Holy See and the peace initiative of Pope Benedict the 15<sup>th</sup> in 1917 remained unattended by the belligerent sides they played a determining role creating the new legal fundamentals of the international relations in the second half of the 20th century.

**MANIPULATION OF INTERTEXTUALITY IN POST-SEPTEMBER-  
ELEVEN  
AMERICAN FICTION AS A STRATEGY TO MISINFORM READERSHIP**

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Jordan*

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**Abstract**

Some novel writers in the wake of the September 11 events in the United States used a Micavilleian approach to support their ideologues. Manipulation of intertextuality from Islamic resources is one strategy that is heavily employed in their publications for this purpose. In this paper, the author cites examples from American stories like Updike's *Terrorist*, Miller's *Blindsided*, and Mcbain's *Merely Hate*. The researcher first cites an example, finds the reference material, then he discusses the issue showing how intertextuality is manipulated to misinform readership.

**Key words:** manipulation, intertextuality, Quran, Hadeeth, American

## LANGUAGE BARRIERS TO EFFECTIVE COMMUNICATION

*Prof. Ibrahim Ahmad Salamah Abu-Argoub  
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### **Abstract**

Although globalization and communication technology are bringing the world closer together in a global village, language barriers : the things that prevent us from understanding each other's constitute a common challenge to individuals, groups, international companies, governments, nations and the whole world. This qualitative study aimed at exploring the factors that cause language barriers , their types and impact on effective communication and our life as well as ways making people aware of the importance of overcoming them ..The study concluded that language or semantic barriers arise from different meanings and uses of words , symbols , images , gesture, languages , dialects , accents ,linguistic ability , technical terminology or jargon, volume of voice , ambiguous words, mispronunciation of words, faulty translation , wrong interpretation of messages , misunderstanding of messages , complicated messages and different individual linguistic ability of the sender and the receiver, poorly understood and poorly explained words and messages . Language barriers can create problems of miscommunication such as: misunderstanding , misinterpretation of messages , distorted messages ,misinformation , confusion , mistrust ,uncertainty ,frustration ,poor and wrong feedback , aviation and marine accidents and disasters , deaths , tension, conflict , violence among people. They can Leads to Factors that hindering effective communication .The best strategy to promote effective communication and get messages across is to bridge the language barriers by : using simple , clear , concrete , accurate , familiar and meaningful words , avoiding grammatical and spelling mistakes ,giving and receiving feedback , hiring bilingual workers and qualified and licensed translators , minimizing the use of jargons , avoiding ambiguous words ,regional dialect and ,confirming understanding ,using translation machines, avoiding shouting and sarcasm and mimicry , explaining difficult messages to people.

**Key words : Communication , Language Barriers, Semantic Barriers**

## PUBLIC INFORMING IN THE REPUBLIC OF MACEDONIA AND THE EUROPEAN TYPE OF MEDIA SYSTEM

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### **Abstract**

On a global level, two media systems are differentiated: Anglo-Saxon and European, which have different socio-political and legal basis. The Republic of Macedonia belongs to the European type of media system or media organization according to the political tradition and political culture. Most typical features for the European type of media system are the existence of a *strong public broadcasting center*, then multipolitical pluralism of media and journalists, guarantees for independence of the media, standards of the journalistic profession with an emphasis on the responsibility of the journalist. Also the European system assumes a specific type of political socialization through the media, where the political public is well-kept and respected, and this public is not considered as a market. This public has traditionally been never treated as a market, unlike the treatment of the political public in the United States, that are considered as leaders in the Anglo-Saxon type of media system.

But how much does public informing meet the criteria of the European type of media system?

Media and informing in the Republic of Macedonia have never been such an urgent and priority topic as in the period of the political crisis 2012-2017. A series of measurings, including the research presented in this paper, show that the media system of the Republic of Macedonia deviates from the European type of media system. Namely, the purpose of this research and analysis is the perception of citizens and journalists in the Republic of Macedonia about the media system and the level of *media culture* in the Macedonian society.

The research has two segments:

1. Citizens' perception of the media system and journalism (the general public) in the Republic of Macedonia, i.e. what the citizens think about the role of the media in political communication. Additionally, does the media and informing about policies influence their political decisions and whether citizens are aware of possible abuses and special media techniques and methods for creating a "desirable public opinion"?
- and
2. The journalistic attitudes (professional public) about the conditions offered by the media system of the Republic of Macedonia in terms of professional standards, ethical principles and investigative journalism.

**GREAT EXPECTATIONS?: PSYCHOLOGICAL CONTRACTS OF YOUNG EMPLOYEES AND EMPLOYERS***KATARINA KATJA MIHELIČ, PhD NADA ZUPAN, PhD**University of Ljubljana, Faculty of economics**MARK BAILEY**Northumbria University, Newcastle*

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**Abstract**

Psychological contracts have been in the centre of scholarly investigations, because their fulfilment fosters productive employment relationships and, in turn, helps retain talented employees in organizations, which is crucial for successful company performance in today's VUCA world of work. A psychological contract reflects individual beliefs about the nature of employment relationship, including the expectations about work, benefits, desired behaviors, and obligations. Employing data from an international research project GETM3, we looked into employment expectations from the perspective of young talents as well as employers. The analysis of results reveals that young employees desire career and developmental opportunities, but also emphasise work-life balance. There is an apparent paradox in the fact that while young employees desire autonomy at work, they at the same time expect to receive clear instructions and guidance from supervisors. The contemporary employers hold different expectations of young employees with work experience vis-à-vis those without. In addition, employers are concerned about young employees changing jobs in pursuit of ever better opportunities. The managers also mention that a fit between the employee and the organisation is required for the relationship to be fruitful in terms of both a fit between the values held by the employer and employee as well as similarity of expectations.

This project was supported by European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 734824.

**ANALYSIS OF FINANCIAL INDICATORS HOTELS COMPANIES BY  
USING THE ANALYTIC HIERARCHY PROCESS AND THE DELPHI  
METHOD**

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**Abstract**

Hotel companies provide a diverse set of services to their clients in order to survive in a complex and dynamic environment. For the successful implementation of any strategy adopted by the company, it is necessary to develop a set of performance that depends on the type of service provided by the company. The uncertainty and complexity of the future period conditions the company to determine the significance of certain types of services in order to be able to cope with its competitors. Determining the significance of service types is done using a model that is based on an integrated approach to the Analytic Hierarchical Process and Delphi technique. The paper analyzes the performance of the company based on the applied model for determining the significance of the performance set. The subject of this paper is to explore the application of this methodology in various hotel companies of the same category in order to determine the competitive position.

**Keywords: hotel companies, AHP-Delphi method, performance, analysis, decision making**

**IS THERE A CORRELATION BETWEEN INFLATION AND  
UNEMPLOYMENT THAT HAS REGISTERED THE US ECONOMY 2007-  
2017?**

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**Abstract**

The project is an application of quadrilateral equation and its graph in economics, as part of College Algebra syllabus, as well as hybrid courses of Algebra and Statistics. The work presented as a handout requires collecting data from Bureau of Labor Statistics, US, and World Bank, and one reading. After analyzing the results of inflation rate and unemployment rate, students will be asked to do prediction on this indicators, using the quadrilateral equation function. According with the point of view of the author of the suggested reading, some structural factors and the relation between them influence the recession.

Students will interpret the Project required scatter plot, using Excel, and analyze the correlation between the above indicators.

As conclusions, students will be asked to give their opinions and suggestions regarding the two variables and their influence on everyday life, based on reading.

**Materials and Resources**

- Handout
- Reading “Are things finally looking up?” by Alan Greenblatt, April 27th, 2015, SAGE journals, CQ Researcher – Economy.
- Bureau of Labor Statistics, US, source Statista 2018
- World Bank, source Statista 2018

## APPLICATION OF COST-VOLUME-PROFIT (CVP) ANALYSIS FOR BUSINESS DECISION MAKING BASED ON REAL CASE

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### **Abstract**

Cost–volume–profit (CVP) analysis is among the more popular methods for predicting profitability (goods/services) in the service of effective financial decision making. In reality, companies do business in complex environments, the CVP model reduces that complexity by focusing only on relevant relations. CVP analysis is useful for calculating the units that need to be sold to break even, as well as achieving target operating income or target operating net income, so it is gladly used in managerial circles for business decision making. The subject of this paper is the use of CVP analyses on the example of a real-life company in short-term decision making. The goal of the research given in this paper is aimed at the usage of the contribution method in financial decision making and the theoretical concept of likelihood on CVP analysis.

**Keywords:** retail companies, CVP analysis, probability, decision making

**PRECONDITIONS FOR AUTOMATIC EXCHANGE OF FINANCIAL  
ACCOUNT INFORMATION FOR TAX PURPOSES IN THE EUROPEAN  
UNION**

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**Abstract:** Automatic exchange of financial account information for tax purposes is designed as one of the measures for financial transparency to cope with current challenges that have been in the spotlight of public debates in the European Union such as tax evasion, corruption, money laundering. EU member countries exchange financial account data including information constituting bank secrecy in the field of taxation regarding residents in other participating states. This information is communicated without request, at established regular intervals, as a form of control and prevention of the increasing cross-border cases of tax fraud. The paper will review the preconditions for automatic exchange of financial account information in the European Union in the context of adoption of Foreign Account Tax Compliance Act of the United States and the Multilateral Competent Authority Agreement on Automatic Exchange of Financial Account Information of the Organisation for Economic Cooperation and Development. The significance of the topic is determined by the fact that the regular communication of financial account information for tax purposes by automatic means has become a regulatory framework in the European Union and in the contemporary world. The research will cast light on the preconditions for automatic exchange of financial account information in the EU and will highlight its impact as a game changer in the field of taxation.

**Key words:** automatic exchange, financial account information, taxation, financial transparency, European Union.

**CHARACTERISTICS AND ORIGINS  
OF MODERN AND ENDURING  
JAPANESE MANAGERIAL PRACTICE**

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**Abstract**

Japan was transformed after World War II into an industrial powerhouse. The combination of strategic support from the West after the war, together with a unique set of cultural factors which manifest themselves in everyday life and, as a result, into the corporate management culture seen in many traditional organizations, left many in the West in awe at what Japanese companies could accomplish in such a relatively short period of time. New management concepts such as Theory Z emerged as something to consider not only in corporate America, but global corporate management culture within the context of globalization as it emerged in the 80s and 90s. Unfortunately the same factors that enabled Japan to become so strong also became impediments to Japanese organizations as globalization developed in full force and its affects began to be felt. The concept of lifetime employment for example clashed with emerging ideas such as micro-entrepreneurship, sidepreneurship, intrepeneurs, global outsourcing, and the idea of employees as essentially independent contractors. Japan as a country addressed these new trends and made efforts towards conforming to the new realities; however Japan Inc., those venerated traditionally-conservative organizations which endured for so many years did little to change these managerial practices, deep-rooted in the culture and psyche of the Japanese people themselves for hundreds if not a thousand years or more.

**Key words:** Japanese management, groupism, Theory Z, lifetime employment, seniority

**TRIAD-ROLE: PUBLIC, POLICY CULTURAL AND CONSUMER-DYNAMICS OF THE CREATIVE PROCESS**

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**Abstract**

What are the main categories of people who consume or support art programs?  
Is the sponsor or consumer public?  
Is the artistic product designed according to the demand of art consumers? What is the dynamics of supply and demand for arts goods and services?

Art must be designed to be consumed. There is great potential and there are many talented artists who are confronted with the problem of small diverse audiences. In any creative industry in Romania, there is a problem of having a non-educated audience. It is important to identify gaps in a market, as they will turn into opportunities. Public awareness is a very important first step in developing appropriate strategies and achieving the mission proposed by the organizers. An important issue is the promotion of cultural events, especially their announcement in as many media as possible. Indeed, in many cases there is a causal relationship between the financial possibilities of the Romanians and the access to the culture of quality. It is equally true that new forms of culture and the progress of new channels of communication in the virtual environment can be invoked as unequal competitors for classical forms of culture, especially since their access is free, even if real content is often superficial. In today's society, the media play a crucial role in social life, becoming, over time, an increasing and indispensable power, with a strong influence on the segments of society. Their active presence can be felt at the financial-banking level, industrial developments in the evolution of technology, in politics, but also in everyday life. The development of a strategy implies the qualitative and quantitative research of the different cultural and creative segments in Timisoara to see the current state of each identified area, namely its potential for change and growth opportunities in the coming years.

**Key words:** *creative sector, cultural education, policy makers, culture, Community Cultural Workers, Media Specialists,*

## APPLICATION OF LINEAR PROGRAMMING MODEL IN ROE MANAGEMENT IN HOTELS

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### **Abstract**

Today's companies are facing the problem of the optimal size of the source of funds to be used in the business. The consequences of globalization and a dynamic environment in hotel companies condition hotel companies to use effective analytical tools to support decision-making in choosing the size of the source of funds. Management of hotel companies aims to maximize shareholder returns. Return on equity is calculated by dividing the total net gain from invested funds by shareholders. In hotel companies, the problem of the paper will be related to the application of linear programming, which implies the definition of maximization of return on equity under the defined limits. The subject of the paper is the application of linear programming in order to determine the maximum size of return on equity under predefined limits. The aim of the paper is to improve the process of financial performance analysis that is used to apply the best mix of the source of funds.

**Keywords:** hotel, ROE, management, linear programming, decision making.

## BRIEF CONSIDERATIONS REGARDING THE TECHNICAL SPECIFICATIONS IN THE TENDER DOCUMENTS

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### **Abstract**

The paper deals with the subject of the technical specifications in the tender documents. According to European directives, technical specifications are requirements, prescriptions, technical features that allow each product, service or work to be objectively described in a manner that meets the contracting authority's needs.

At the moment of initiating a public procurement procedure, the contracting authority has the obligation to develop the awarding documentation containing all the information necessary to ensure that the economic operators have complete, correct and precise information regarding the technical requirements of the object of the procurement contract.

At the same time, the technical specifications must allow all economic operators equal access to the award procedure and must not have the effect of introducing unjustified obstacles to effective competition between economic operators.

By reference to these general prescriptions, the authorities with powers of control in the field of European funds and the courts have analyzed and sanctioned the contracting authorities for the deviations and irregularities identified in the procedures for awarding the public procurement contracts.

In this respect, the work aims to highlight the deficiencies encountered in practice in order to avoid and prevent the identified issues. Inter alia, the paper develops elements concerning how technical specifications are formulated, discriminatory or non-discriminatory nature of technical specifications, trademark references, the possibility of branding or other elements regarding the specifications.

## THE INFLUENCE OF PSYCHOLOGICAL FACTORS ON FINANCIAL DECISION-MAKING

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### **Abstract**

The subject of this paper is to show the role of psychology in enriching finances. Having in mind that behavioral finances have a pragmatic role of analyzing decision making, that means that, this subject is very close to the real world, so we should pay special academic attention to this field. The goal of the research is to show the importance of psychology in finances in three aspects: cognitive, emotional and social. In our research, we have used the desk research method.

**Keywords:** psychology, finance, influence, factors, decision-making

**ARTICLE NAME: NATURAL SKIN CARE COSMETICS: SOPHISTICATED MARKETING MOVE OR SOCIAL AND ENVIRONMENTAL NECESSITY?**

*Dorota Anderlova, Mendel's University in Brno*

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**Abstract:**

Natural skin care cosmetics is gaining popularity and importance worldwide, as this category is significantly growing every year. The purpose of this study aims at examining attitudes and behavior of Czech women in regards to buying, using and their overall attitude to natural skin care products. Method of targeted questionnaire was applied as a base to gain relevant quantitative data. Data was collected through a designed questionnaire of 782 women of cosmetics users on the Czech market. Data were evaluated by means of descriptive statistics, dependencies were expressed by contingency and final customer segmentation was managed by cluster analysis. The results clearly show significant importance of natural skin care products to certain women consumers segments in terms of product quality, effects on skin and also social environmental consciousness. The findings of this research provided valuable insights and learnings to producers and marketers to understand consumer attitudes, behavior and social trends in the natural skin care cosmetics market in order to develop products, marketing and business strategies tailor-made to actual consumer needs and desires in cosmetics industry.

**Key words:** consumer behavior, skin care products, natural cosmetics, influencing factors

**THE DISCIPLINE OF INNOVATION AND ITS ENTREPRENEURSHIP  
PRACTICE TODAY**

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**Abstract**

From the time of Josef Schumpeter to the present day the understanding of the terms innovation and entrepreneurship has changed so much that this study is trying to explore the limits of their understanding.

The study takes into account a number of leading researchers, representatives of major innovation schools, namely Harvard, Oxford, Stanford and INSEAD. (Key authors: Joseph Shumpeter, Peter Drucker, Clayton Cristensen, Peter Zemsky, Paul Geroski, David Kelley, Tim Brown, etc.)

By examining the ways in which concepts of innovation and entrepreneurship are interpreted by different researchers and perceived in the post-modern age.

What does innovation mean today? What does entrepreneurship mean today? If we remove “new”, “change”, “creativity”, what remains of innovation is hollow or significant? The systematic nature of the term that underpins understanding of innovation, such as system building, and always has a political implication, remains to be analyzed.

**APPLICATION OF REGRESSION MODELS IN THE AIM OF FINANCIAL PERFORMANCES FORECASTING FOR BUSINESS DECISION MAKING**

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**Abstract**

The ability to generate profit, reflects the success of a company, in relation to that if the company is not able to generate enough profit it will have serious problems with sustainability. Profitability is the most commonly used measure of a successful business venture. The company is expected to be profitable over a long period of time. Dynamic and competitive business environment forces the company to make correct and well-timed decisions so that it can remain profitable. Good timing of business decisions requires that the company estimates its balance positions in relation to their business strategy. The subject of this paper is the usage of the regression model and the concept of „Pro-forma“ with the goal of translating future financial tells, that the company should use as a part of their planned activities and controlling in hotels. The purpose of this paper is the improvement of methods for estimating profitability with the aim of fulfilling previously determined goals.

**Key words:** hotel companies, financial performances, prediction, regression model

**“CORPORATE GOVERNANCE, OECD PRINCIPLES AND CHALLENGES  
IN THEIR IMPLEMENTATION IN TWO LARGEST PUBLICLY OWNED  
COMPANIES IN KOSOVO”**

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Riinvest College*

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**Abstract**

This paper addresses theoretical aspects of Corporate Governance and Organization of Economic Cooperation and Development (OECD) principles and their effects on company performance. Other benefits that companies could enjoy if they implement such principles are also investigated and discussed. Corporate governance refers to the structures and mechanisms which ensure long-term growth of the value of assets through balancing interests of the key stakeholders. The OECD Principles refer to the contribution that good corporate governance makes to financial market stability, investment and economic growth. In the first instance, they are aimed at law-makers in emerging markets and less developed economies, secondly, the voluntarily of the Principles may be reduced in practice. This paper evidences how this issue is discussed in recent literature and through analysis of different approaches it aims to enlighten which are the key aspects according to recent literature that could ensure proper corporate governance. Based on the research evidence from Riinvest Institute and other research organizations, this paper aims to assess the achievements of OECD principles implementation at two main and largest Publicly Owned Companies in Kosovo in central level.

**Key words:** corporate governance, publicly owned companies, OECD.

**MOBILITY AND PROFESSIONAL DEVELOPMENT OF TEACHERS IN  
HIGHER EDUCATION: THE SITUATION IN MACEDONIA**

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**Abstract**

According to the American Teachers' Federation, key objectives that teachers should achieve through their professional development are: deepening of the available knowledge about the relevant content; providing basic pedagogical, didactical, and methodological knowledge; acquiring scientific and practical knowledge to create an adequate learning and teaching environment; improving and changing practice. One way to achieve these goals is through the realization of mobility as a form of professional development of teachers.

The paper is part of a larger survey conducted in 2014 for the professional development of teachers from higher education institutions that prepare primary school teachers in Macedonia and Austria. The attention in this paper is directed towards the mobility and professional development of the teachers from the faculties that prepare primary school teachers in Macedonia (51 teachers from: Pedagogical Faculty "St. Kliment Ohridski" in Skopje, the Institute of Pedagogy at the Faculty of Philosophy in Skopje, the Faculty of Educational Sciences in Stip and the Pedagogical Faculty in Bitola). In this paper we focused on: the mobility of the Macedonian teachers (their mobility in their country and outside); what kind of engagements the teachers had during their mobility abroad; what motivates them and what demotivates when it comes to their mobility; as well as what obstacles they encounter in the accomplishment of mobile periods.

In addition to this paper, a comparative overview of the results of this research with other European relevant research on mobility in higher education is given, and at the end, there are possible directions for improving the existing situation.

**Key words:** teaching faculties, academic staff, professional development, mobility

**THE EFFECTIVENESS OF AN INTEGRATED APPROACH TO TREAT  
AUTISTIC KIDS  
CASE STUDY**

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**Abstract**

This present study is interested in the effectiveness at an integrated program in the treatment of autism. The sample of the study is one autistic child, the sample was chosen in a deli bate manner.

The question of the study is: How effective is the integrated program in the treatment of autism? The researcher has designed the integrated program, the results should the effectiveness of the program in the treatment of autism after the application of the program.

The results have been discussed in the aspect of benign harmony with the previous studies a lot of recommendations have been introduced to help this category to cope with being disabled of (handicapped) and overcome the consequences.

The effectiveness of an integrated program to treat Autism-A case Study.

***Determinants of SHS Teachers' Tacit Knowledge Sharing Behaviour***

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**Abstract**

Knowledge sharing (KS) is classified as the transfer of beliefs among individuals. Knowledge is seen as a critical asset of an organization that can be useful in enhancing the efficiency of its operational processes. Based on previous studies, a model was developed to suggest a relationship between knowledge sharing and four of the individual characteristics namely: Image, self worth, self efficacy, and extrinsic motivation. A total of one hundred and eighty questionnaires were used to collect data from senior high school teachers in the new Juabeng Municipality, Ghana. Structural Equation Modeling (SEM) was utilized to analyze the data. The result of the study indicates that self efficacy and self worth have a positive significant relationship with knowledge sharing. However, the hypothesis on image and extrinsic motivation fail to be supported. The practical implications of these results are discussed.

**Keywords:** *Knowledge Management, Self Concept, Self Worth, Self Efficacy, Self Motivation*

## INCLUSION OF IMMIGRANT AND REFUGEE CHILDREN IN EARLY CHILDHOOD EDUCATION (CONDITIONS AND CHALLENGES)

*PhD Jadranka Runcheva, Stip, Macedonia*

*MA Olivera Pasterk, Vienna, Austria*

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### **Abstract**

Thousands of people voluntarily or involuntarily leave their homes on a daily basis. One of the reasons may be a search for a better place to live, however, another reason may be the fact that people feel worried about their human rights and their safety; they are at risk or are facing persecution in their place of residence. UNHCR and Eurostat Statistics Explained, statistic data show that in 2017, as a result of conflict or persecution, almost 1 (one) person has been forcibly displaced every two seconds. In the member states of the European Union in 2017 were registered 36.9 million people who were born outside the EU - 28 and 20.4 million born in in a different EU member state.

In order to be able to start and continue their lives, these people need to be involved in all spheres of social life in the country in which they have moved. The inclusion of children of migrants and refugees in the education system is one of the more important segments of the overall process of involving them in the new social context. Educational inclusion brings numerous challenges that children in the education system face as well as the state itself. Cultural as well as linguistic differences affect not only the adaptation and adjustment to the new environment but also the way these people are perceived by the hosts in the new environment.

This paper aims to explore the inclusion of immigrant and refugee children in early childhood education, to explore the challenges that pre-school children face in the process of their inclusion in the education system, as well as the ways to overcome the difficulties. In addition to the theoretical analysis of the problem set, in continuation of the paper, we provide a case study of the challenges faced by the immigrant children in Lower Austria in their inclusion in preschool institutions, as well as good practices that can be useful in general when it comes to successful pre-school inclusion of children of migrants and refugees.

**Key words:** Inclusion, education system, refugee and immigrant preschool children

## ACTIVE LEARNING AND E-LEARNING AS MOTIVATIONAL FACTORS IN MODERN SCIENCE TEACHING

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### **Abstract**

In the context of global social changes, it is necessary to redirect the system of education from traditional to modern teaching, which requires a student to be an active participant in the teaching process. Contemporary teaching, as an essential incentive for the development of a society, helps students to develop new ideas, contemplate creatively and critically, conclude and understand the necessary concepts. Today's students, always on-line generations, use the Internet for social interaction as well as for education. It is therefore necessary to implement information-communication technology in teaching, as it can be a motivating factor for learning.

In order to study the motivation of the students for learning, a survey was conducted on a sample of eight classes. The experimental group used e-learning, and the control group used contemporary teaching with active learning. The results show equally high motivation of the students in both experimental and control group and might be used as a guideline for educational practice involving active learners' learning. If you do not have the opportunity to attend a classroom, you can use e-learning that motivates students to learn. The results obtained can be used by policy makers and teachers to design contemporary teaching in which students will be highly motivated for learning.

**Key words:** Active Working Methods, E-learning, Motivation, Science Education

## NATIONALISTIC BACKLASHES ALONG THE BALKAN MIGRANT CORRIDOR

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### **Abstract**

The paper analyses the migrant influx in Europe, which has affected the national politics along the Balkan migrant and refugee corridor and European politics in general. It created a momentum for political actors to present the phenomenon of migration as a threat to national interests and ideals, cultural attitudes, social structures and demography etc. The moral duty to help others in need was replaced by the patriotic calls for defense of the nation-state. The influx of refugees and migrants in the EU has caused strong nationalistic backlashes in the transit and receiving states. The paper examines the reasons why the anti-immigration parties and movements, in general, have stronger presence in post-Soviet countries than in Western member states.

**Key words:** Balkan, migrants, refugee corridor, nationalistic backlashes.

## THE ECONOMIC AND SECURITY IMPLICATION OF PASTORAL CONFLICT IN THE ECOWAS REGION, 2010 AND 2018

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### **Abstract**

The debilitating effect of the pastoral conflict has been overwhelming and an issue of concern in the security and economic well-being of some parts of Africa, especially, as the sub-regional peace and security is threatened. The underlying concept of the pastoral conflicts in the ECOWAS region, can be better explained as majorly abject poverty resulting from a few economic alternatives. While several extant literature have focused on the peace and security implications of this challenge, little attention has been given to the economic aspect. It is on this pedestal that this study examines the economic and security implications of pastoral conflict in West Africa, between 2010 and 2017. It drew the link between pastoralism and conflict, its effect on the security and economic advancement of the sub-region. The Marxist instrumentalist theory arising from the radical decision-making models of economic policy formulation was adopted as the framework of analysis. The study is documentary based on secondary source and qualitative descriptive analysis. The study revealed that though climate change and hunger have triggered migration pastoralist in search of grazing, however, the global security gap due to poverty and limited economic integration between developed and developing countries has posed a severe challenge on security. This has, in turn, led to the pursuance of varied incompatible interest by states, region, and ethnic groups, and others. To this end, recommends adoption of economic policy via the sub-regional organization that will debase the economic, ethnic and religious differences that aggravate insurrections, skirmishes, and boundary disputes as pastoralists move in search of pastures for their livestock.

**Keywords:** Pastoral Conflict, Economic Implication, Peace and Security, Grazing, and Herdsmen

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## THE POLITICAL SCIENCE IN THE REPUBLIC OF MACEDONIA: CHALLENGES AND PERSPECTIVES

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### **Abstract**

The countries of Southeast Europe, following the collapse of the Berlin Wall, have faced radical socio-political changes. The political system based on power-sharing, human rights, individualism, freedom of speech, market economy were new concepts for the citizens in these countries. Direct political speeches, demonstrations, pamphlets, free interviews, analytical articles and free communication between the government and the citizens were something new in the political setting. Apart from living these political changes, the Republic of Macedonia, at the same time, separated from the Yugoslav Federation and gained the status of an independent state. In this manner it is important to be said that in that time the social - humanistic science was fully focused on social transition that was taking place. In these circumstances, in 1993/1994, the first political studies at the Faculty of Law at the University "Cyril and Methodius" were formed. This university is the largest and the oldest in the Republic of Macedonia.

Since the establishment of the political science studies in the Republic of Macedonia, they were expected to give meaningful and practical implications and contribute to socially critical thinking and social reforms. There was an urgent need for improved understanding of certain social events. This urgency was reflected in the theoretical frame of certain social and political phenomena and their empirical monitoring. The main topics that become dominant on the classes were the basic ethical, political and economic pillars on which capitalism and Western democracy relies. At the same time dramatically rejection of certain theories that were previously dominant over the years happened and this can be seen after the analysis of the curricula of these studies.

The main aim of this research is to prove that the science in transition societies of the Southeastern Europe, including in the Republic of Macedonia was reflected by the development of the political environment in the society. This reflection is evident in the pronounced influence of the theory on account of empiricism, limited resources for empirical research, great and non-critical favoritism of Western theoretical thought, especially in the part of public politics.

**Key words:** Transitional societies, Political science, Institutionalization.

**THE SEMIOTICS OF GAME IN OLGA SLAVNIKOVA'S *LIGHT HEAD***

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**Abstract**

Records of games were found dating back to Antiquity. Over the centuries games were a way of social interaction. From children to the elders, from the poor to the upper class of society games had a vital role in the development of human relations.

Contemporary society it is known to be under the sign of the “superfluous”, an idea well argued by Jean Baudrillard. The hyperreality to which we are exposed is closely linked to the creation of virtual reality. A relatively new concept, virtual reality gained territory especially due to computer games, becoming an aspect of our daily life.

The novel *Light Head* deals with one of the fears society has been having over the past decades: are we in danger of “losing our reality”? Does virtual reality really can take over our lives?

What is the purpose of a computer game and which is the motive behind the computer game in Slavnikova's novel? Are computer games just a way of entertainment or behind them lies a deeper significance? These are part of the questions to which we intend to answer in our paper.

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**INTEGRATED KNOWLEDGE IN PRE-ISLAMIC ERA: "ANWA"  
METEOROLOGICAL OBSERVATIONS AND RAIN'S PREDICTION AS A  
MODEL**

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*The Hashemite Kingdom of Jordan*

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**Abstract**

Some scholars are still thinking that Arabs in Pre-Islamic era were immersed in errors, and they had not knowledge and sciences to serve them in their life, even these scholars believe in passiveness, negativeness and nihilism.

This paper aims to demonstrate a scientific refutation by improving that Arabs were dealing at high level with every item of their environment. The researcher will specify his defense with this case by taking one issue as a model which is The Rain and its predictions.

Abundant of poems have mentioned rains and its falls in their odes, then in the documentation era, a lot of books have authored and appeared, which are called "Anwa" meteorological observations. Some of them are published nowadays, and many are still as manuscripts or lost.

I concluded that Arabs have dealt with the predictions of rains and established rubrics in exploring the rainy clouds. They knew the times of falls by the clouds' colors and lightning, in addition that there were persons and tribes who were the most knower in this regard.

Another conclusion in this paper is worth to mention is Arabs have achieved integrated Knowledge, and this paper represents a response against those who defame Pre-Islamic Era and its people in satisfaction of eloquence, orations and poets. Furthermore, I found out that Arabs have linked with other countries and benefited from their knowledge and they were not isolated in the Arabic Peninsula.

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**EXECUTIVE ORDER AS AN EFFECTIVE TOOL IN COMBATING  
INSECURITIES AND HUMAN RIGHTS VIOLATIONS: THE CASE OF THE  
SPECIAL ANTI-ROBBERY SQUAD AND YOUTHS IN NIGERIA**

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**Abstract**

Following countless violations of Human Rights in Nigeria by the various arms and agencies of government; from the Military to the Federal Police and other law enforcement agencies, Nigeria has been riddled with several reports of acts by these agencies against the citizens, ranging from illegal arrest and imprisonment, torture, disappearing, and extrajudicial killings, just to mention a few. This paper focuses on SARS – Special Anti-Robbery Squad, a division of the Nigeria Police Force, and its reported threats to the people’s security, particularly the Nigerian youths, with continuous violence, extortion, illegal arrest and imprisonment, terror, and extrajudicial activities resulting in maiming and in most cases death, thus infringing on the human rights of the people it’s sworn to protect. This research further analyses how the activities of SARS has over the years instigated fear on the average Nigerian youth, preventing the free participation in daily life, education, job and individual development, in turn impeding the realization of their full potentials for growth and participation in collective national development. However, with the executive order by the then Acting President (Vice-President) Prof. Yemi Osinbajo directing the overhauling of SARS, this research analyzes the directive and its implementation by the Federal Police Force in determining if it’s enough to prevent or put a stop to the continuous Human Rights abuse and threat to the security of the individual citizen. Concluding that although the order by the Acting President was given with an intent to halt the various violations by SARS, and the Inspector General of Police – IGP’s subsequent action by releasing a statement following the order, the bureaucracy in Nigeria, with a history of incompetency and a return to “business as usual” after a reduced public outcry, it’s most likely that there won’t be adequate follow up put in place and these violations would be slowly “swept under the rug” with SARS officials not held accountable. It is recommended therefore that the Federal Government through the Nigeria Police Force - NPF, following the reforms made, in collaboration with the mentioned Independent Human Rights and Civil Societies organizations should periodically produce unbiased and publicly accessible reports on the implementation of these reforms and progress made. This will go a long way in assuring the public of actual fulfillment of the restructuring, reduce fear by the youths and restore some public faith in the government.

**Keywords:** Special Anti-Robbery Squad, Youths in Nigeria, Overhaul, Insecurities, Human Rights Violations.

**RELIABILITY OF THE SELF-ASSESSMENT IN 7-12 YEARS OLD  
FOOTBALL PLAYERS.  
OPPORTUNITIES TO USE IN THE TRAINING PROCESS.**

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**Abstract**

During the training process the football coach can receive important information (both long-term or short-term) from the trainees self-assessment. However such information is seriously underestimated in the work with 7-12 year old children. It's widely accepted that the children's self-assessment is inaccurate.

This research shows that under certain circumstances (focusing on certain elements, towards self-performance and performance of the others, physical or emotional sensations), the self-assessment of children (7-12 years old) can be very accurate and adequate.

In the first part of the research the term "self-assessment" is explained, also how it's formed, and in what forms is displayed.

The second part of the research tracks the self-assessment capabilities, of the 7-12 year football players, based on a survey cards. The survey cards also tracks the influence of factors like age, fatigue and the results of other participants, over the self-assessment process.

The research ends with conclusion and advices how to use the self-assessment in the training of such young age participants.

**KNOWLEDGE OF ECONOMIC TERMS BY NURSES EMPLOYED IN THE  
EASTERN CROATIA HEALTHCARE SYSTEM**

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**Abstract**

This paper presents a study on the knowledge of economic terms and concepts in healthcare among nurses that are employed in the healthcare system in the 5 counties located in Eastern Croatia. The first part of the study deals with the general and demographic characteristics of nurses involved in the research. The second part of the research seeks the answers on the knowledge of basic economic concepts that are less familiar in everyday life without the particular knowledge of economic theory. The third part deals with the ability to understand the difference between the two proposed basic economic concepts. The fourth part questions nurses' compliance with certain healthcare economics' statements, and the final part of the study provides nurses' answers regarding their knowledge of the basic concepts in healthcare economics.

**Keywords:** healthcare economics, economics, nurses, healthcare system