



INTERNATIONAL ACADEMIC INSTITUTE

**Education and Social Sciences Conference
Business and Economics Conference**

**Vienna University,
20 March 2019**



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Conference Venue:

The location for our March 2019 conference is Vienna University.

Venue for the IAI Conferences:

Aula am Campus, it is not in the main building, it is at:

Campus der Universität Wien

1090 Vienna

Spitalgasse 2

Hof 1 (Yard 1)

For additional information about Vienna University, please visit their website:

<https://event.univie.ac.at/raummanagement/standorte-und-raeume/der-campus/veranstaltungsraeume/neu-aula/>

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Your Presentation

Please bring your presentation on a USB flash drive.

The presentation room will be equipped with a laptop and data projector for PowerPoint presentations.

Your presentation should be no longer than 15 minutes.



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20 March 2019

9.00-9.30 Registration of participants

9.30-9.45 Opening of the Conference

- **Hristina Runcheva Tasev**, Ph.D. Board Member of IAI and Assistant Professor at the Ss. Cyril and Methodius University

- **Mlena Apostolovska-Stepanoska**, Ph.D. Board Member of IAI and Assistant Professor at the Ss. Cyril and Methodius University

9.45-11.00 Panel 1

Moderator: Prof. Mohammad Atawi Saraireh, Ph.D. Translation Department, Yarmouk University, Jordan

“The Role of the Civil Society for the EU integration of the Western Balkans”

Gergana Radoykova, PhD, Political Science Department, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

“Some changes in the political and social influence of the Roman Catholic Church as consequences of the WW1”

Zoltan BACS, Ph.D. Candidate, Faculty member of the National University of Public Service, Budapest, Hungary

“Manipulation of Intertextuality in Post-September-Eleven American Fiction as a Strategy to Misinform Readership”

Mohammad Atawi Saraireh, Ph.D. Translation Department, Yarmouk University, Jordan

“Nationalistic Backlashes Along the Balkan Migrant Corridor”

Hristina Runcheva Tasev, Ph.D. Assistant Professor, *Department of Political Science, Faculty of Law “Iustinianus Primus”, Ss. Cyril and Methodius University- Skopje*

“Language Barriers to Effective Communication”

Prof. Ibrahim Ahmad Salamah Abu-Argoub, Al-Ain University of Science and Technology, College of Communication and Media, United Arab Emirates
(Virtual Presentation)

11.00-11.15 Coffee Break



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11.15- 13.00 Panel 2

Moderator: Snežana Knežević, Associate Professor, University of Belgrade, Faculty of Organizational Sciences, Serbia

“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

“Analysis of financial indicators hotels companies by using the Analytic Hierarchy Process and the Delphi Method”

Snežana Knežević, Associate Professor, University of Belgrade, Faculty of Organizational Sciences, Serbia, **Aleksandar Grgur**, MSc, Finance Analyst, ATOK, Belgrade, Serbia, **Milan Vujić**, PhD, High School of Vocational Studies, Aranđelovac, Serbia, **Aleksandra Mitrović**, PhD, University of Kragujevac, Faculty of Hotel Management and Tourism , Vrnjačka Banja, Serbia

“Is there a correlation between inflation and unemployment that has registered the US economy 2007- 2017?”

Maifer Remzie Demirbec, Ph.D. LaGuardia Community College, CUNY

“Application of Cost-volume-profit (CVP) analysis for business decision making based on real case”

Vasilev Dragan, MSc, Service for Combating Organized Crime, SPBOK Belgrade, Serbia, **Zdravka Petković**, PhD, Professor, Belgrade Business School, Higher Education institution for applied studies, Belgrade, Serbia, **Danijela Anđelković** Ph.D., Assistant Professor, University Union, “Nikola Tesla”, Faculty of Entrepreneurial Business, Belgrade, Serbia, **Jana Cvijić Rodić**, PhD, Professor, Belgrade Business School, Higher Education Institution for Applied Studies, Belgrade, Serbia

“Preconditions for Automatic Exchange of Financial Account Information for Tax Purposes in the European Union”

Emilia Marincheva, Department of European Studies, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

“Characteristics and Origins of Modern and Enduring Japanese Managerial Practice”

Arthur Pantelides, PhD, Professor of Business Strategy, The American University in Bulgaria

„Triad-role: public, policy cultural and consumer-dynamics of the creative process”

Andreescu Diana, PhD., Faculty of Arts and Design, West University Timișoara (Virtual Presentation)

13.00-13.30 Break



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13.30- 15.00 Panel 3

Moderator: Leona Aslanova, PhD candidate, St. Kliment Ohridski University, Business Administration profile, Faculty of Economics

“Application of linear programming model in ROE management in hotels”

Aleksandar Grgur, MSc, Finance Analyst, ATOK, Belgrade, Serbia, **Milan Vujić**, PhD High School of Vocational Studies, Aranđelovac, Serbia, **Simonović Marko**, CFO, Apejron Company, Belgrade, Serbia, **Miladinović Vesna, PhD**, Belgrade Business School, Higher Education institution for applied studies, Belgrade, Serbia

“Active Learning and E-Learning as Motivational Factors in Modern Science Teaching”

Mila Bulić, Faculty of Humanities and Social Sciences, University of Split, Croatia
Ines Blažević, Faculty of Humanities and Social Sciences, University of Split, Croatia

“Brief considerations regarding the technical specifications in the tender documents”

Adelina VRancianu , Ph.D. Candidate, University of Bucharest

“The influence of psychological factors on financial decision-making”

Stefan Kragulj, MSc, *Human Resources Manager*, ATOK, Belgrade, Serbia, **Jana Cvijić Rodić**, PhD, Professor, Belgrade Business School, Higher Education, Institution for Applied Studies, Belgrade, Serbia, **Zdravka Petković**, PhD Professor, Belgrade Business School, Higher Education, Institution for Applied Studies, Belgrade, Serbia, **Margareta Mitić**, B.A. Economics, Sales Manager, VIP mobile, Belgrade, Serbia

“The discipline of innovation and its entrepreneurship practice today”

Leona Aslanova, PhD candidate, St. Kliment Ohridski University, Business Administration profile, Faculty of Economics

“Natural skin care cosmetics: sophisticated marketing move or social and environmental necessity?”

Dorota Anderlova, Ph.D. Student, Mendel’s University in Brno, Czech Republic

“Application of regression models in the aim of financial performances forecasting for business decision making”

Dragan Cvetković, PhD, Police Directorate for the City of Belgrade, Criminal Police Directorate Belgrade, Serbia, **Zvezdan Đurić**, PhD, Professor, Belgrade Business School, Higher Education institution for applied studies, Belgrade, Serbia, **Olivera Đurić**, PhD, Professor, Belgrade Business School, Higher Education institution for applied studies, Belgrade, Serbia, **Bosiljka Srebro**, PhD student, University in Belgrade, Faculty of organizational sciences, Belgrade, Serbia



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15.00-16.30 Panel 4

Moderator: Hristina Runceva Tasev, Assistant Professor, Department of Political Science, Faculty of Law "Iustinianus Primus", Ss. Cyril and Methodius University- Skopje

"Mobility and professional development of teachers in higher education: the situation in Macedonia",

Jadranka Runcheva, Ph.D. Faculty of Educational Sciences, Goce Delcev University, Stip

"The Effectiveness of an Integrated Approach to Treat Autistic Kids- Case Study"

Dr.Nader Ahmad Jaradat , Associated professor Al-Zarqa University, Faculty of Education, Jordan.

"Determinants of SHS Teachers' Tacit Knowledge Sharing Behaviour"

Eugene Okyere-Kwakye, Faculty of Business and Management Studies Koforidua Technical University, Ghana. **Khalil Md Nor** Faculty of Management Universiti Teknologi Malaysia (UTM), Malaysia

"Inclusion of immigrant and refugee children in early childhood education (conditions and challenges)"

Jadranka Runcheva, PhD, Stip, Macedonia
Olivera Pasterk, MA, Vienna, Austria

"Knowledge of economic terms by nurses employed in the Eastern Croatia healthcare system"

Damir Šebo, Ivan Miloloža, Aleksandar Včev, Josip Juraj Strossmayer
University of Osijek, Faculty of Dental Medicine and Health Osijek, Republic of Croatia

"Corporate Governance, OECD Principles and Challenges in their Implementation in Two Largest Publicly Owned Companies in Kosovo"

Saxhide Mustafa, PhD Student, Economic Faculty, University of Tirana
Hajdin Berisha, Department of Management, Riinvest College (Virtual Presentation)

16.30-18.00 Panel 5

Moderator: Milena Apostolovska-Stepanoska Assistant Professor, Department of Political Science, Faculty of Law "Iustinianus Primus", Ss. Cyril and Methodius University- Skopje



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“The Economic and Security Implication of Pastoral Conflict in the Ecowas Region, 2010 and 2018”

Ugo Charity Kalu, Social Science Unit, School of General Studies, University of Nigeria, Nsukka

“The Political Science in the Republic of Macedonia: Challenges and Perspectives”

Milena Apostolovska-Stepanoska Assistant Professor, *Department of Political Science, Faculty of Law “Iustinianus Primus”, Ss. Cyril and Methodius University- Skopje*

“The Semiotics of Game in Olga Slavnikova's "Light Head"”

Andrea-Roxana Morar, Ph.D. Candidate, University of Bucharest

“Integrated Knowledge in Pre-Islamic Era: “Anwa” Meteorological Observations and Rain's Prediction as a Model”

Omar A. A. S. Fajjawi, Professor of Arabic literature: Pre-Islamic literature
Department of Arabic literature, The Hashemite University, Jordan

“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”

Cita Ayeni, Ph.D. Candidate, Universitat Autònoma de Barcelona, Spain

“Reliability of the self-assessment in 7-12 years old football players. Opportunities to use in the training process”

Ivan Simeonov, Ph.D. Candidate, Sofia University "St. Kliment Ohridski", Faculty of Educational studies and Arts (Virtual Presentation)