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FRAUDULENT FINANCIAL REPORTING AND MANAGEMENT INTEGRITY

Snežana Knežević, Associate professor

Faculty of organizational sciences,

University of Belgrade, Serbia

Miloš Milošević, PhD student, Belgrade, Serbia

Jasmina Paunović, prosecutor

Nikola Vuksanović, MSc, CFE

Dragan Cvetković, PhD

Abstract

The role of accounting is to provide relevant and valid financial decision-making information and improve the decision-making process for the capital market to function effectively. A key product of an accounting information system are financial statements. Financial statements are the principal means by which financial information is transmitted to stakeholders outside the enterprise. What is not good about accounting scandals and problems is the expiation of us all. Due to accounting irregularities, employees may lose their pension fund, investors their investment, etc. The subject of this paper is to elaborate the role of accounting in decision making in practice. The content analysis method was applied during the research of the observed issues.

The aim of this paper is to identify key directions in preventing fraud in the financial statements of companies. Particular attention in the research is devoted to the role of management in the process of providing quality financial information (statements) and preventing the occurrence of fraud. One of the fields of research is establishing the role of the internal audit in fraud prevention and detection.

Keywords: financial reporting, fraud, management integrity, financial decisions, internal audit

STRATEGIC MANAGEMENT IN THE FUNCTION OF TOURISM DEVELOPMENT

Bosiljka Srebro, PhD student,
Faculty of organizational sciences, University of Belgrade, Serbia

Dragoljub Simonović, PhD student,
Faculty of organizational sciences, University of Belgrade, Serbia

Abstract

Strategic management is one of the most studied areas in modern theory. Its role in business is of immeasurable importance, with its absence determining the failure of an organization's business. To the extent that strategic plans are realized, the organization itself will move in that direction. As strategic management is a multidisciplinary discipline, its application is steady in every industry. Tourism, as an industry where change takes place over short periods, mostly with high intensity, requires the application of strategic management as the basis of an organization's business. The increasing frequency and presence of competition are driving more dynamics in this industry, and it is necessary to find adequate mechanisms that will play a role in achieving the goals of the company and its success. In this regard, the aim of this paper will be related to the strategic approach to managing the development of the tourism potential of the municipality of Aranđelovac. The subject of this paper is the application of internal and external analysis methods that enable the creation of frameworks for the adoption and consequent implementation of strategies. The successfulness of the strategy implementation is conditioned by the successfulness of the organization.

Keywords: strategic management, development, tourism, SWOT, competitiveness

THE ROLES OF ACCOUNTING AND REPORTING IN ORGANIZATIONS AND DIGITAL ENVIRONMENT

Mihailović Đorđe, professor, College of Applied Technology Science Aranđelovac
Slavica Đurić Dakić, PhD student
Jelena Joksić, PhD student

Abstract

Decisions play a crucial role in the work of managers because making quality decisions enables the thriving of their companies. Decisions can be different (strategic, operational) and can be made at different time intervals. Development of decision-making based on “solid facts” is substantially supported by adequate achievements in information and communication technology. The subject of this paper is to identify relevant factors that influence the accounting system to satisfy the need for better information in the complex market environment and the intense dynamics that characterize it. A content analysis method was used for the research in the paper. Information systems, such as the accounting information system, can support people in the decision-making process by offering answers to the questions asked, creating various scenarios and stimulating the legitimacy of business-financial decisions. Relevant, timely and valid information should be the backbone of an accounting information system to support management in making economic decisions.

Keywords: accounting information system, digital environment, business-financial decision making, company

MOST INFLUENTIAL FACTORS IN DECISION MAKING REGARDING FOOD INDUSTRY – THE CASE OF ALBANIAN CONSUMERS

MSc. Ani Treska

Asoc. Prof. Dr. Tomi Treska
European University of Tirana

Abstract

The main objective of this research is the identification of factors which affect the decision-making of Albanian consumers in food purchasing. Focused in the Fast-moving consumer goods (FMCG) products format type as the chosen market segmentation and geographically in Tirana, has provided a very narrow area of the research study. Secondary to the first main objective and as a consequence of preciseness of the format of research and used instruments, this study's hidden value remains the acknowledged relation between independent variables and dependent ones.

The study's hypothesis is that before making a purchase, Albanian consumers are relied on the taste of the product rather than its price.

Independent variables are gender and age. Dependent variables are brand, price, taste, ingredients, and word of mouth (WOM). This generates useful information for companies operating in food industry on orienting their strategies.

This study is a combination of qualitative and quantitative methodology. The qualitative methodology includes theoretical background of global scholars with the combination and analysis of consumer behavior in Albania. The quantitative methodology includes a questionnaire performed for a total of 344 Albanian consumers living in Tirana. The gathered data have been analyzed using SPSS.

The results shed light upon taste as the most important factor which guides Albanians before making a purchase. Following that, price and word of mouth (WOM) are listed in the ranking. On the other hand, changes between subgroups of the dependent variables are highly noticeable.

Key words: consumer behavior, Albania, research, product, taste, market, FMCG

SOCIAL STUDIES EDUCATION: A PANACEA FOR ADDRESSING GENDER INEQUALITIES AND WOMEN EMPOWERMENT IN NIGERIA

DR. (Mrs) LOUISA OBY UNUGO
DEPARTMENT OF SOCIAL STUDIES
EBONYI STATE COLLEGE OF EDUCATION,
IKWO, EBONYI STATE, NIGERIA

Abstract

This paper presents a discourse on Social Studies Education: A panacea for addressing, gender inequalities and women empowerment. It starts by providing the basic explanation of the concepts of Social Studies Education, Gender inequalities and women empowerment. Gender inequalities and women empowerment are among the major issues in our societies that attract a lot of attention from scholars and non-scholars generally. The important of sound education in the society in order to address human gender inequalities and women empowerment cannot be overemphasized. The paper therefore, assessed Social studies education as a panacea for addressing gender inequalities and women empowerment in Nigeria and arrived at a conclusion that much has not been done in that regard. Social studies education occupies a pride of place in all level of Nigerian educational system. Because of its prominence, it was made a core subject in the primary and upper basic secondary schools. It is as a result of this central position of social studies education that qualifies its effective teaching and addressing women empowerment. Some of the ways in which Social studies education can address gender inequalities and women empowerment as mentioned above where outline and explained. Finally, the paper ended with conclusion and made some recommendations for social studies education as a panacea for addressing gender inequalities and women empowerment in Nigeria.

KEYWORDS: Social Studies Education, Gender inequalities and Women empowerment.

**INSTRUCTIONAL MATERIALS AND TEACHERS' EFFECTIVENESS IN PUBLIC SECONDARY SCHOOL IN
AFIKPO EDUCATION ZONE OF EBONYI STATE OF NIGERIA**

Dr. Uwaoma Akwu Ude
Dept. of Social Studies,
Ebonyi State College of Education,
Ikwo, P.M.B 002, Ebonyi State.
Nigeria

Abstract

This study was carried out to examine the relationship between the use of instructional materials and teacher's effectiveness in Afikpo Education zone. The study adopted a correlational research design, aimed at ascertaining the place of instructional materials on the teacher's teaching and learning in public secondary school in Afikpo education zone. The population of the study was made up of 2100 teachers and 95 principals in public secondary schools in Afikpo Education zone. Simple random sampling technique was used in selecting 38 out of the 95 principals in public secondary schools in Afikpo education zone, furthermore, out of the 2100 public secondary school teachers in the zone, random sampling technique was used to select 854 as respondent to the questionnaires used. Two structured questionnaire titled "**use of instructional materials questionnaire (UIMQ) and teachers' effectiveness questionnaire (TEQ)**" were developed for the study. The reliability of the two questionnaires (UIMQ) and (TEQ) were ascertained through a test re-test technique and were found to be 0.88 and 0.82 respectively. Two hypotheses and two research questions were formulated to guide the study. Percentage was used to analyze the research questions while person product-moment correlation statistics was employed to test the hypotheses at 0.05 level of significance. The result of the analysis showed that there is significant relationship between the use of tape recorder, and chalkboards and teachers effectiveness, based on the findings recommendations were made amongst which is teachers should develop positive attitude towards the use of instructional materials, educational stakeholders including the federal, state, local government and private sector should contribute financially and materially in the provision of instructional materials and principals and teachers should attend seminars and workshops on current trends in the use of instructional materials.

Keywords: Instructional materials, Teachers Effectiveness, Public Secondary School, Audio, Visual and Audio-visual materials.

FRAUD PREVENTION AND INTERNAL CONTROL IN COMPANIES**Dragoljub Simonović**PhD student, Faculty of organizational sciences
University of Belgrade, Serbia

Abstract

Frauds, in principle, lead to an increase in the company's financial returns, then to the placement of the company in a more favourable market or economic position than its competitors, or its peers, or to support of the company to avoid some economic loss. This paper presents a discourse on the role and importance of internal control in fraud prevention with the full support of management. Internal controls should provide "reasonable assurance" in the sense that fraudulent financial reporting will at best be prevented or, at worst, identified as soon as possible. The application of certain internal controls in a company against fraud can significantly reduce the possibility to commit fraud, or at least detect an earlier fraudulent act. An integrated system of internal controls - preventive, deterrent, and detective controls - can greatly reduce a company's vulnerability to fraud and be supportive of internal audit in effective risk management. In this context, it is emphasized in the paper that special attention should be paid to designing adequate internal accounting controls. The content analysis method is applied in the paper.

Keywords: fraud, prevention, internal control, company, accounting information

EFFECTS OF VEE DIAGRAM INSTRUCTIONAL STRATEGY ON ACADEMIC ACHIEVEMENT OF SOCIAL STUDIES STUDENTS IN UPPER BASIC SCHOOLS IN EBONYI STATE, NIGERIA

Dr. Livinus N. Nwose
Department of Social Studies
School of Arts and Social Sciences
Ebonyi State College of Education, Ikwo
Ebonyi State, Nigeria.

Abstract

The teaching of Social Studies is a core curriculum activity expected to be learner-centred. Observations have shown that Social Studies teachers in secondary schools mostly used the conventional strategies in their classroom practices regardless of the strategy. This study focused on effects of Vee diagram instructional strategy on achievement of Social Studies students in secondary schools in Ebonyi State. One specific purpose and one research questions guided the study while one null hypothesis was tested at 0.05 level of significance. The study was quasi-experimental in nature and adopted non-equivalent control group design. The population of the study comprised eighteen thousand eight hundred and nine (18,809) Upper Basic II students in the one hundred and seventy six (176) public secondary schools in Ebonyi State. The sample of the study was 200 students. The instrument used for data collection was Social Studies Achievement Test (SOSAT) with reliability index of 0.94 obtained using Kuder Richardson (20(KR-20) statistics. Data were analysed using mean and standard deviation for the research question, and Analysis of Co-variance (ANCOVA) was used to test the null hypothesis at 0.05 level of significance. The findings of the study revealed that the mean achievement score (77.92#SD) of secondary school students taught (Social Studies) using Vee diagram instructional strategy, was higher than the mean achievement score (55.92#SD) of those taught (Social Studies) using conventional methods. It concluded that Vee diagram was more effective than conventional strategy used in teaching Social Studies. The study recommended that ministry of education should adopt Vee diagram instructional strategy to solve the problem of poor performance of students in Social Studies in Ebonyi state. Moreover, that government should train teachers regularly in the use of Vee diagram instructional strategy in teaching of Social Studies and curriculum planners should incorporate the use of Vee diagram instructional strategy in their future innovation to enhance learner-centred approach to the study of Social Studies in Upper Basic schools in Ebonyi State.

Keywords: Effects, Vee Diagram, Instructional Strategy, Academic Achievement, Social Studies

**DIFFERENT APPROACHES OF SOLVING
SOME PROBABILITY PROBLEMS**

Martin Fajkus

Faculty of applied informatics, Tomas Bata University in Zlin

Abstract:

Presented paper shows two different approaches of solving two selected probability problems. The first approach uses just elementary probability, while the second one shows how probability distributions may be used. Further, it goes deeper and presents how to answer additional questions related to the problems. Math classes of some secondary educational institutions offer also some fundamentals of probability and statistics. Students of the Faculty of Applied Informatics (FAI) of the Tomas Bata University have to pass, among others, also an introductory course of probability and statistics. This introductory course begins with equating the level of all students. After reviews of elementary probability students get acquainted with some probability distributions. During the course students took two tests. The first one after first few classes, the second one at the end of the course. Moreover, the same tests were given both to full time and part time students. The results of a) which approach was used by the students to solve the problems b) whether there was any difference between full time students and part time students will be analyzed in another paper. There are no high requirements for statistical software. Although the computational environment *Statistica* is available for every student, the MS Excel or Calc from the Open Office Foundation with their statistical functions are enough to use.

Key words: probability, probability distributions, binomial distribution, hypergeometric distribution, Excel

THE INTEGRATIVE MODEL OF POWER SHARING AND THE LAW ON THE USE OF LANGUAGES- THE CASE OF NORTH MACEDONIA

Ass. prof. Hristina Runcheva Tasev, Ph.D.
Faculty of Law "Iustinianus Primus"
Ss. "Cyril and Methodius University", Skopje

Abstract

The paper analyses the extent to which the integrative theory, pioneered by Donald Horowitz, has been incorporated in the new Law on the use of languages in the Republic of Macedonia. Given Macedonia's distant and near past, the theory is applicable in the analysis of laws and policies aiming towards greater integration of ethnic minorities. The paper focuses on the ethnicity, its formation, and builds connections with the reasons for emergence of ethnic conflicts. It analyses politics of symbols as the essence of interethnic politics, and the status of one group's language as a direct indicator of the status of the group itself.

Using the Horowitz's integrative theory, elaborating its essence, scope, methods, the author applies the theoretical findings on the Macedonia's case of ethnic conflict in 2001. The Ohrid Framework Agreement that finalized the conflict is used as a basis for the Law on languages. The integrative capacity of the law itself is analyzed through the prism of its provisions and political circumstances in the country.

Key words: integrative theory, law on languages, Macedonian case, Ohrid Framework Agreement

ATTITUDE OF ADULT EDUCATION TEACHERS TOWARDS ADULT LEARNERS: COUNSELING IMPLICATION

AWAM SYLVESTER NKWEGU
DEPARTMENT OF EDUCATIONAL FOUNDATIONS
EBONYI STATE COLLEGE OF EDUCATION, IKWO

Abstract

This study investigated the attitude of adult education teachers towards adult learners in Ebonyi State, Nigeria. The design of the study was descriptive survey. Three research questions and three null hypotheses guided the study. The whole of 451 teacher's population was used for the study. An instrument titled "Adult Teachers Attitude towards Adult Learners" (ATATAL) was used in collecting data for the study. The instrument was validated by experts in Educational Psychology, measurement and evaluation. Internal consistency was established using Cronbach Alpha at reliability coefficient of 0.82. percentage, mean and standard deviation were used to answer the research questions while Chi Square, T. test and analysis of variance were used to test the hypotheses at 0.05 of significance level. Findings indicated that adult education teachers who have positive attitudes towards adults learners are more than those of negative attitudes. Attitudes of teachers towards adult learners based on the difference significantly while there was no significant different in terms of years of experience based on the findings recommendations were made among others that female teachers should be encouraged to build a more positive attitude towards adult learners.

Key words: Attitude, adult education, Adult Learners.

READING IN TIMES OF TECHNOLOGICAL CHANGES. SOCIAL READING PHENOMENON.

Weronika Kortas, MA, PhD candidate at
Nicolai Copernicus University in Toruń

Abstract:

In 2018, Mary K. Tod conducted a survey addressed to book readers. Some respondents admitted that social media "makes it easier for me to find books that I like", "give me a voice about books that I have read" and "activate a reading community around reading, belonging to which I enjoy". Based on research, it can be said that people want to share information about what they read, their thoughts, opinions, etc. and want them to be responded to. Technology is naturally and obviously a great activator of this type of activities. Thanks to this, reading - an activity that is usually associated with spending time alone - becomes a community experience.

In the book "Social Reading: Platforms, Applications, Clouds and Tags" the authors point out that the Internet revolution has caused a rapid increase in online reading and writing, and thus - new terminology. Authors of the above books inform about, for example, the concepts of neologism "wreading", which means "reading as an act of writing", "multimedia reading", "online reading", "shared reading" or "social reading."

The exchange of information, opinions and views on books takes place in forums, in commentary sections of online bookstores, etc., on dedicated social networking sites, such as Good Reads, in specially created groups or Facebook pages, etc. In the presentation, the author will take an attempt to present how technological changes have influenced the reading environment and reading habits.

ETHICS IN E-COMMERCE: IS THERE UNIQUE ETHICS IN E-COMMERCE?

Miriyeva Narmin, Ph.D. Candidate,
University of Szeged, Faculty of Law and Political Sciences

In current decades, information technology has shown itself as a major significant field in relations with other people. Moreover, the computer has provided many new communication opportunities that increase our benefits from advanced technology. Today, people cannot imagine their life without the Internet, as it covers all areas of our daily lives. The more users use the Internet, the greater the chances of developing e-commerce. Currently, users take advantage of e-commerce and transactions. As users are confronted with ethical issues about their online behaviour, their values, and their beliefs, these ethical issues always have tendencies and raise questions.

Most people learned their first ethical practices in the family from their parents, and then at school from teachers. Ethics has tremendous power and affects not only everyday life but also the business world and consumers. As long as consumers have access to the Internet and at the same time enjoy the online world, they will also face the other side of the coin, similar to ethical issues and the rules of online life.

The purpose of the article is to study the ethics that have been adopted in e-commerce and try to find out whether ethics in e-commerce is part of business ethics or there is unique ethics in e-commerce. The article will be structured as follows: first, an overview of ethics in general and some ethical theories will be conducted, then the study will continue on the basis of ethics in the business world. The third part will consist of ethical issues in e-commerce, and the last will be devoted to ethical issues of consumers on the Internet.

Keywords: ethics, ethical theories, ethics in business, ethics in e-commerce, e-commerce, consumer ethics.

TRANSFERS OF PERSONAL DATA TO THIRD COUNTRIES IN COMPLIANCE WITH GDPR - IMPACT ON BUSINESS**PhD Sylwia Kotecka-Kral**

Center for Research on Legal and Economic Problems of Electronic Communication (CBKE)
Faculty of Law, Administration and Economics
University of Wrocław
Poland

Abstract:

One of the cases in which personal data may be transferred outside the European Union in connection with conducting business activity is the use of cloud services. Customers' personal data or their marketing profiles, as well as the entrepreneur's financial data are often stored in the cloud. In order to comply with the GDPR, it is first necessary to determine whether the entrepreneur's activity may involve the transfer of personal data to a third country, i.e. cross-border data processing. If so, the conditions for the lawfulness of exporting personal data outside the European Union require verification. The GDPR strictly regulates the transfer of personal data to third countries or international organizations, establishing additional conditions to the general conditions for data processing. The basic difficulty encountered by the entrepreneur who is the administrator of personal data in this situation is the need to inform the persons whose data he plans to export about such an intention. This also applies to data exports made by processors and their subcontractors. In any case, the controller or processor should apply solutions that will allow data subjects to have - when the transfer takes place - enforceable and effective rights with regard to the processing of their data in the EU, so that they will still be able to exercise their fundamental rights, including the right to be forgotten. This article presents the legal basis for exporting personal data outside the European Union, the rights of personal data subjects, obligations related to the registration of the transfer of personal data, the competence of the leading national supervisory authority in the matter of personal data protection, also in the case of entrepreneurs affiliated to international holdings.

Key words:

GDPR, personal data, data transfer, cross-border data processing, rights of the data subject, principles for data transfer outside the EU, jurisdiction of the supervisory authority

INCORPORATING UNIVERSAL DESIGN IN PUBLIC SPACES: A CASE OF INCLUSIVE PARKS IN TIRANA, ALBANIA

Sokol Dervishi, Melania Keci
Department of Architecture, Epoka University, Tirana, Albania

Abstract

Universal Design has the potential to help define a coherent policy of integrating people with disabilities, strengthening the goal of enhancing the autonomy of people and making them self-supporting. Many people with disabilities are unable to take part in important activities. They are treated in an unequal manner, merely because of policies, societies, and environments are not designed to meet their requirements. As such, disabled people are excluded from public places and the activities as they do not find the appropriate conditions. Because of the isolation from the other part of the society, many of them decide to stay away from public spaces, suffering a physical and psychological barrier.

The main aim of the present paper is to raise awareness of the existing physical and psychological barriers created in Albanian society, and proposing design for all standards in the public space environment. The study describes the existing condition of the public parks in Albania and potential improvements via principles of universal design. Specifically, the study analyses the public spaces in Tirana including surveying, interviews and observations on the interaction of the disabled people with the public spaces. Additionally, a public park in the city centre of Tirana is selected as a case study to further investigate the existing situation and potential implementation of the universal design principles. Detailed analysis on lighting, acoustics, colours, materials of the park is performed. Specifically the study explores the i) land use, greenery, existing urban furniture, water elements, existing lightening and the transitional paths of the site ii) Shading analysis in different period of year and time iii) shading elements iv) existing situation of parking and traffic v) obstacles on walkways. In addition, surveys and questionnaires are performed to understand the social interaction and perception of the people about the public space. The questionnaire includes different concerns such as park maintenance, enlightening, greenery, urban furniture, playground installations, water features, shading elements and accessibility.

The results showed that the site does not fulfil the minimum requirements for a universal design to provide the social interaction of all the disabled people. The environments are not easily accessed by people, including many physical barriers. A design proposal is suggested to improve the design for all the people. The concept transforms the park by implementing universal design standards and creates a friendly and relaxing environment for social and cultural interaction of all the categories of people. The research is expected to serve as a guideline to architects, local government, and urban planners to fully integrate the participation of people with disabilities into the community.

Keywords: Inclusive Parks, Universal Design, Public Spaces, Survey and Questionnaire

INTERACTIVE TEACHING FOR MATHEMATICS IN HIGH SCHOOL

Siditë Duraj University of Shkodra “Luigj Gurakuqi”, Faculty of Natural Sciences, Department of Mathematics, Albania

Lekë Pepkolaj, Albanian University, Faculty of Applied and Economic Sciences, Department of Engineering, Albania
Elizabeta Gurraj

Abstract

In today's conditions of the development of Albanian society and of the education reform that has spread throughout pre-university and higher education, traditional teaching methods can no longer respond to new developments. The main strategy of modern education should focus on independent student activity, the organisation of self-learning environments and experimental and practical training. The realities of the 21st century student require that schools and educators radically change their practice. The aim of this article is to demonstrate the effectiveness of interactive teaching in high schools mathematics and the importance of this method in teaching mathematics. The interactive methods and techniques implemented have served students to develop organizational skills, absorb information through different learning systems, strengthen group and self-esteem, clarify values, beliefs and perspectives. Interactive methods will facilitate the establishment of an active, independent and free person with critical thinking.

Keywords: Interactive teaching, traditional methods, high school

DOES EXPORT ACTIVITY DRIVE GROWTH? A CASE STUDY ON PRODUCTIVITY AND PROFITABILITY IN THE GREEK MANUFACTURING

Maria Kalogera, Ph.D. Candidate, Department of Business Administration, School of Economic Sciences and Business Administration, University of Patras, Campus Rio, 26504 Patras, Greece

Antonios Georgopoulos, Professor, Department of Business Administration, School of Economic Sciences and Business Administration, University of Patras, Campus Rio, 26504 Patras, Greece

Panagiota Boura, Doctorate, Department of Business Administration, School of Economic Sciences and Business Administration, University of Patras, Campus Rio, 26504 Patras, Greece

Abstract

Even though most of the export benefits inter alia refer to high productivity and profitability, the question is whether these performance indicators have been improved solely as a result of export activity or not. As such, in this study, we investigate whether and to what extent export activity could strengthen overall firm performance in terms of the aforementioned crucial measures, productivity and profitability. Moreover, we attempt to determine the impact of the crisis during the recession when firms seek new ways in order to increase and exploit their competitive advantage through exporting activity. As Greece is a very appealing case study due to the recession, we pooled micro-level data from Greek firms operating in all sectors of economy from 2005 to 2017. After extensive research of the literature, the most widely used financial and non-financial variables have been collected for each firm. By using the GMM model approach, the results indicate that high export intensity might strengthen the productivity and profitability of firms, especially if they are young, large in size and they operate in traditional industry sectors.

Keywords: export activity, economic performance, productivity, profitability, Greek firms, recession period, panel data

JEL classification

F14 Empirical Studies of Trade, F23 International Business, L25 Firm Performance: Size, Diversification and Scope, M21 Business Economics

EUROPEAN MUSEUMS AND THEIR CONTEMPORARY SOCIAL ROLE. “THE CARING MUSEUM IN ACTION: BEST PRACTICES FOR SENIOR VISITORS AND VISITORS WITH DEMENTIA”

Dr Maria Kontochristou, Assistant Professor, Hellenic Open University

Dr Antonia Tzanavara, Adjunct Lecturer, Hellenic Open University & Head of Cultural Activities Department, Municipality of Korinthos

Eirini Stathopoulou (MSc), Conservator of Antiquities and Works of Art, American School of Classical Studies, Athens, Malcolm H. Wiener Laboratory for Archaeological Science

Abstract

The paper presents the anthropocentric-social role of museums in the 21st century and introduces the new type of the “caring museum”. In particular, it examines the caring museum’s essential role in welcoming and engaging senior visitors and visitors with dementia into contemporary museum environment. Elderly people and people with age-related neurodegenerative problems, such as dementia, should not feel neglected or marginalized from every day activities and life itself. The paper, based on the above assumption, offers an analysis of the best practices adopted by the european museum community, presents representative samples of inclusive activities for the elders in general and especially for people with dementia, whereas it concludes that the caring museum can provide a unique museum experience of integration, enjoyment and edutainment.

Key Words: Caring museum, senior visitors, visitors with dementia, inclusivity, edutainment.

DECOMPOSING WAGE DISTRIBUTIONS IN PERFORMANCE PAYING JOBS: CHANGES DURING THE GREAT RECESSION

Marko Ledic

Department of Economics, University of Zagreb

Abstract

In this study we have analyzed the wage differential in the wage distributions between performance and non-performance pay job schemes in South Korea. We identify workers in the performance pay job schemes if their wage is either decided on the basis of an individual's output, or on the basis of a team output or on the basis of the company's overall performance. Workers who are paid an hourly wage belongs to non-performance pay scheme. Since our results have confirmed that there exists a significant wage differential between performance and non-performance pay jobs schemes, we have proceeded further in analyzing which are the factors that affect the following wage differential. We have also analyzed whether the recent economic crisis that hit the economies in 2007/08 has affected the wage distributions between these two groups in South Korea. In our analysis we have used the Korean Labour and Income Panel Survey (KLIPS) from 2003 till 2010. In the first step we have applied a reweighted Oaxaca-Blinder decomposition method which provides us with the detailed decomposition of the wage differential at the mean. In the second step, we have applied the decomposition method based on the Recentered Influence Function (RIF) regressions in order to investigate the source of change in wages at different points of the wage distribution by decomposing the changes at various wage quantiles. Taking into account the possibility of heterogeneous results between gender we have performed separate decompositions for both men and women.

Keywords: labour productivity, gender economics, wage structure, wage differentials, payment methods

**HOW EMPLOYEE INVOLVEMENT AND JOB PERFORMANCE CAN AFFECT JOB SATISFACTION?
(DISTRIBUTION INDUSTRY IN ALBANIA)**

Nertila BUSHO

PhD Student., Department of Management, Faculty of Economy, University of Tirana, Albania

Abstract

Even that in our country managers place too little emphasis on employee job satisfaction, numerous studies around the world have shown that satisfaction guides an important role on motivation and employee performance that is related directly with organization performance. Considering the employees as the object of the study, we have seen how work involvement and performance are related with job satisfaction. Large and successful companies are currently considering that having satisfied employees is the same as having a competitive competence in organization. Meanwhile it is widely known that job satisfaction is one of the most complex issues that managers have to face in this dynamic area where each employee may have different reasons that drive them to be satisfied or dissatisfied at their work. This study has taken into consideration only the distribution industry in Albania. The survey analysis is performed through the multiple regression model. We have operationalized the variables of involvement perception in four item, job performance in seven item and job satisfaction in nine item, measured in the questionnaire with five-point Likert scale. Employees involvement and their job performance are positively related with job satisfaction that guides the organization towards achieving its goals. In future we want to expand our survey in other industries and to take into consideration more factors that affect job satisfaction.

Keywords: Work involvement, Job Satisfaction, Employees performance, Distribution industry, Albania

THE DETERMINANTS OF CONSUMER PRICE INDEX IN KOSOVO**Prof. Ass. Dr. Donat Rexha**

AAB College, Prsitina Kosovo

Muhabere Maliqi PhD.c

University of Pristina “ Hasan Prishtina”

Msc. Amernisa VrajolliAAB College, Prsitina Kosovo

Abstract

Using Consumer Price Index, the health of the economy can be in control and the state can take necessary preventive measures otherwise not taken could lead to devastating effects in the form of high unemployment, bankruptcies and major financial losses. This study uses quarterly data of Kosovo from 2006 to 2018. Quarterly data is taken from Central Bank of Kosovo, Agency of Statistics of Kosovo and Ministry of Finance version which include Consumer Price Index, Gross Domestic Product, and Interest Rate. Data analysis will be carried out with the Statistical Packages for Social Sciences (SPSS). The data have been analyzed with multiple regressions method, using namely Pearson's correlations, Multicollinearity, One-Way ANOVAs, F-test, and T-tests. We found that there is strong relationship between consumer price index (CPI) and GDP. When the Gross Domestic Product (GDP) increases, it will also increase consumer price index as these two have linear relationship. Also there is strong correlation between money supply and interest rate, which means that the CPI increases when interest rate increases.

Key words: Gross Domestic Product, Consumer Price Index, Money Supply, and Interest Rate.

OPPOSING THE FAMILY VIOLENCE IN THE PRACTICE OF WEST BACKA DISTRICT'S POLICE ADMINISTRATION

Saša Dmitrašinovic, student of doctoral studies
University of Novi Sad
Faculty of law

Abstract

The family violence is form of violence which is, in lesser or higher degree, universally present in every social system regardless of a specific legal system or the development degree of a particular society. Countries, especially those who are on the path of a true democratic development and establishment of the democratic institutions, are searching for the answer how effectively counter this form of violence. Certainly, a prevention-based strategy is needed, which involves a multidisciplinary approach, cooperation of all segments of society, and building trust in the police and other competent state bodies, as well as establishing the necessary legal framework for the actions of the responsible authorities. In the Republic of Serbia, domestic violence has been prescribed and sanctioned by law as a separate criminal offense, a specific strategy has been established and implemented, and a number of international legal acts have been ratified whose provisions have been implemented in the legal system of the Republic of Serbia. It is particularly significant that in 2016, the Law on the Prevention of Domestic Violence was adopted (in force since 2017), which is based on prevention measures of family violence, providing protection and support to the victims of violence. his paper deals with the effects of the application of this law, as well as the analysis of the effectiveness of other preventive measures, implemented in cooperation with citizens, in the criminal practice of the Sombor Police Department in combating family violence. The Sombor Police Directorate has real and local jurisdiction in the West Backa District, which is located in the northwestern part of Backa, covering 2.74% of the Republic of Serbia and 11.25% of the AP of Vojvodina. According to the census report from 2011, there were 188.087 inhabitants. It is a multinational environment in which members of twenty-one nations and national minorities live equally. Combining theoretical and empirical research, which are conditioned by the complexity of the subject matter, the answer to the question is whether the implementation of this law in practice achieved the basic goal that the legislator had in mind when enacting this legal act, namely the effective prevention of violence and the establishment of protection mechanisms victims.

KEY WORDS: family violence, police, West Backa district, prevention and repression.

**CHURCH MEDIA IN SLOVAKIA: A SPIRITUAL SERVICE FOR BELIEVERS
EVANGELIZATION OUTREACH AND DIALOGUE WITHIN – NOT ON THE AGENDA**

Doc. Terézia Rončáková, PhD. assistant professor
Catholic University in Ružomberok, Slovakia

Abstract

The author presents the structure of Church media in Slovakia and the overview of her previous research projects on the church media. She states that Slovak church media are exclusively pastoral, wilfully resigning to the evangelization function. They act as public relations bodies of the bishop's conferences and as an extension of spiritual service of the church to the believers. Opening complex topics, covering opinion plurality and encouraging discussion, is regarded as harmful. But as the researches show, also the request of the believing audience for independent critical Church medium is disputable. The audience is – disregarding age – divided between the audience of the official church media and decent secular media. Between these two groups exists a relatively strong antagonism.

SOCIAL PROBLEMS AS THEMES FOR CSR ACTIVITIES. WHICH TOPICS ARE MOST APPROPRIATE?

Dr. Rejla Bozdo,
Faculty of Economy, University of Tirana, Albania

Abstract

There are many social problems in many countries. In many cases, these social problems become massive causes supported by citizens and business communities, by directly impacting the wellbeing of the society we live in. During the last year we have seen on traditional media and social media, an increased level of awareness globally towards the climate change and the factors that create it. In many countries all over the world there are many other social causes that have great public awareness, as the ones related with cancer, children exploitation, women rights, human rights, etc. People are very sensitive to these social causes, while marketing practitioners and academics have found out that an environment sensitive to social problems needs to be considered in the business strategies and marketing strategies.

Companies are interested to identify the main social problems that have consumers' concern in a specific community, city and country that most probably is also firms' target market, in order to plan its Corporate Social Responsibility plan. Corporate Social Responsibility (CSR) is now a known concept in the business world. CSR refers to ``the obligation of a firm beyond that required by law or economics, to pursue long term goals that are good for the society.`` (Robins and De Cenzo, 2001). How each company applies its CSR depends on many internal and external factors, such as the development of a holistic concept that involves all levels of stakeholders such as managers, employers, suppliers, NGOs, local government, etc. From the external perspective the success of a CSR depends on social, cultural, economic factors of the society where it applies. According to Berniak-Woźny (2010), CSR campaigns in developing countries are distinct from CSR in developed countries because of their expanding economies and the social and economic impact of the financial crises. The differences are reflected on the themes CSR is involved in developing and developed countries.

To identify the main social problems in a specific country (Albania) that may be a very good input for CSR program for year 2020, is the aim of this research. Through a comparative analysis the author will compare the themes used for CSR activities in EU countries with the ones used locally (in Albania).

**FOSTERING PRODUCTIVITY AND COMPETITIVENESS IN PROMOTING ECONOMIC DEVELOPMENT
IN THE EUROPEAN UNION CANDIDATE COUNTRIES: THE CASE OF REPUBLIC OF NORTH
MACEDONIA**

Marko Veljanovski,
IB student Nova International Schools Skopje, The Republic of North Macedonia

Abstract

While business sector is widely seen as a promotor of economic progress in developing countries, the domestic companies in the European Union candidate countries are not sufficiently integrated into global value chains. This deprives them from beneficial opportunities and obstructs their productivity and competitiveness. Therefore, strategic partnering among domestic companies is seen as a prerequisite and should be strongly encouraged along the country's pathway to EU accession. The central goal of this paper is to highlight the economic challenges and possible remedies for the business sector in light of prospective EU membership. Several specific research questions are analysed: [1] the role of structural and business environment reforms in promoting companies' productivity and [2] the impact of EU accession on the external competitive pressures. At the same time, the research is focused on offering solutions for more specific problems that Macedonian business sector faces in the past years. However, their success will strongly depend on the progress in upgrading the institutional capacity of the country.

Key words: Productivity; Competitiveness; EU Accession.

BIG DATA AND DIGITAL TRANSFORMATION IN MARKETING: A LITERATURE REVIEW

A/Prof. Ing. Andrej Miklosik, PhD.
Faculty of Management, Comenius University in Bratislava, Slovakia

Abstract

Continuous technological advancement is forcing organisations to change traditional ways of operations. Nowadays, more data is generated than ever before, representing great opportunities but also struggles for marketers. The marketing industry and marketing as a business function need to disrupt themselves, leading into complete digital transformation. Understanding and adopting new technologies and data analytics approaches will enable them to identify needs of their customers and enhance and streamline their marketing programs. The main objective of this study is to provide a comprehensive review of published research in the area of the impact of Big Data on digital transformation of organisations in marketing. 175 documents were initially selected. After the screening, 56 peer reviewed articles from journals and conference proceedings, two book chapters, and one book, published between 2014 and 2019, were included in the literature review. Thanks to this work, researchers will be able to identify research gaps, assisting them to focus on areas that need more attention.

Keywords: Big Data, digital transformation, disruptive technologies, information governance, marketing

IMPLEMENTATION OF COMPENSATION POLICIES AND SYSTEMS IN ALBANIAN COMPANIES

Martin Serreqi, Ph.D. Candidate
University of Tirana

Abstract

Compensation is one of the largest expenses of doing business with a significant impact on both organizations and employees. This is even more evident in knowledge and professional sectors of the economy. (Bergmann & Scarpello, 2002). From an organizational viewpoint, pay is important because it often represents a significant portion of the organization's cash flow, attracts applicants, and motivates and retains employees (Heneman, 1985). From an employee perspective, pay is important as it provides important informational feedback, motivation, and satisfaction, enhances commitment, and prevents turnover (Lawler, 1971). Pay satisfaction is the key mediator between an organization's compensation policy and relevant outcomes. It is necessary to examine pay satisfaction in order to advance research regarding compensation policies and systems. The paper gives a thorough overview of the most important models of pay satisfaction, and then focuses on the appropriate models for use in the Albanian companies.

DEA VERSUS PROBIT MODEL IN PREDICTING BUSINESS BANKRUPTCY

Ing, Martina Mokrišová, PhD., University of Presov, Faculty of Management, Department of Accounting and Controlling, Konštantínova 16, 080 01 Prešov

Ing. Jarmila Horváthová, CSc., University of Presov, Faculty of Management, Department of Accounting and Controlling, Konštantínova 16, 080 01 Prešov

Abstract

The paper focuses on the prediction of bankruptcy in the selected industry using mathematical and statistical methods. The issue of financial health assessment and corporate bankruptcy prediction is a widely discussed topic across various industries in Slovakia and abroad. Although this issue is well discussed in the literature, it needs to be constantly reviewed according to the current needs of financial management and risk management. The aim of the paper was to create a model of bankruptcy prediction for the analyzed sample of enterprises using the Data Envelopment Analysis (DEA) and to verify the predictive ability of this model in comparison with the probit model. The research was carried out on a sample of companies operating in the field of heat management in Slovakia. For this sample of companies we have chosen appropriate financial indicators as determinants of bankruptcy. The indicators were selected using related empirical studies and a one-dimensional probit model. The classification accuracy of the assembled DEA model in comparison with the probit model was evaluated using error type I and error type II. The paper presents the early warning model based on the principles of the DEA method, which takes into account the specifics of the analyzed sample of Slovak companies.

Key words: Bankruptcy, Data Envelopment Analysis, Model, Prediction, Probit

FACTORS INFLUENCING THE CREATION OF A POSITIVE CLIMATE IN SCIENCE LESSONS FROM THE PERSPECTIVE OF PUPILS

Grecmanova, H., Gonda, D., Urbanovska, E.

Abstract

Recent knowledge of the human brain points to the important role of emotions in the processing new information in the brain. A positive teaching climate has an important impact on pupils' attitude to learning subjects. The object of our research was to verify, in our research adapted, a questionnaire for measuring the climate of science teaching. The focus of this paper is the statistical processing of the obtained data and subsequent interpretation of the results of the statistical analysis. Based on our research, factors with a positive and negative impact on the climate of science lessons have been identified. At the same time, it was found that neither sex nor age of pupils has a statistically significant effect on the perception of the climate of science teaching.

Key words: science subject, teaching climate, factor analysis, average score, factor effect