



INTERNATIONAL ACADEMIC INSTITUTE

CONFERENCE PROGRAMME

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

**Corvinus University
Budapest, Hungary
26 November 2019**



International Academic Institute
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Conference Venue:

The location for our November 2019 conference is

Corvinus University

**H-1093 Budapest, Fővám square 8.
Room number 69**

Contact Person:

Mrs. Hristina Runcheva Tasev, IAI Vice President

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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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26 November 2019

10.00-10.30 Registration of participants

10.30-10.40 Opening of the Conference

Ass. Prof. Hristina Runcheva Tasev, Ph.D.
IAI Vice President

10.45-12.00 Panel 1 Law & Social Sciences

Moderator: Ass. Prof. Hristina Runcheva Tasev, Ph.D.

“READING IN TIMES OF TECHNOLOGICAL CHANGES. SOCIAL READING PHENOMENON”

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

**“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” Skopje

“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

**“TRANSFERS OF PERSONAL DATA TO THIRD COUNTRIES IN COMPLIANCE WITH GDPR - IMPACT
ON BUSINESS”**

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

**“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

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

Ass. Prof. Terézia Rončáková, PhD. Catholic University in Ružomberok, Slovakia



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

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

“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

“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

12.00-13.30 Panel 2 Business & Economics

Moderator: Mihailović Đorđe, professor, College of Applied Technology Science Arandjelovac

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

prof. Marko Ledic, Department of Economics, University of Zagreb

“DIFFERENT APPROACHES OF SOLVING SOME PROBABILITY PROBLEMS”

Martin Fajkus

Faculty of applied informatics, Tomas Bata University in Zlin

"THE ROLES OF ACCOUNTING AND REPORTING IN ORGANIZATIONS AND DIGITAL ENVIRONMENT".

Mihailović Đorđe, professor, College of Applied Technology Science Arandjelovac

Slavica Đurić Dakić, PhD student

Jelena Joksić, Ph.D. student

"UNDERSTANDING COMPANY VALUE: REPORTING INTELLECTUAL CAPITAL"

Assistant prof. Dmitrović Veljko, Ph.D.

“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



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“BIG DATA AND DIGITAL TRANSFORMATION IN MARKETING: A LITERATURE REVIEW”

A/Prof. Ing. Andrej Miklosik, PhD.

Faculty of Management, Comenius University in Bratislava, Slovakia

“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 Vrajolli, AAB College, Prsitina Kosovo

“FRAUDULENT FINANCIAL REPORTING AND MANAGEMENT INTEGRITY”

Snežana Knežević, associate professor, Faculty of Organizational Sciences, Belgrade, Serbia

Jasmina Paunović, MSc

Nikola Vuksanović, MSc

Dragan Cvetković, PhD

"STRATEGIC MANAGEMENT IN THE TOURISM DEVELOPMENT FUNCTION"

Srebro Bosiljka, PhD student

Dragoljub Simonović, PhD student

**“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

**“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

“FRAUD PREVENTION AND INTERNAL CONTROL”

Dragoljub Simonović, CEO, Apejron company, Belgrade, Serbia

**“ENSURING A PRODUCTIVITY AND COMPETITIVENESS OF THE BUSINESS SECTOR IN
PROMOTING ECONOMIC DEVELOPMENT IN EUROPEAN UNION CANDIDATE COUNTRIES: THE
CASE OF REPUBLIC OF NORTH MACEDONIA”**

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



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“IMPLEMENTATION OF COMPENSATION POLICIES AND SYSTEMS IN ALBANIAN COMPANIES”

Martin Serreqi, Ph.D. Candidate, University of Tirana

“INSIGHTS INTO BEHAVIORS AND PERCEPTIONS OF OLDER SLOVAK CONSUMERS”

Ing. Dana Vokounová, PhD.

University of Economics in Bratislava, Slovakia

DEA VERSUS PROBIT MODEL IN PREDICTING BUSINESS BANKRUPTCY

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

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

Panel 3 Education 13.30-15.00

Moderator: DR. LOUISA OBY UNUGO, DEPARTMENT OF SOCIAL STUDIES, EBONYI STATE COLLEGE OF EDUCATION

“ATTITUDE OF ADULT EDUCATION TEACHERS TOWARDS ADULT LEARNERS: COUNSELING IMPLICATION”

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

“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.

“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

“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

“INTERACTIVE TEACHING FOR MATHEMATICS IN HIGH SCHOOL”

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



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

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

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