



**INTERNATIONAL ACADEMIC INSTITUTE**

**CONFERENCE PROGRAMME**

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

**Belgrade Business and Arts Academy for Applied Studies**

**Belgrade, Serbia  
2 March 2020**

**Conference Venue:**

The location for our March 2020 conference is  
**Belgrade Business and Arts Academy for Applied Studies**  
**Kraljice Marija 73, Zvezdara,**  
**Belgrade, Serbia**

**Contact Person:**

**Leposava Ognjanoska, MSc**  
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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.

**2 March 2020**

**9.00-09.30 Registration of participants**

**09.30-09.45 Opening of the Conference**

**Leposava Ognjanovska, MSc**

International Academic Institute

**Representative from Belgrade Business and Arts Academy of Applied Studies**

**Snežana Knežević, Associate Professor, IAI Editorial Board Member**

Faculty of Organizational Sciences, Belgrade, Serbia

**10.00-12.00 Panel 1 Business & Economics**

**Moderator: Leposava Ognjanovska, IAI**

**“CRYPTOCURRENCIES: BORDER BETWEEN MONEY AND STATE”**

**Prof. Ing. Massimo Introzzi**

University: Milano Bicocca, DI.SEA.DE. "Scienze Economico-Aziendali e Diritto per l'Economia"

**“CORRUPTION AND GROWTH IN THE MEDITERRANEAN”**

**Lavinia Mustea**

"Vasile Goldis" Western University of Arad, Faculty of Economic Sciences, Computer Science and Engineering

**“SCIENCE AND EDUCATION AS FACTORS FOR SUCCESSFUL DIGITAL TRANSFORMATION OF THE SERBIAN ECONOMY”**

**Marijana Vidas-Bujanja, PhD, Professor**

Belgrade Academy for Business and Art Applied Studies, Belgrade

**“ACHIEVING THE BALANCE BETWEEN THE CORPORATE INTEREST AND THE PUBLIC INTEREST THROUGH PRISM OF THE COMPERHENSIVE ECONOMIC AND TRADE AGREEMENT BETWEEN CANADA AND THE EUROPEAN UNION”**

**Ph.D. Student Marija Fileva**

Ss. Cyril and Methodius in Skopje, North Macedonia  
Faculty of Law „Iustinianus Primus“ – Skopje

**“INDIAN PENSION SYSTEM EXPERIENCES A STRUCTURAL SHIFT FROM PAY AS YOU GO TO DEFINED CONTRIBUTION SYSTEM (FOLLOWING CHILE AND POLAND): IS IT A FINANCIALLY VIABLE ALTERNATIVE?”**

**PhD student Angana Banerji**

University of Warsaw, Faculty of Economics and Social Science

**“CONSUMER BEHAVIOR AND ITS IMPACT ON THE ECONOMY”**

**Andrea Seberini**

University of Matej Bel, Economic Faculty, Banská Bystrica, Slovakia

**“THE MATCHING OF EDUCATIONAL OUTCOMES WITH THE LABOR MARKET SUCCESS OF HIGHER EDUCATION GRADUATES”**

**Gabriela Păcurariu (Negoiță), PhD student**

West University of Timisoara

**“THE FUTURE OF VIRTUAL MONEY”**

**DUSICA KARIC, PhD, Professor**

Belgrade Business and Arts Academy of Applied Studies, Belgrade

**MIODRAG PASPALJ, PhD, Professor**

Belgrade Business and Arts Academy of Applied Studies, Belgrade

**“COST-OPTIMIZATION RESULTS OF MINIMUM ENERGY PERFORMANCE OF BUILDINGS DEPENDENCE ON INPUT CLIMATIC DATA VARIATIONS”**

**Marko Cebvić**

**Radmila Sindić Grebović**

University of Montenegro

**“THE EFFECT OF THE CREDIT RATING VOLATILITY OF COMPANIES AND SPREADS ON THE PRICE OF INVESTMENT CAPITAL”**

**Tatijana Mrvic, PhD**

Belgrade Academy for Business and Art Applied Studies, Belgrade

**“PUBLIC’S EXPECTATIONS ON ECONOMIC ISSUES INFLUENCE FUTURE PERSONAL DECISIONS”**

**Dr. Rejla Bozdo**

University of Tirana

**“ECO-INNOVATION PERFORMANCE OF THE SLOVAK REPUBLIC AND ANALYSIS OF CORRELATION BETWEEN SELECTED VARIABLES”**

**Ing. Renáta Ševčíková, PhD student**

University of Economics in Bratislava, Slovakia  
Faculty of Commerce, Department of Commodity Science and Product Quality

**“AN EMPIRICAL ANALYSIS OF THE FACTORS INFLUENCING THE  
ONLINE PURCHASE DECISION”**

**Daniel Mican**, Assistant Professor

Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania

**Dan-Andrei Sitar-Taut**, Associate Professor

Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania

**Ioana Sorina Mihut**, Assistant Professor

Faculty of Economics and Business Administration, Babeş-Bolyai University, Romania

**“NEWS ANNOUNCEMENT VS SUSTAINABILITY INDEX: THE IMPACT OF  
DIFFERENT CSR VISIBILITY ON INVESTORS’ RESPONSES”**

**Miho MURASHIMA**, Ph.D. Candidate

Graduate School of Asia Pacific Studies, Waseda University, Tokyo, Japan

Evidence from Japan

**“BUSINESS NEGOTIATING AS A STRATEGIC TOOL FOR TRANSITION  
ECONOMIES DEVELOPMENT“**

**Jovana Radulović**, PhD

Belgrade Business and Art Academy of Applied Studies

**12.00-12.15 Break**

**12.15-13.30 Panel 2 Law & Social Sciences**

**Moderator: Representative from Belgrade Business and Arts Academy of Applied  
Studies**

**“IMPROVING THE INTERNATIONAL IMAGE OF SERBIA: THE SMART USE  
OF THE SOFT POWER”**

**Iva Bujanja**, MSc

Belgrade Business and Arts Academy of Applied Studies

**“THE FREEDOM OF EXPRESSION SEEN THROUGH THE PRISM OF  
MEDIUM LAW OF THE CONTEMPORARY DIGITAL DEMOCRACY”**

**Veronika Rashkovska**

Faculty of law „Justinianus Primus" Skopje, Republic of North Macedonia, Ss. Cyril and  
Methodius University in Skopje

**“DEEP LEARNING AND CONVOLUTIONAL NEURAL NETWORK IN IMAGE  
CLASSIFICATION”**

**Prof. Jasmina Novakovic**

Belgrade Business and Arts Academy of Applied Studies

**“SOCIAL ENTREPRENEURSHIP IN SERBIA - PERSPECTIVES FOR REDUCING UNEMPLOYMENT AND POVERTY“**

**Dr Zvezdan Djuric**

Belgrade Academy of Business and Art Studies, Belgrade, Serbia

**Dr Olivera Đurić**

Professional Studies Academy of Southern Serbia, Leskovac - Business Economics Department, Blace, Serbia

**“THE IMPACT OF GLOBALIZATION AND ECOLOGY ON TOURISM”**

**Sonja Milojević**

Belgrade Academy of Business and Art Studies, Belgrade, Serbia

**Anđela Mikić**

Belgrade Academy of Business and Art Studies, Belgrade, Serbia

**“BIBLIOMETRIC STUDY OF AFFECTIVE COMPUTING AND EMOTIONS CONCEPTS IN HUMAN COMPUTER INTERACTION: MAPPING AND VISUALIZATION”**

**Raluca MAXIM, M.A. and M.S.**

Ovidius University of Constanta, Faculty of Psychology

Cyprus University of Technology & Tallinn University

**Victor Florin JEFLEA, Ph.D**

Ovidius University of Constanta, Faculty of Economic Sciences

**“PSYCHO-SOCIAL CHALLENGES OF THE CONTEMPORARY COUPLE“**

**Monica-Iuliana Popescu**

PhD Attendant University of Bucharest, Department of Psychology

**“THE PROTOCOL NO. 16 AND THE NEW ADVISORY JURISDICTION OF THE EUROPEAN COURT OF HUMAN RIGHTS”**

**Mihaela-Adriana Oprescu**

Lecturer, Faculty of European Studies, Babeş-Bolyai University, Romania

**“PSYCHODYNAMICS OF POWER AT WORK IN ORGANIZATIONS”**

**Severin Hornung**

University of Innsbruck, Institute of Psychology

**“PSYCHOLOGICAL FACTORS – PREDICTORS OF SUICIDAL BEHAVIOR”**

**Ionut-Eduard Bolboasa**

PhD Attendant University of Bucharest, Department of Psychology

**“REINTERPRETATIONS OF THE MYTHS IN CONTEMPORARY ART”**

**Benal Dikmen, Ass. Professor**

Istanbul Yeni Yuzyil University, Communication Faculty, Visual Communication Design Section

**“AGRICULTURE AND NATURAL RESOURCES POLLUTION: BULGARIAN OUTLOOK“**

**Assoc. prof. dr. Zornitsa Stoyanova, Assoc. prof. dr. Hristina Harizanova-Bartos**  
University of National and World Economy, Bulgaria Sofia

**“THE ARCHETYPAL IMAGE OF THE ANIMUS IN EMILY BRONTË’S *WUTHERING HEIGHTS*”**

**Ana Kečan, Associate Professor**  
International Balkan University, Skopje

**“AN INTERDISCIPLINARY APPROACH TO JAMES JOYCE’S AND VIRGINIA WOLF’S ONE DAY CITY NOVELS”**

**Associate Professor PhD Dana BADULESCU**  
Alexandru Ioan Cuza University of Iasi, Romania  
**Assistant Lecturer PhD Florina NASTASE**  
Alexandru Ioan Cuza University of Iasi, Romania

**13.30- 15.00 Panel 3 Education**

**“MOTIVATION AS A CONTEXTUAL CONCEPT AND ITS IMPACT ON LEARNING FRENCH AND ITALIAN AS A FOREIGN LANGUAGE”**

**Ariana Violić-Koprivec, PhD**  
College Professor, University of Dubrovnik  
**Jasenska Maslek, PhD**  
Assistant Professor, University of Dubrovnik

**“TEACHING ‘ACADEMIC ETHICS AND INTEGRITY’ NEEDS PROFESSIONALS IN PHILOSOPHY”**

**CARMEN COZMA**  
„Alexandru Ioan Cuza” University of Iași, Romania

**“E-EDUCATION: ONLINE COURSES AND RESEARCH STUDIES“**

**dr Nemanja Deretić**, Belgrade Business and Arts Academy of Applied Studies  
**dr Nedeljko Deretić**, Belgrade Business and Arts Academy of Applied Studies  
**Sanja Ilić**, Rico Training Centre, Belgrade, Serbia  
**Goran Mihajlović**, Faculty of Economics, Independent University Banja Luka, Bosnia and Herzegovina

**“QUALITY ENHANCEMENT OF TEACHER EDUCATION: A REVIEW OF TEACHER PERFORMANCE APPRAISAL”**

**Aye Aye Myint Lay**

Department of Education, Faculty of Education and Psychology, Eötvös Loránd University

**“THE USE OF ACTIVE LEARNING APPROACH IN TOURISM EDUCATION: PILOT STUDY OF STUDENTS ATTITUDE”**

**Norbert Betak, PhD.**

Department of Tourism, Faculty of Central European Studies  
Constantine the Philosopher University in Nitra, Slovakia

**“ERASMUS EXPERIENCES IN THE UNIVERSITIES – THE CASE OF AN ALBANIAN STUDENT BEING PART OF THE GERMAN EDUCATION SYSTEM”**

**MSc. Ani Treska**

**Assoc. Prof. Dr. Tomi Treska**

European University of Tirana

**“DOCTORAL STUDENTS’ MOTIVATION ON APPLYING PROCESS WRITING APPROACH IN TEACHING IN ASIAN CONTEXT”**

**Maung Ei Phyo**

PhD student in Education, European Doctorate in Teacher Education (EDiTE)  
Eötvös Loránd University

**“THE PROBLEMS OF FORMATION OF THINKING OPERATIONS IN THE LESSON”**

**Alizada Hikmat**

Baku State University, Azerbaijan

**Alizada Sabina**

Azerbaijan State Pedagogical University, Azerbaijan

**“THE FEATURES OF ACTIVE LEARNING”**

**Gasimova Lasifa**

Baku State University, Azerbaijan

**“ABOUT THE DEVELOPMENT OF INCLUSIVE EDUCATION IN AZERBAIJAN”**

**Xalilova Aysel**

Baku State University, Azerbaijan

**“CURRENT SCHOOL-UNIVERSITY PRACTICES FOR INITIAL TEACHER TRAINING IN MYANMAR”**

**Khin Khin Thant Sin**

Doctoral School of Education, Faculty of Education and Psychology, Eötvös Loránd University, Budapest, Hungary

**“DEVELOPING EDUCATIONAL IDEAS IN ANCIENT INDIA”**

**Akhmedova Nabat**



Baku State University (Azerbaijan)

**“DEMYSTIFYING THE 21 CENTURY SKILLS THROUGH ACTIVE  
LEARNING APPROACHES”**

**Tamara J. Popov, PhD Candidate**  
University American College Skopje