



INTERNATIONAL ACADEMIC INSTITUTE

BOOK OF ABSTRACTS

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

**Barcelona, Spain
10 February 2020**

IAI Book of Abstracts

Editor:

Hristina Ruceva Tasev, Dr. Sci, Ss. Cyril and Methodius University, Skopje,
Republic of N. Macedonia

Editorial Board:

Jasna Bacovska Nedikj, Dr. Sci, Ss. Cyril and Methodius University, Skopje,
Republic of N. Macedonia
Milena Apostolovska-Stepanoska, Dr. Sci, Ss. Cyril and Methodius University,
Skopje, Republic of N. Macedonia
Meic Pearse, Dr. Sci, Houghton College NY, USA
Elif Uckan Dagdemir, Dr. Sci, Anadoly University, Turkey
Mary Mares-Awe, MA, Fulbright Association, Chicago, USA
Ass. Prof. Arthur Pantelides, American University, Bulgaria
Marija Boban, Dr. Sci, Faculty of Law, University of Split, Croatia
Gergana Radoykova, Dr. Sci Sofia University St. Kliment Ohridski, Bulgaria
Anthon Mark Jay Alguno Rivas, MA, Taguig City University, Philippines
Snezana Knezevic, Dr. Sci Faculty of Organizational Sciences, Belgrade, Serbia
Eva Pocher, Ph.D., University of Glasgow
Ass. Prof. Mariam A. Abu Alim, Yarmouk University, Jordan
Ass. Prof Aleksandra Mitrović, University in Kragujevac, Serbia

Secretary and editing:

Filip Stojkovski
International Academic Institute
Briselska 1/16
Skopje, Republic of North Macedonia

ISBN 978-608-4881-07-0

February, 2019

**“BORN TO BE REAL, NOT TO BE PERFECT!”
CHILDREN’S RIGHTS IN RELATION TO EDUCATION**

Dorjana KLOSI
UNIVERSITY OF VLORA “ISMAIL QEMALI” ALBANIA
FACULTY OF HUMANITIES
DEPARTMENT OF FOREIGN LANGUAGES

Abstract

Regardless time and space, family and financial background, color of skin and gender, “normal” or “special”, each child has the right to education. This paper discusses how children with other skills are involved in mainstream education in Albania. It highlights how the process of inclusiveness is incorporated in public schools and how human factor facilitates or aggravates this process? And the role of teachers, young people, children and families in decisions about themselves. The effects of Albanian culture on attitudes towards special needs. The different perspective (theoretical and practical) that Albania has on the concept of inclusion is also astonishing. The quality of special education is debated as well. If it is true that special education is helping to create success in schools, then clearly there is a need to urge changes to create “comfort zones and people” and discover more about what factors may influence the expected success.

Key words: special education, inclusive program, curriculum and strategies.

ON THE MISINTERPRETATION OF THE CONCEPT OF POPULISM IN THE WORK OF MARGARET CANOVAN

Dr. Piotr Dejneka

Cardinal Stefan Wyszyński University, Warsaw

Abstract

The British social researcher Margaret Canovan is nowadays considered to be one of the most important classics of the sociological concept of populism, especially thanks to two works on this subject regarding *Populism* and *The Peoples*. Undoubtedly, the division of populism, proposed by the author, into agrarian and political populism has become the canon of the interpretative allocation of the meanings of the concept of populism. Canovan with great reliability presents the links between populist mobilization of the masses and their disappointment with social functions of political elites, presenting in her writing this dichotomy as a constant component of populism.

Reading more carefully Canovan, however, I could not help the impression that the author in her analyzes is not entirely objective and even misinterprets the concept of populism. This presentation is therefore an attempt at some critical interpretation of the ideas proposed by the author. Appreciating the author's huge and unquestioned contribution to the discourse on populism, I also wanted to capture the imperfections of this way of thinking about populism as a social phenomenon. This is important because Canovan imposed a certain interpretative framework, stimulating the discourse on the subject of populism on the one hand, and giving it negative connotations above all and showing it as a destructive force.

Avoiding in her analyzes the presentation of positive functions of populism, she led to the consolidation of one-sided interpretations of the phenomenon, hence my voice is also an attempt to show the positive social functions of populism.

This ambivalence requires a closer look at populism itself as a civic idea and its social bearing capacity, especially in relation to the impact that this way of thinking about society imposes.

Ultimately, therefore, the purpose of this presentation is to show the optics of populism as a tool for achieving certain specific social goals without explicitly categorizing populism as an only negative phenomenon

It is sometimes the case that the term populism is used instrumentally to discredit, usually by the elite, a certain spectrum of social reactions or minimize the meaning of a message whose main purpose is to show the instability or ineffectiveness of the political system or social order. In this context, one can speak of a kind of rhetorical trick, because the trivialization of meaning, in this case the significance of populism, excludes the value or bearing capacity of certain social ideas in extenso, without attempting to look at them closely and assess the reasons behind the ideas behind them.

Populism has again become a subject of keen interest among social scientists, as it is increasingly used as a tool for communication between the masses and the elites.

It can only be useful to undertake further deeper analyzes regarding the reasons for the renewed importance of populism as a tool of social communication. At the same time, I believe that in this regard, a critical look at the classic interpretation proposed by Canovan is a necessary step to make future attempts to diagnose the current reemergence of populism.

FAMILY SUPPORT IN THE REPUBLIC OF NORTH MACEDONIA

Irena Avirovic Bundalevska, PhD

Institute of Family Studies, Faculty of Philosophy
University SS. Cyril and Methodius, Skopje, North Macedonia

Makedonka Radulovic, PhD

Institute of Family Studies, Faculty of Philosophy
University SS. Cyril and Methodius, Skopje, North Macedonia

Keskinova Angelka, PhD

Institute of Family Studies, Faculty of Philosophy
University SS. Cyril and Methodius, Skopje, North Macedonia

Abstract

Ensuring children's rights and family well-being is a priority of every European country. The Republic of North Macedonia, as a candidate country of the European Union, shares the same family values and family policies as the remaining EU member states. However, despite the past governmental efforts in the area of legal harmonization, there are several gaps that have to be fulfilled and policies to be improved in order to achieve efficient institution at the European level.

In order to expand existing policies regarding family support, we consider crucial the analysis of the factual situation in the country, as a basic step towards further research. Therefore, the aim of this paper is to map governmental and non-governmental institutions in the Republic of North Macedonia which are responsible to provide family, children and parents' support. By doing so, we can develop additionally omitted family policies or improve existing ones. Finally, the paper will present a list of competences of the employees of family support institutions in order to evaluate more peculiarly their staff's skills standards.

Key-words: family support, family policies, institutions, skills standards, North Macedonia.

**STUDENT EMPOWERMENT AS A CORNERSTONE OF MODERN EDUCATION:
METHODOLOGICAL INSIGHTS INTO THE TRAINING OF LITERARY
TRANSLATORS**

Alla Perminova

Taras Shevchenko National University of Kyiv, Ukraine

Abstract

Student empowerment is both the process and the result of endowing students with the authority to make decisions about their own education and that of their peers; to exercise their freedom as creative individuals, and ultimately – to find their own voice in the polyphony of a cooperative setting. The second half of the XXth century was marked by a move from teacher-centered explanatory instruction to interactive student-centered learning, whereas student empowerment has become one of the cornerstones of the new millennium. An empowered student is the main shareholder of the global community's future. Therefore, in order to gain a competitive advantage in the market of professional training the institutions of higher education have to incorporate interesting and useful courses into their curriculum that would serve the learner's needs in a conducive environment.

The paper highlights the experience of empowering Literary Translation majors at Taras Shevchenko National University of Kyiv, Ukraine. The discussion of the methodological insights is based on two interrelated courses: Literary Translation (Case Study 1), Translation Project Management (Case Study 2). Both courses offer reasonably minimized theoretical guidance to graduate students as well as provide for more informed and reflective practice in and out of the classroom. The first case study discusses an experiment conducted in line with the current reception-oriented trend in translatology that places high value on the subjectivity of the target readership response. The paper describes various methods of eliciting students' emotional and intellectual responses to a number of literary works in the original and in translation, which are used to build up the learners' confidence in their professional expertise, to boost their self-esteem and empathy. The second case study provides an example of an interdisciplinary blend of Project Management, Translation Theory, and Information Technologies that enrich the novice translators' portfolio of skills with those of effective time-managers, multi-taskers, team players, and team leaders.

Key words: student empowerment, education, curriculum, methodology, translation majors, Literary Translation, Translation Project Management.

THE IMPACT OF PROJECT-BASED LEARNING ON STUDENTS' MOTIVATION IN MATHEMATICS

S. Kaymak¹, A. Almas² O. Nurbavliyev³

¹ PhD doctorate, senior lecturer at Suleyman Demirel University, Kaskelen, Kazakhstan

² PhD doctorate, senior lecturer at Suleyman Demirel University, Kaskelen, Kazakhstan

³ PhD doctorate, senior lecturer at Suleyman Demirel University, Kaskelen, Kazakhstan

Abstract

The study was aimed to assess the project - based learning (PBL) activities' effects on student motivation. Two ninth-grade classes were randomly selected for experimental and control groups. Pre-test and post-test data were collected for measure of mathematics motivation of students. Data was analyzed using t-test. The results indicated a significant impact of peer instruction on achievement and an improvement in mathematics motivation.

Keywords: Project - based learning, mathematics motivation

FINANCIAL PERFORMANCE OF BUSINESS THROUGH DECISION-MAKING METHODS

Irina CANCO, Ph.D.

Lecturer in European University of Tirana

Abstract

Decision-making, especially in a business, is an important managerial commitment aimed at business development. The success of decision making depends on the methods used for decision making. The method relates to the set of actions taken to identify, process and analyze the data collected and to enable a critical understanding of the situation where the decision focuses on. In this context, the method represents a manager's mental process to select the necessary actions that lead to efficient decision making. Actions taken in business referring to decision making have differences between them and reflect the quality of the decision. It is these differences that distinguish between the intuitive and the analytical methods of decision making, which this paper also refers to.

Key words: decision-making, analytical method, intuitive method, financial performance indicators, etc.

TRENDS AND DETERMINANTS OF COLOMBIAN MIGRATION TO CHILE

Amadea Bata-Balog

PhD student

National University of Public Services

Gabriella Thomázy

PhD student

National University of Public Services

Abstract

International news often give voice to Latin American migration aiming at Europe or especially the US, yet rarely do we hear about migration within the region. However, steadily increasing trend of intraregional migration has developed over the past decades, which has seen some Latin American countries – such as Colombia – issuing major outflows, while others – including Chile – has become regional migration-receiving countries. These changing migration processes fundamentally shape the societies and economies of Latin America.

Economic factors and internal conflicts have caused extensive emigration from Colombia, and with outflows growing, the volume to Chile has enlarged and the number of Colombians residing in Chile has increased sixfold within less than twenty years. Chile – in many aspects, being one of the most successful countries in Latin America – is chosen among Colombians, who want to enjoy a better quality of life, nevertheless, it is the objective of the study to deepen our understanding of the determining factors.

This article outlines trends in the volume and composition of Colombian outflows to Chile in the 21st century. The paper is dedicated to search for answers and explanations to questions such as: What forces drive Colombian migration and what attracts them in Chile? What are the main determinants of Colombian outflows to Chile? Understanding migratory behavior is an everlasting difficulty both for social sciences and economics, but available statistics on migration flows, surveys, Chilean legislation and further macro-data allow the analysis of migration trends that characterize Colombian emigration to Chile.

Globalization, political situations, income disparities and economic imbalances have all contributed to the currently increased movements of Colombians to Chile, posing challenges for both the origin and destination country.

Keywords: intraregional migration, determinants of migration, Latin America, Colombia, Chile

IMPACT OF EMOTIONAL EXPERIENCE OF DISEASE ON THE DIMENSIONS OF QUALITY OF LIFE IN PATIENTS WITH TRANSVERSE MYELITIS

Sara Miftari Sadiki
University of Tetovo

Hana Rusi Saliu
University of Tetovo

Abstract

Methodology: Aims of the research: The purpose of this paper is to determine the impact of psychological experience of disease on dimensions of quality of life in patients with Transverse Myelitis. **Participants:** In this prospective, observational, comparative, randomized (random selection) and clinical study 60 patients were analyzed. There were 2 males and 58 females, aged from 20 to 70 years. All patients are diagnosed with transverse myelitis. **Instruments of research:** For assessment of emotional experience was used The Depression, Anxiety and Stress Scale - 21 Items (DASS-21) is a set of three self-report scales designed to measure the emotional states of depression, anxiety and stress and The WHOQOL-BREF was used to determine the dimensions of quality of life. **Results:** Results of our study have shown that the mean score of emotional experience in our patients with transverse myelitis where: (stress $M=9,42$), (depression $M=8.63$) and (anxiety $M= 7.90$). There were significant negative correlations between level of stress and physical health ($r= -.259$, $p<005$), stress and psychological ($r= -.492$, $p<001$), stress and social relationship ($r= -.465$, $p<001$) stress and environment ($r= -.3337$, $p<001$); There were significant negative correlations between level of depression and physical health ($r= -.366$, $p<001$), depression and psychological ($r= -.680$, $p<001$), depression and social relationship ($r= -.614$, $p<001$) depression and environment ($r= -.530$, $p<001$); There were significant negative correlations between level of anxiety and physical health ($r= -.361$, $p<001$), anxiety and psychological ($r= -.449$, $p<001$), anxiety and social relationship ($r= -.403$, $p<001$) anxiety and environment ($r= -.452$, $p<001$). **Conclusion:** The emotional experience associated with levels of stress, anxiety and depression in patients with myelitis results in statistically significant effects on all dimensions of these patients' quality of life.

Key words: emotional experience, stress, depression and anxiety.

THE EFFECT OF PRODUCT PLACEMENT ON CONSUMER BEHAVIOUR

Ing. Michal Budinský, PhD student,
Matej Bel University, Faculty of Economics

doc. Ing. Janka Táborecká-Petrovičová, PhD., Associate Professor
Matej Bel University, Faculty of Economics

Abstract

Product placement is recently becoming one of the most popular tool of marketing communication among enterprises. This is why the attention of marketing specialists increasingly aims to the new and modern marketing tools, notably to the product placement and its usage. Therefore, the product placement attracts the attention of scientific researchers and managers as well. The main aim of this paper is to identify the effects of product placement on consumer behaviour through different perspectives. Notably, we focused our attention on revealing effect of product placement prominence on consumer brand image perception or examination of consumer brand recall ability in connection with program liking and frequency of watching. Within our research was verified and confirmed the assumption that prominent product placement is more remembered and recalled by consumers than subtle. In addition, our research describes differences between the ability of free and aided brand recall. According to the results there were formulated several managerial implications. This paper contains partial results of complex research focused on investigating the effect of product placement on consumer behaviour.

Key words: product placement, brand recall, product placement prominence, brand image, customer behaviour

THE ROLE OF CREATIVE TASKS IN THE FORMATION OF STUDENTS' INDEPENDENT ACTIVITY IN THE WORKSHOP SESSIONS

Alizada Hikmat

Baku State University, Azerbaijan

Mahmudova Rahima

Baku State University, Azerbaijan

Abstract

Bloom's taxonomy for training purposes reflecting six levels of thinking skills from the simple to the complex, was based on analysis and synthesis processes. Later the taxonomy was revised by Anderson. These results were modified and the following six levels of learning skills were identified: remembering, understanding, applying, analyzing, evaluation and creation. Thus, has appeared the second version of the taxonomy of learning objectives. Distinguishing the "creation" level in the latest version proves that phenomena distinguished in the initial version of taxonomy, are already being considered as creative processes. As a result, the activation of imagination at the lesson turned into a necessity and active-interacting learning has occurred.

The application of active-interactive training is possible in the process of students' independent activities. Such approach turns the students' independent activity organization a to the technology of transmission of knowledge to a new generation.

In a literature the effectiveness of the organization of an independent activity is studied in the context of promotion of cognitive and creative qualities and is assessed as a set the students' independent activities. Here we consider the system of knowledge, abilities and skills acquired during the execution of the various tasks.

The research's purpose is to determine the optimal ways of formation at the students in the seminars an independent activity skills. The following hypothesis is put forward in the study: if the seminars in higher education institutions were constructed on the basis of creative tasks, students will develop the skills to operate independently.

The experiment been carried out with students of various faculties of teaching profession. To determine the level of formation of the independent student activity, at the beginning of the experiment have been established criteria and identified expert groups. The experiment was carried out in three stages: 1) the educational experience of teachers of different subjects were studied from the standpoint of organization of independent student activity; was analyzed the theoretical literature; have been developed methods including the path to a more optimal solution to the problem. At this stage experimental and control groups were determined; 2) the workshops were held in the experimental groups by the proposed new method, but in the control group by the old methods; 3) was realized the assessment of students on the basis of independent student activities criteria. Analysis of the results of the experiment showed that the construction of university seminars on creative tasks significantly affects the development of students' independent activities. Even independent learning activities expanding, begin to acquire a creative character. This relation proves the correctness of the hypothesis, set by experiment. Focusing of classes on creative tasks enabled the emergence of a new trend. The students' activity was increasing by giving them the opportunity to demonstrate their creativity, express their attitude to the problem. It became clear that workshops' focusing on creative tasks is more difficult in a groups with low level of dialogue culture. Therefore, during the workshops' focusing on creative tasks the level of students' dialogue culture should be taken into consideration.

Keywords: creative self-activity, creative tasks, taxonomy of learning objectives, skills, independent work, seminars and classes for individual work

**COMPLY OR EXPLAIN THE PRINCIPLES OF THE CORPORATE
GOVERNANCE CODE. THE CASE OF PHARMACEUTICAL LISTED ENTITIES
FROM ROMANIA**

Oana BOGDAN

Faculty of Economics and Business Administration, West University,
Timisoara, Romania

Abstract

Starting from the assumption that corporate governance is a set of “rules of the game” by which companies are managed and supervised in order to protect the interests of all stakeholders, to increase the level of transparency and competitiveness on the market, in this paper we aim to assess the compliance of the listed entities in the pharmaceutical field with the principles of corporate governance issued by the Bucharest Stock Exchange. In order to achieve the research objective, we analysed both the Annual Reports and the Comply or explain Declarations developed in the period 2015-2018 by the entities in the pharmaceutical field listed on the BSE and we used a scoring system to measure their degree of compliance with the provisions of the Governance Code in relation to the aspects regarding the responsibilities of the Board of Directors or of the Supervisory Board / Directorate in the dualistic system, the risk management and internal control system, the fair reward and motivation of the members of these boards and the value added through the relationship with the current and potential investors. The results of the research carried out reflect a high degree of compliance of the listed entities in the pharmaceutical field in Romania with the provisions of the Corporate Governance Code.

Key words: corporate governance, compliance, principles, provisions, stakeholders

**THE CONNECTION BETWEEN THE EMPLOYEE SATISFACTION AND THE
LEARNING AND DEVELOPMENT PROGRAMS IN THE GREEK TOURISM
INDUSTRY. A QUALITATIVE ANALYSIS.**

Aikaterini Bourdoukou,
Mediterranean College Athens Campus Greece

Dr. Evangelia N. Markaki
Mediterranean College Athens Campus Greece

Abstract

This study investigates the correlation between Employee Satisfaction and Development and Training programs in the Greek tourism industry with focus on the case of a small- medium sized hotel in Greece.

The objectives of this paper are: to discuss Learning and Development issues and methods of training which are applied, to report some characteristics that the trainer and the person being trained need to maintain; furthermore, to investigate elements of job satisfaction, to explore features of the service quality in relation with learning and development, employee satisfaction and customer satisfaction, to analyze the correlation between the learning and development procedure and the employee satisfaction, to critically evaluate the material of the research in order to provide recommendations and conclusions.

This study approaches the subject in a qualitative manner, it is a case study and the semi-structured interviews is a significant tool for this research.

The conclusions support that the learning and development procedure is linked with employee satisfaction. The relationship with the colleagues, the autonomy and the training contribute to the job satisfaction. Learning and development give positive emotions to the trainer who transmits the experience. Plus; it is useful for the persons receiving the training, since they are gaining qualification, becoming better and share satisfaction emotions at workplace. Finally, certain characteristics that the trainer and the person being trained need to have, in order the training to be agreeable and effective, according to the interviews, are reported.

This paper could be useful for hospitality students, potential trainees, hotel employees, hotel managers, hotel owners. Plus; it focuses on the small - medium sized business, which, usually do not have a particular Human Resources Management department; in this case it can provide an overview of employees' thoughts in relation with literature review studies in order to be a resource of information for practical application in the hospitality sector.

Key words: Learning and Development, Training, Employee Satisfaction, qualitative analysis

ENTREPRENEURIAL SKILLS AND START-UP CHALLENGES IN THE ALBANIAN ECOSYSTEM

Dr. Alba Kruja (Demneri)
Epoka University

Adela Kadiasi
Epoka University

Abstract

Youth is the most vital part of a country labor force. It has the ability to impact the economic and societal development of a country through enhancing technological and innovative ways of doing business. Youth is the category that has the capability of fitting to the fast changes of international markets. Even though Albania is a small country in Balkan, it has the precedence of having the youngest population in Europe.

As the Albanian business market is expanding day by day, entrepreneurship is developing with new start-ups being established. Albania youth possess a vital spirit of entrepreneurship, characterized by determination, hard-work and innovation. In the past years, programs and organizations that promote youth entrepreneurship, have tried to boost start-up initiatives. A lot of youngsters are focused on founding and managing their own start-up companies.

This study focuses on a detailed analysis of start-up initiatives in Albania considering Albanian youth labor skills, their ability to become entrepreneurs and the government support towards them, both in incubation and financial way. The research aims to measure the entrepreneurs' motivation before and after establishing their start-ups with their labor skills and scale of innovation implemented.

The study follows a mixed research methodology. Qualitative research through interviews with the start-up experts aims to gather an in-depth understanding of start-up founder's opinions over the current business climate in Albania and investigate for recommendations to smooth it. Furthermore, the quantitative research examines the start-ups nature in Albania through the statistical analysis of the data gathered through the questionnaires.

Keywords: Start-ups, Entrepreneurial skills, Challenges, Ecosystem, Albania

EXPLORING THE CONTEMPORARY EUROPEAN AND INTERNATIONAL ART SCENE. THE ROLE OF GREEK VISUAL ART GROUPS AND COLLECTIVES AT THE BEGINNING OF THE 21ST CENTURY

Dr Maria Kontochristou, Assistant Professor, Hellenic Open University

Dr Antonia Tzanavara, Adjunct Lecturer, Hellenic Open University

Angeliki Papazahou, MSc in Cultural Organizations Management, Hellenic Open University

Abstract

The paper examines the course of evolution of international and national art groups and collectives and highlights their contribution to the arts and culture. Art groups and collectives play a decisive role in various changes occur in the arts field and they are engaged in social and political activities. In particular, the paper focuses on Greek visual art groups and collectives. The emergence of the first art groups and collectives in Greece, already from the beginning of the 20th century, reflects the socio-political and cultural aspects of that period, whereas their course throughout time rests upon the socio-political conditions of each era, and reveals, most of the time, trends in national and international arts field. Covering the period spanning from the beginning of the 21st century till recently – especially from 2007–2008 (initiation of the global economic crisis and the subsequent collapse of Greece's economy) until 2019 – we aim to examine their goal and their mission, their artistic orientation and activities, their role in society, their contribution and impact in cultural production. The findings of the study are discussed in a broader context of international comparison with art groups and collectives from other countries.

Key Words: Art groups and collectives, Greek arts groups and collectives, European and international art scene, artistic creation and cultural production, the social and political role of the arts.

ANALYSIS OF THE ICT-BASED ECOSYSTEM FACING THE CHALLENGES OF AN AGING POPULATION

Sandra MONTCHAUD¹ and Roland RIZOULIERES¹²

¹ Sciences Po Aix

² Institut de Neurosciences des systèmes / DHUNE

Abstract

The objective of this paper is to analyze the ecosystem based on information and communication technologies (ICT) which is being built in order to face the challenges of an aging population mainly in terms of health and dependency. More specifically, it is a matter of providing answers to the following questions: who are the actors of this ecosystem and their role and what is the dynamics of the relations between them and the resulting performances? We will support our reflection on the concept of business ecosystem developed by Moore (1993), with reference to the biological ecosystem of Tansley (1935), then enriched by numerous researchers (Gueguen and Torrès, 2004 ; Gueguen et al., 2004 ; Mira-Bonnardel et al., 2012 ; Moore, 1996, 1998 ; Parize-Suffrin, 2012 ; Pierce, 2009 ; Teece, 2007 ; Teece et al., 1997 ; Torrès, 2001 ; etc.). It appears that the issue of an aging population considered from the point of view of ICT brings together a set of heterogeneous actors not only private but also public and from the third sector: large ICT companies, start-ups, private equity investors, city doctors, hospitals, residential care facilities for the elderly, the insurance sector... These actors are not isolated entities, they are interconnected and rely on each other to deploy their strategies and implement their actions, which results in a co-evolution of their capacities. The ecosystem thus constituted is an open network, new entrants are numerous but in the phase of recomposition and future concentration to face the challenges of their development. Start-ups producers of new offers in applications and equipments (connected objects, telehealth, teleassistance...) aim to promote the « aging well » (healthy life expectancy, home support, autonomy, safety, quality of life, social ties...). Next to them are the digital giants (Google, Apple, etc.) already strongly involved in the field of e-health. ICT is thus at the heart of a process of multidimensional value creation – economic, human, social... – in the context of an aging population.

Keywords: aging population, ICT, ecosystem, health, dependency.

THE POTENTIAL BENEFITS OF URBAN MARKETING: ECUADOR CASE STUDY FROM A SOCIOLOGICAL SPECTRUM

Stefany Cevallos

PhD student – National University of Public Service, Budapest – Hungary

Abstract

The local government has become over-extended in the economy. After several years of centralized territorial planning, there are a competition between cities and territories, both nationally and internationally. The competition is open to attract public and private investments of multinational companies and nowadays is considered the main objective of many local governments. This research contributes to our current understanding of the role of locality in public management and describes the theory and practice of urban marketing as a greater engagement with governance in order to explain some of the processes and patterns of Foreign Direct Investment (FDI) and Public Private Partnership (PPP) for the development of cities. Urban marketing is a fundamental support for these. Citizens, businesses, governments and employees are a policy priority because cities are key factors for the new industrial scenario to converge all segments of society. In addition, the paper presents the Ecuador case study from a sociological spectrum to recognize the social impacts on social groups within a community in advance of the decision making process such as quality of housing, local services, living environment, cultural and political inclination, transportation condition, etc.

Keywords: urban marketing, local government, locality, FDI, PPP, Ecuador

SETTING THE GROUND FOR GREEN BOND RESEARCH: INSIGHTS FROM A BIBLIOMETRIC ANALYSIS

Ana Ivanisevic Hernaus, PhD

Assistant Professor

University of Zagreb

Faculty of Economics and Business

Abstract

A recent introduction of green bonds, strong growth of this market and the increasing academic interest that followed require a systematic assessment of the first decade of green bond research. The aim of the paper is to gain bibliometric insights about the development and intellectual structure of this specific research domain. Science mapping of the Web of Science indexed publications, including citation analysis, co-citation analysis and bibliographical coupling, revealed: (1) the interdisciplinary nature of the field and subject categories covered (business finance, environmental sciences, green sustainable science technology, economics, environmental studies); (2) who are the most-cited topic-specific authors (*Mathews; Siswanto; Kidney*) and journals (*Journal of Cleaner Production; Energy Policy*); (3) which sources are the most relevant for framing green bond research (*Energy Policy; Journal of Banking & Finance; Journal of Cleaner Production; Journal of Business Ethics*); and (4) emerging themes and ongoing developments (the green bond market, the institutional and regulatory perspective of green bonds, the green bond risk-return profile, investors' pro-environmental preferences).

Keywords—green bonds, climate bonds, bibliometric analysis, systematic review, Web of Science

KOSOVO MUSEUM ACTIVITY DURING 90S - DESTRUCTION OF THE MUSEUM OF THE REVOLUTION

Besnik Rraci, Ph.D. Candidate
Custos at the National Museum of Kosovo

Abstract

The Museum of the Revolution as well as the Museum of Kosovo, as important institutions of cultural and historical heritage, had not escaped the flows and tendencies of the Serbian-Yugoslav regime at the end of the 20th century.

Following the abolition of Kosovo's autonomy by the Milosevic regime and the 1989 constitutional changes, they aimed to reduce the competencies of Albanians in all areas of life. In this context, the reduction of competencies in culture and museum preservation, which means that in leading positions of such institutions were appointed Serbs and Montenegrins and any Albanian, who supports constitutional changes, which was loyal to power. The violent constitutional changes were also expressed in the leadership of the Museum of the Revolution and in the Museum of Kosovo, replacing the professional Albanian cadres with those of the Serbian-Montenegrin nationality. Upon their arrival at the head of the institution, research and presentations of Albanian national character were strictly prohibited; research and presentations of cultural and historical heritage, of Serbian nationalist and chauvinistic character were strictly prohibited, research and presentations of cultural and historical heritage were of Serbian nationalist and chauvinistic character only. The degradation and destruction of museum institutions begins here. The purpose of this work is not to describe the narrative of the situation at that time, but rather to illuminate and accurately reflect this sensitive period for the Museum of Revolution and museum activity in general.

Keywords: Cultural heritage, museum activities, exhibitions, collections, museums, exhibitions, exhibits, museums, archeology, history, ethnology, nature, degradation, destruction, etc

MEDIEVAL ARCHAEOLOGICAL EVIDENCE IN KOSOVO ON ALBANIAN AND IBERIAN RELATIONS

Tomor Kastrati

National Museum of Kosovo
Custodian-PhD candidate

Abstract

This paper presents a new attempt in the field of research on Kosovo's possible relations with the Iberian Peninsula in the medieval period, based on the archaeological facts. In order to prove these relations, a few micro toponyms have been used, which are the indicators to detect specific archaeological sites in a space that includes the territory of Kosovo. The emphasis is placed on the etymological analysis of the forms of different micro toponyms among which the foremost Albanian 'Gjytet', 'Qudat', 'Kiudats' that resemble 'Ciudad' in Iberian. On the basis of comparisons, aspects of the historical linguistic and cultural heritage, in relation to these former settlements are analyzed. The type of the site is fortified and the location is on relatively high hills. Settlements are multi-layered, not inhabited continuously, but successively which means diversified culturally and developed in different periods. The earliest period can get to the eneolithic, but rare. More representative periods are centuries XI-IX B.C., often Late Antiquity IV-VI A.D. and the Middle Ages. Life there ceases with the establishment of Ottoman rule, but the remembrance of the locals for these settlements, has been preserved for generations in older expressions, that are not commonly used anymore, especially in Albanian. From the results of the study can be concluded that the micro toponyms are linked with the abandonment of the fortified localities in the medieval period. This is mostly evidenced by comparison of Albanian which has particular links to the corresponding toponyms and designations of the Iberian or new latin background languages. Further researches and even more complex studies are needed to detail knowledge about Kosovo-Iberian historical and cultural relations.

Keywords: Archeology, Linguistic, Micro toponyms, Middle Ages, Kosovo, Iberian Peninsula, Relations

**ARTIFICIAL INTELLIGENCE AND DISTANCE LEARNING:
“IT TIME TO BE PERSONAL AND ACTIVE IN HIGHER EDUCATION”**

Dr. George Gantzias
Prof. Cultural Policy and Management
Director «Cultural Organizations’ Management» MSc.
School of Social Science
Hellenic Open University

Abstract:

Artificial Intelligence provides us with a new education intelligent culture which is likely to radically transform our learning ecosystem, and for the first time in history, learners have the technical ability to learn anywhere, anytime, and with anyone. Artificial Intelligence (AI) is transforming many student activities ranging from daily chores to highly sophisticated tasks. From online services like Amazon, Facebook and Netflix to chatbots on our smart mobile phones and in our homes like Alexa and Siri, we are beginning to interact with on an everyday basis. Distance learning students beginning their studies at a Higher Education Institution (HEI) have similar needs to campus-based students. A new philosophy of distance learning education called 'It is Time to be Personal and Active in Higher Education' is about to emerge in the near future, as the world is moving to personalized education services in augmented intelligence ecosystem. All students embarking upon a programme of study need opportunities for orientation, making connections and building a ‘Surplus Value of Personal Knowledge’ (SVPK). The model ‘Surplus Value of Personal Knowledge’ (SPVK) is the culmination of 15 years of reflective and evolving practice which places consideration of the distance learning student’s perspective at the root of the model. This paper examines and analyses the role of Artificial Intelligence in higher education, the model ‘Surplus Value of Personal Knowledge’ (SPVK), the philosophy 'It is Time to be Personal and Active in Higher Education' and the case study of the postgraduate distance learning course ‘Cultural Organizations’ Management’ (COM) at Hellenic Open University.