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CRYPTOCURRENCIES: BORDER BETWEEN MONEY AND STATE

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DI.SEA.DE. "Scienze Economico-Aziendali e Diritto per l'Economia"

Abstract

Today there is a strong rethinking by the banking and government institutions regarding the now consolidated phenomenon of cryptocurrencies. Instead of implementing a wishful obstructionism, we are witnessing a positive evolution: from the cautious awareness of what the functioning mechanisms and the structures of demand and supply are, to an acceleration towards the massive and structured presence of financial operators, primarily international institutions, commercial banks and central bank groups.

The analysis we carried out defines the state of the art of relations and interactions between cryptocurrencies (crypto), issuers, regulators and governments.

I believe that the "system" has understood what is the risk that could materialize by ignoring the phenomenon. We could witness the separation between state and currency just as centuries ago the separation between state and church took place. It could be an event not only epochal but also violently disruptive. This is the main area of study of the paper: "CRYPTOCURRENCIES: BORDER BETWEEN MONEY AND STATE".

We will witness in the next period the redefinition of the actors of this fundamental branch of human activity; we investigated those who already work and tried to identify possible future players in the sector. It is clear that large corporations (see the Libra case with all its implications) are too exposed and vulnerable to pressure from both regulators and governments.

The technological choices will have great importance regarding the technologies adopted which must necessarily be divided between permissive (Ethereum) and hostative (Bitcoin) with respect to inflationary phenomena, this will heavily influence the possibility for maneuver of a possible government / groups of governments (central banks / groups of central banks).

The question we have tried to answer is whether cryptocurrencies are really alternatives to FIAT MONEY? or more simply a collateral currency.

Keywords: Money; Hayek; Cryptocurrency; Digital-Gold; Blockchain;

PSYCHODYNAMICS OF POWER AT WORK IN ORGANIZATIONS

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Abstract

The psychology of work cannot be understood without the dynamics of power in organizations. Core to the social architecture of hierarchical organizations, managerial control is allocated, justified, and exercised through disciplinary apparatuses resolving the transformation problem of human resource utilization. Analyzing organizational power structures is complicated by the phenomenon that advanced forms of social pressure and psychological governance unfold in subtle, indirect, and subconscious ways, reinforced by socially constructed and ideologically preformed versions of reality. Associated socio- and psychodynamic theories, however, are mostly ignored in mainstream research. Drawing on psychology, sociology, management studies, and social theory, this contribution develops a psychodynamic perspective on power in work organizations. Based on historical phase models of the production process, a taxonomy of four archetypical modes is presented, distinguishing technocratic types of formal and real control from socio-ideological normative and formative management control. The former relate to interests and institutions, the latter to ideologies and identities. Technocratic power seeks subjugation through objectification; formal control in form of commodification, contracting, and compensation; real control based on coercion, commands, and collusion. In contrast, socio-ideological power manifests in subjectification; normative control through communication, consent and commitment; formative control via corrosion, construction, and creation. Respective processes are integrated into a dialectic framework, assimilating concepts and theories from depth and dynamic social psychology. Processes of power are projected from the organizational (meso) to the societal (macro) and individual (micro) level, manifesting in patterns of self-similarity. Societal subsumption and subjugation are reproduced in psychodynamic processes of subjectification and sublimation, mediated by organizational control systems as enforcing and socializing agencies. Unresolved theoretical issues, empirical prospects, and implications for deeper insights into the dynamics of power and control in societies, organizations, and individuals are discussed.

Keywords: Management control, power, interests, institutions, ideologies, identities, critical theory

REINTERPRETATIONS OF THE MYTHS IN CONTEMPORARY ART

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Abstract

Throughout history, humanity has sought to understand the universe through myths. The characters in classical Greek and Roman mythology have an inevitable existence that still continues. Throughout history of art, the myths have been constantly reworked within classical arts such as painting and sculpture to new fields of art and forms such as installation and video.

Classical myths may seem illogical, incredible, and surprising, but the effects of these narratives have lasted for thousands of years and have become part of Western culture. Maybe myths have reached a continuity over the ages with the intuition power they carry and revealing the weaknesses and passions of mankind. Thus, myths have been a source of art to date.

In the field of visual arts, myths are expressed in different forms in different cultures and times. The reflection of myths in art has been limited to the style of illustration for a long time. Although modern art kept art immune from the obligation to portray any reality, illustration continues to be a valid term in the context of relationship between art and myth. Moreover, it is one of the main tasks that contemporary art has to do, and it seems that parameters and purpose of art have expanded significantly since 1960s.

Contemporary Art, from the 1960s or 1970s to the present (after Modern art or Modernist period is accepted to have ended), dominated by environmental and social consciousness, mainly dealt with topics such as feminism, globalization, bioengineering, technology-human relations, and multiculturalism; is a dynamic combination of materials, methods, concepts, and topics that challenge the limits of modern art.

As known, subjects of classical myths are very variable and are typically understood as means of struggling with universal realities or inexplicable natural phenomena. Similarly, classical myths should be reinterpreted and conveyed in contemporary art according to today's thoughts or concerns as a phenomenon that needs definition, characterization, and analysis.

Key Words: Mythology, Visual Arts, Contemporary Art.

**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**

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Abstract

It is indisputable that the Comprehensive Economic and Trade Agreement between Canada and the European Union has unique form which is distinctive from the others type of agreements. The fact that the contracting parties of the Comprehensive Economic and Trade Agreement between Canada and the European Union include a large number of involved countries, open up the possibility of various implications in the worldwide business practice due the different national legal systems. Achieving the balance between the corporate interest and the public interest in CETA is truly complex and difficult goal for realization, having in mind the specific construction of the Comprehensive Economic and Trade Agreement between Canada and the European Union, which is undoubtedly going to be a crucial part in the elaboration and interpretation in the future international trade agreements and future international investment agreements of this kind. Bearing in mind the previously mention, I research two questions: 1. Is it possible to achieve the balance between the corporate interest and the public interest with the concluding of CETA? and 2. What kind of risk is arising from the extensive formulation of the contractual provisions in CETA? My research strategy is consisted from quantitative research with included deductive approach to the relationship between the theory and the research, analyzing the implications that are produced in business practice or further are going to be produced. With my research I would like to contribute to the analysis of the Comprehensive Economic and Trade Agreement between Canada and the European Union and to identify all factors that have an impact on the whole procedure, summarizing the opinions of the contracting parties and the public.

Keywords: Comprehensive Economic and Trade Agreement (CETA); International Trade Law; ISDS (Investor State Dispute Settlement); corporate interest; public interest.

**THE ARCHETYPAL IMAGE OF THE ANIMUS IN EMILY BRONTË'S
*WUTHERING HEIGHTS***

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Abstract

Archetypal literary interpretation, also known as Jungian interpretation of literary works, is based on one aspect of the theory of the Swiss psychiatrist and psychoanalyst Carl Gustav Jung (1875-1961), and that aspect are the archetypes – the primordial images and symbols that inhabit the collective unconscious and appear in dreams, myths and arts. In the context of art – including literature - Jung insists that there are two types of artistic products: the visionary and the psychological. The visionary ones are the ones that abound in archetypal content and one such literary work in Emily Brontë's novel *Wuthering Heights* (1847). This essay will present the archetypal image of the Animus (the masculine inner personality in women) actualized in the male characters of the novel.

Keywords: archetype, archetypal image, Animus, Jungian interpretation, archetypal interpretation, *Wuthering Heights*.

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

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Abstract

The Erasmus experiences seen as part of new trends in the higher education area and being adapted by universities in countries like Albania, impacts the actual and future state of Albanian students. European University of Albania (EUA) has been embracing Erasmus exchanges since academic year 2015 – 2016.

European University of Tirana immediately established an internal system to motivate, encourage and accommodate the students before and after studies under Erasmus + Program.

All students of European University of Tirana (EUT), Albania, has had the opportunity to accommodate the studies in other universities in the framework of Erasmus + Program (such as curricula, exams, other academic obligations, evaluation and ECTS) within its own academic and administrative system.

Temporary study experiences result in improving a variety of elements of the main three actors:

- i) the hosting institution,
- ii) the guest institution and
- iii) the students.

Our Hypothesis of this paper is: Mobile students are able to gain knowledge from Erasmus staff and foreign professors as well as life-taught lessons.

In order to verify the hypothesis, this paper is based on two main aspects:

- i) on the under-covered politics followed by EUT (before, during and after studies abroad),
and
- ii) on one of the successful cases of the European University of Tirana's students, Ani Treska.

Being accepted in 2016, she followed the first semester of her last year of Bachelor studies at the University of Applied Sciences Ludwigshafen, Germany (Hochschule für Wirtschaft und Gesellschaft Ludwigshafen). The boost she got from this Erasmus experience has significantly helped in the academic perspective and personal growth.

Genuine insights on challenges such as the new country, different culture, different staff, other international students, university classes and program, foreign language, university environment, university requirements, required obligations and their settlement will be evident on this paper as well as the perspective from the university.

Another crucial element is the reverse culture shock which occurs to mobile students after being deeply engaged in a different culture.

Remarks, recommendations and tips for students and for the sending university will conclude the frame of this paper.

Key words: Erasmus+, mobile, education, university, exchange

**ECO-INNOVATION PERFORMANCE OF THE SLOVAK REPUBLIC AND
ANALYSIS OF CORRELATION BETWEEN SELECTED VARIABLES****Ing. Renáta Ševčíková, PhD student**

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Faculty of Commerce, Department of Commodity Science and Product Quality

Abstract

Ecology and environmental protection are currently a major topic in professional, scientific and laic circles. The Eco-Innovation initiative is gaining more and more attention from entrepreneurs and politicians and has become a new priority within the EU. The aim of the paper is to compare the performance of Slovakia in the field of eco-innovation with the EU and V4 countries average and to determine the correlation between selected variables and eco-innovation performance. The comparison is accomplished on the base of Eco-Innovation Index. Simple linear regression was used to analyse the impact of selected variables. Slovakia belongs to the group of so-called “catching up” countries and it is ranked as the 23rd in the EU-28, at which the weakest part is the eco-innovation inputs area, which includes the government R&D expenditure, R&D staff and quantity and other indicators. The performed analysis confirmed the correlation between selected variables and eco-innovation performance, the strongest correlation was found with the variable government R&D expenditure.

TEACHING 'ACADEMIC ETHICS AND INTEGRITY' NEEDS PROFESSIONALS IN PHILOSOPHY

CARMEN COZMA

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Abstract

Especially after 2000, 'academic ethics and integrity', as a matter of study, has become a priority for many colleges and universities in the world. Serious problems raised by the manner of learning, doing and publishing scientific research as regards young people - so much captivated by the new information and communication technologies, which unfortunately facilitate a lot of violations of professional integrity - made the decision makers of higher education to insert the study of 'ethics' in the curriculum. The first question that comes to the fore is: Who are able to and should teach this significant branch of instruction that means an important educational discipline, too? Starting from the reality that 'ethics' is a philosophical subject matter – actually, being 'moral philosophy' in its original and holistic meaning -, it is obvious that only the professionals in philosophy are competent persons to do such a job of huge responsibility on long term, which is of interest for any university specialization. 'Academic ethics and integrity' belongs to 'applied ethics' that claims a fundamental knowledge and a modulated understanding in the complex territory of moral philosophy. The work of professionals is mandatory, precisely on the ground of a well built education concerning the basic philosophical terminology, the moral axiology and normativity, the major ethical theories, etc.; merely so, leading towards an appropriate comprehension and sustaining the acquiring of the content 'academic ethics and integrity' requires as its main purpose. Taking into account an inadequate situation we have to deal in real cases in the modern university, because the dilettantism of alleged 'ethicists' without philosophical training, we follow to emphasize arguments in supporting the need of professionals in teaching 'academic ethics and integrity', respectively to persons with sound education in moral philosophy, also able to show character strengths and virtues within their entire educational and scientific activity.

Keywords: 'academic ethics and integrity', philosophical training, moral philosophy, ethics' professionals, competent teaching

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?

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Abstract

According to the Melbourne Mercer Global Pension Index for 2017, India's pension system was found to be more sustainable than that of Poland and Chile, though it ranked low on the adequacy sub-index 2018. The general savings rate in India are pegged at a moderate rate. India Ratings stated that India's savings rate declined to 30% at the end of the Financial Year 2017 compared to 34.6% in Financial Year 2012. The Indian economy experiences moderate level of savings rate mainly because of lack of awareness around savings for retirement on pure pension products.

Also, major Indian retirement savings schemes do not cover the workers in the unorganized sectors, who compose 90% of the entire workforce. The absence of a formal system for retirement income support of the organized sector has resulted in a high incidence of elderly participation in the labour force. Of the total working population, about 52.6% are aged 60 and above. India faces a huge challenge in improving pension coverage (only about a fifth of the labour force is covered), particularly among those who are employed in the unorganized sector. Increase in the ageing rate of the population, coupled with emigration exert stress on the available pension corpus of India.

The paper is divided into two sections: The first half emphasizes on the demographic aspect, which partially justifies the necessity to undertake a study related to the pension systems followed in the Indian Economy. The study uses the modelling concept introduced by Lee and Carter in 1992, which estimates mortality for a particular age band. The conclusions derived from simulating the Lee carter Model with the Indian Data help us to understand the demographic transition in India. The second part deals with sustainable cash flows needed for a tenable and robust pension system. For examining this, we use the Overlapping Generation Model to study the key features and the reforms in the Indian Pension System. It attempts to examine the effects of the pension reform from the economic aspect as well as from intergenerational dimensions.

The paper attempts to draw several conclusions based on how consumption and eventually the nature of savings will change as the system moves from PAYG to Completely Funded.

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

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Abstract

It is Saturday afternoon, 2019. A park full with children, parents, pets, but every single hand is busy with smart phones, tablets and I-pads. The web-pages offer news in every field: politics, law, sport, fashion, everyday affairs. We see topics such as: *The Minister of Health in a new affair - set up tender for medicine supplies worth 4 million euro; New penalty law for deliberate assembly discussion; The footballer from FC Milan Sanini under sanction - positive doping test?* ... Plenty of information but where is the truth? How much of the information is aimed to form a false picture about the users and the public opinion? How to preserve ourselves with the assumed name - fake news?

In a contemporary democratic society of fake news where the citizens are trying to survive in the world seen as a global village, I consider that the information is the most powerful tool that a person has in its disposal. And not every information but the real one - the one without false pretension, supported with arguments, facts and proofs. Sharing this information by the usage of the mass media gives the direction of what is the main interest that follows in the pages bellow - the freedom of expression as the main human right. Within this paper, the freedom of expression will be seen through the prism of the Macedonian law in the digital democracy as our present and inevitable future. What is freedom in this context, what are its limits and how can we preserve it are some of the questions that I will try to answer and keep your attention as instigators of the new era.

Keywords: mass media, freedom of expression, conflict of human rights, the right to privacy, medium law.

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

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Abstract

Nowadays it is possible to consider the information technologies as a dynamically developing area. Tourism is also widely “interwined” with the various possibilities of the digital world. Therefore, in tourism education must be implemented those technologies that are relevant for tourism practice and which are used in an efficient and sophisticated way. The submitted paper deals with some results of our pilot pedagogical research realized in tourism education in 2019. We have recently designed an active learning environment by adding practical problem-solving tasks, increasing information technologies content and asking questions to the ICT-based subject of Regional Tourism study program. We’ve focused our attention to describe the investigation of the students’ attitudes toward the active learning and teaching approach. In this article we shortly introduce the importance of activating students during the education process and then described the main structure and line of active learning method we used in lecturing. Furthermore, we present the results obtained after theirs’ implementation. The students’ attitude toward active learning and teaching methods were evaluated very positively – as confirms the gained results, presented in the form of graphs and tables

Keywords: ICT, tourism education, active learning, attitude

DOCTORAL STUDENTS' MOTIVATION ON APPLYING PROCESS WRITING APPROACH IN TEACHING IN ASIAN CONTEXT

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Abstract

Teaching writing is the most difficult challenge for second language teachers since they have little technical teaching strategies and it is mainly related with students' complex cognitive activity. Even in mother tongue language, teaching writing is a very difficult challenge for teachers. For students, they find it very difficult to write properly and cannot share their ideas and thoughts and, consequently, they become failure to write since they have little technical writing skills.

Onozawa (2011) has proclaimed that process writing approach helps students improve thinking skills, share ideas and develop communication through a meaningful writing. In this regard, this approach to teaching writing allows teachers and students to go through the process of producing a text together (Zakime, 2018). In process writing, the teacher moves away from being someone who sets students a writing topic and receives the finished product for correction without any intervention in the writing process itself (Stanley, 2020).

This paper examines doctoral students' motivation on applying process writing approach in teaching. The researcher conducted qualitative interviews to 9 doctoral students who come from Asian countries. They all are educational science students who are currently studying at the Faculty of Education and Psychology, Eötvös Loránd University, Budapest.

Finally, results has revealed that both second language teachers and other subject teachers need adequate training of this approach; teacher and learner autonomy are needed in classrooms; they are facing high student-teacher ratios in classrooms; curriculum designers and policy makers need to include this approach in curriculum and they need to reduce teachers' extracurricular activities in universities.

Keywords: technical teaching strategies, cognitive, motivation, autonomy, extracurricular activities

AN EMPIRICAL ANALYSIS OF THE FACTORS INFLUENCING THE ONLINE PURCHASE DECISION

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Abstract

Choosing the right product or service online can be an exhausting process, and the wide variety of products on retailers' websites is overwhelming. In this context, there has been a high interest in investigating consumer motivations and understanding the factors that influence the decision-making process in the case of online shopping. Therefore, in this article, we conducted an empirical study on data collected with the help of a questionnaire. We analyzed to what extent certain factors such as product characteristics, trust in the online store, product reviews by specialists/clients, product price, customer opinions, the trust of the sources, usability of the online shop, attitude and loyalty to the brand, product popularity, customer loyalty programs, WOM, and eWOM affect and influence the buying decision. The results showed that the most important factors influencing the purchase decision are product characteristics, trust in the online store, reviews of the product by specialists/clients, product price and opinions of customers from trusted sources. Regarding the most important information resources are trustworthy websites that offer specialized product reviews and trustworthy websites that offer customer product reviews, without gender differences.

Keywords: *Purchase decision, Social media, E-commerce, Online shopping behavior, Consumer decision-making process*

THE PROBLEMS OF FORMATION OF THINKING OPERATIONS IN THE LESSON

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Abstract

Implementation of cognitive processes depends on the development of human thinking. When people are confronted with a problem-based things, they judge the process thought-provoking . Intellectual work is well known to human beings in the empirical imperative. In modern education concepts, one of the main tasks of the lesson is “How to teach judgment”. Judgment depends on the level of development of people's thoughts.

The problem of intellectual operations must be investigated the psycho didactic flow in modern conditions. When analyzing this deep issue, we come across an important question: Is there any way for formulating of thinking operation on students mind? This issue is the main scientific issue since the concept of active / interactive learning.

There is a need to develop tasks that can shape the activity of students' ideas to solve this fundamental scientific and technological problem. As a result of the conducted fundamental research, a new type of methodology and methodological practice has already been formed, and a new type of intellectual tasks and they are used in schools under the name of semantic tasks. It is worth noting that this useful practice is increasingly being used today in the formation of thought-provoking operations in students.

The main characteristic of new types of assignments is that the students will be able to think when they solves this type of task. During solving these type of tasks there are many opportunities for the development of thinking and imagination.

Keywords: Cognitive processes, thought processes, new tasks, judgment, thinking, imagination.

THE FEATURES OF ACTIVE LEARNING

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Abstract

Active learning involves training based on the cognitive activity of students and in collaboration with other participants in the learning process.

One of the most important factors contributing to student learning success is active learning. At the same time, activism (learning) reflects students' responsible behavior, achievement of the learning process, and the manifestation of personal interests. Active learning involves working purposefully on ideas and concepts or events, reading, writing, listening, ideas, tools, tools and materials. Specifically, it means learning through application, creative thinking, and practice. It also has its advantages such as reflection on activities and results. Active learning in the learning process, through experience, brings productive results. Comprehension and discussion are important in active learning. It incorporates features such as thinking, remembering and learning from practice. It must be able to understand what is being taught while learning;

- Ability to solve problem-solving skills taught to students as conditions change;
- Students should be taught methods of learning, thoughtful, accurate, experience-based and, if necessary, unusual, traditional;
- Students should know what and how to learn;
- The use of imaginative learning methods should be preferable to learning;

During the learning process, students should avoid extracurricular activities, develop interest in lessons and be able to enjoy what they have learned;

- Students should have the ability to approach problems in a creative way;
- Students should have the opportunity to receive information and to think and understand, analyze and make sound conclusions;
- Students need to be able to help their friends in the performance of any work, they should be able to be productive in their activities, and achieve the unity of their work;

That is, the skills that reflect the activity of students: resilience, creativity, thinking and productivity are the basis of active learning.

In the active learning process, student development is ensured in terms of the specifics mentioned.

Keywords: education, active, feature, learning, student, thinking, understanding, sustainability, creativity

ABOUT THE DEVELOPMENT OF INCLUSIVE EDUCATION IN AZERBAIJAN**Xalilova Aysel**Baku State University, Azerbaijan

Abstract

Since independence Azerbaijan Republic has joined Human Rights, especially international treaties and conventions relating to children's rights and It has undertaken a number of commitments in this regard, too. One of those commitments is to ensure the education right of disability persons.

Implementation of the Inclusive Education Project has been launched in Azerbaijan since 2005 and the development program for the education of children with special needs (disabilities) has been approved in the Azerbaijan Republic, too. According to the program and according to the appropriate classification the registration of children with disabilities from all categories in the country, the creation of equal opportunities for the education of these children, the strengthening of social protection of state-sponsored children, the same time the transition to inclusive education is also planned bringing the material and technical base of the educational institutions to the modern standards.

The Law on Inclusive Education have been drafted and prepared by UNICEF and the Ministry of Education and have been presented to Milli Mecilis for the purpose of expansion of inclusive education opportunities, and to make appropriate changes to the education legislation. This has necessitated the implementation of new efforts to integrate children with disabilities into inclusive education at the same time as other children. For this purpose, with the technical support of UNICEF, the State Program on the Development of Inclusive Education was developed and submitted to the Cabinet of Ministers.

At present, the project "Implementation of inclusive education in primary education" has been launched. For this purpose, pilot schools were established and the Education Ministry has organized trainings for inclusive education for the teaching staff.

In addition for the more effective development of inclusive education, the following activities are being implemented:

- Co-operation with parents of children involved in inclusive education and their education is carried out.
- for the studying the experience of different countries Teachers' visits to foreign countries are being organized.
- Round tables, discussions and conferences on the program are organized.

Keywords: children with special needs, inclusive education, learning process, government program, troubled children, working with parents.

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

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Abstract

Protocol no. 16 to the European Convention on Human Rights and Fundamental Freedoms, signed on October 2, 2013 and entered into force on August 1, 2018, created the premises for a new institutionalized communication channel between the Strasbourg Court and national jurisdictions, for better human rights protection, respecting the two pillars of the mechanism established by the Convention, namely the principle of subsidiarity and the state's margin of appreciation.

Being a recent procedural instrument, Protocol no. 16 cannot fully disclose its full potential, so in this study we intend to analyse the particularities of the advisory opinion mechanism it establishes and the effects it has on the jurisdictions of the States Parties to the European Convention on Human Rights.

Given the fact that the new consultative procedure established by Protocol no. 16 borrows part of the characteristics of the preliminary ruling procedure (art. 267 TFEU), we will also attempt to highlight the differences between the two mechanisms, taking into account the role and place they occupy in their legal systems, beyond the complementarity relation that both establish between the national judge, on the one hand, and the European / international judge, as the case may be, on the other.

Finally, we will bring to your attention the first advisory opinion of the ECHR (in the interpretation of the provisions of article 8 of the Convention), in a case related to the gestational surrogate, and its consequences from the perspective of the access to an efficient procedural mechanism for recognizing the filiation link between the mother “of intention” and the child born by the surrogate mother.

Keywords: Protocol no. 16 to the Convention for the Protection of Human Rights and Fundamental Freedoms, European Court of Human Rights, European law, advisory opinion, surrogate mother, intended mother.

CORRUPTION AND GROWTH IN THE MEDITERRANEAN**Lavinia Mustea**

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

Abstract

The corruption phenomenon has been a topic of interest in academia, especially in the last forty years and mainly after a major economic and financial crisis. In this paper we aim at analyzing the relation between corruption and growth in a specific area, namely the Mediterranean area, where we can find developed countries, developing and emerging countries which are divided on several continents and characterized by different traditions, religions. To best achieve the research objective, we made use of OLS regression and data between 2000-2018 for GDP and corruption data from International Country Risk Guide (PRS Group). In addition, as robustness, we made use of the Corruption Perception Index. Our results for the entire sample, using ICRG corruption, revealed a significant positive relation between growth and corruption, but when we disentangle by group of countries we obtained a negative statistically significant relation for African countries and not significant for European countries. If we analyze only the developed countries the negative relation becomes statistically significant. We obtained similar results when using the CPI data.

Keywords: corruption, Mediterranean countries, OLS regression

DEVELOPING EDUCATIONAL IDEAS IN ANCIENT INDIA

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Abstract

In ancient India, educational work was carried out in three directions: - Physical Education, Mental Education and Moral Development.

The upbringing work in three directions is related to the purpose of upbringing the young generation. In ancient times, education is based on educational purposes, and it is of pedagogical interest.

In India, mental education is aimed at creating clear judgment and thoughtful behavior, and spiritual development that is required to build self-esteem, which requires the formation of thoughtful operations. Humen use different views (analysis, synthesis, contrast, generalization, etc.) in the process of their thinking activity. Clear judgment, thoughtful behavior, and self-actualization can be achieved through operations. Given the development of modern analysis and synthesis skills in students, it is of interest to focus on the idea of education in ancient India for the formation of operations.

There are ways of thinking operations and its formulation in the ancient India

1. The ancient Hindu textbook Bhagavakia is written in the form of a dialogue between teacher and pupil . This indicates that dialogue was used in the learning process.

2. The legend Bha-kata-purana mentions the Divine and Divine Krishna's "growth in peer-to-peer play and labor." Collaborative play and labor processes require the organization of student collaboration.

In ancient India, the use of dialogue and collaboration in teaching process as important as pedagogical innovation.

Keywords: intellectual activity, educational goals, collaborative play and labor process, analysis, synthesis, dialogue, collaboration.

CURRENT SCHOOL-UNIVERSITY PRACTICES FOR INITIAL TEACHER TRAINING IN MYANMAR

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Abstract

As knowledge sharing and information processing are rapidly advanced in today knowledge-based society, it is not sufficient to acquire expertise and required knowledge within the scope of one's profession (Tsui & Law, 2007). Especially in teacher training, working alone without collaboration is not enough for the preparation of teachers since there has been a gap between theory and practice in teacher education (Botha, n.d.). To close this gap, collaboration and networking between universities and schools are one of the major solutions to support teacher education.

This article presents the current practices of school-university partnership (SUP) in the preparation of initial teacher training focusing on two teacher training institutes in Myanmar. The aim of the article is to get in depth understanding of current collaboration practices between university, college and schools in order to support initial teacher preparation. Furthermore, the research intends to highlight the need of establishing a strong and successful partnership between schools and teacher training institutes throughout the country. Qualitative method is conducted in this study. Ten participants were interviewed through focus group, formal and informal interviews. Teacher educators' teaching practices and student teachers' peer group teaching were observed by the researcher to see the actual collaboration practices between partners.

The interview results revealed that there is a weak partnership between partners. Schools and institutions are collaborating in a traditional way, focusing on administrative procedures, not for training of student teachers. There is no close relationship and no trust between partners. Observation showed that there will be more effective in teacher training if the school teachers and teacher educators are working together to support student teachers' teaching and evaluation during their practicum. Though peer group teaching by student teachers is a valuable method for preparation of student teachers, the feedback of teacher educators are not supportive enough.

Keywords: School-University Partnership, Collaboration, Teacher Education, Practicum.

**THE MATCHING OF EDUCATIONAL OUTCOMES WITH THE LABOR MARKET
SUCCESS OF HIGHER EDUCATION GRADUATES****Gabriela Păcurariu (Negoiță), PhD student**West University of Timisoara

Abstract

The paper explores the relationship between the use of graduates' human capital and the labor market success. It was analyzed the matching of the educational outcomes (abilities, skills, competencies) to the labor market demands of the higher education graduates in their early career. The research used the data from a questionnaire applied to the higher education graduates', bachelor's degree. The answers were collected using CAWI method (Computer-Assisted Web Interviewing) and returned around 850 valid graduates' responses. The questionnaire was applied in two stages, six months and one year after graduation. The results show that the insertion on the labor market was a success for most graduates. 83.9% graduates have a job one year after graduation. Many of them applied for a job just one time, and 50% are working in the same field of study. At the same time, we tested the impact of two series of predictors correlated with an index of labor market success. One set was aggregated from 8 predictors: internship, volunteering, mobility, parental education (mother, father), and social background factors. The other set of predictors was aggregated from the competencies and abilities provided by the school, resulting in 68% of impact on the labor market success.

Keywords: higher education graduates, educational outcomes, tracer study, human capital, success index

COST-OPTIMIZATION RESULTS OF MINIMUM ENERGY PERFORMANCE OF BUILDINGS DEPENDENCE ON INPUT CLIMATIC DATA VARIATIONS**Marko Grebović****Radmila Sindić Grebović**

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Abstract

For the purpose of designing an energy efficient building, comparative methodology framework for calculating the cost-optimal levels for building's minimum energy performance requirements should be included. Goal of comparative methodology framework is to achieve balanced energy budget for heating and cooling in a year cycle, by minimizing investment costs at the same time. Calculation methodology requires combined use of simulation programs and optimization algorithms. In this process different types of input data are used: geometrical inputs of the building, properties of envelope materials and systems and local climate data from the building's location. Main goal is to show how even small variations in input data can affect the result of the optimization. For purpose of the paperwork Podgorica (Montenegro) is used as the location example. Temperature values from the climate data used in cost-optimization process are gained from meteorological stations near airport which is around ten kilometers away from the city center where it can be couple of degrees higher. This is caused by the phenomenon called 'the local area heat island'. In order to get reliable optimization results, in terms of energy consumption for heating and cooling within a year cycle, it is necessary to consider this phenomenon. In this paperwork, goal is to present how 'the local area heat island' factor affects the annual energy consumption for heating and cooling by comparing parameters in both cases: when 'the local heat island' factor is included and when it is not. Variations of set-point temperatures are included in analysis. It is shown the significant effects of climatic data to cooling energy consumption calculation. It is concluded there are underestimations of energy needs caused by non-adequate treatment of input climatic data.

Keywords: cost-optimization, energy performance, building envelope, climate data, local area heat island

CONSUMER BEHAVIOR AND ITS IMPACT ON THE ECONOMY**Andrea Seberíni**University of Matej Bel, Economic Faculty, Banská Bystrica, Slovakia

Abstract

The economically strong environment, combined with a high degree of globalization, results in increasing product production, increasing consumption by customers, and increasing waste management problems. People are already buying to meet the necessary needs, but they buy because they enjoy it, the goods are cheap, there is enough, and because everyone is doing so. In the consumer society, people are beginning to lose inner values that they exchange for material ones. Consumer society can be understood both positively and negatively, given whom we are on. If we are on the side of producers, a consumer society means reducing costs by dissolving in mass production. Overproduction as well as over-consumption leads to higher profits. Business comes first. From the people's point of view, the consumer society brings the availability of any kind of goods and in any volume. This aspect is positive, but its accompanying phenomena are negative - debt growth, deteriorating health, and impending environmental disasters caused by large amounts of waste and pollutants in nature. Consumption comes first. The consumer company has gone so far that the consumer does not need more or less his own money for consumption. At least not immediately. With consumer loans, while on the go, and all kinds of installment services, the bag literally tore apart. The aim of the paper is a theoretical discussion on the current state of a globally functioning society, one of whose main features is consumerism. The main interest of the work is to present and highlight possible negative impacts that are the result of a global society operating on the principle of consumption and in their connection with the impact on the economy.

QUALITY ENHANCEMENT OF TEACHER EDUCATION: A REVIEW OF TEACHER PERFORMANCE APPRAISAL

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Abstract

Teacher performance appraisal is the evaluation of individual teachers to make a judgement about their competencies and performance and/or to provide feedback to support the improvement of their practice (OECD, 2013). The usage of performance appraisal has grown over the past 45 years and nowadays it has become a popular approach in educational management all over the world. Teacher Education is related to the development of teacher proficiency and competence which enable the teacher to meet the requirement of the profession and face the challenges in the profession. In a dynamically changing world, there is an absolute need for quality enhancement of teacher education so that the future of the world is secure. This study systematically reviews the literature to identify the interrelatedness of teacher performance appraisal and quality enhancement of teacher education with the purpose of providing a comprehensive perspective on the importance of performance appraisal. A qualitative research approach was employed to conduct a systematic literature review by analyzing the literature collected from various databases and the reviewed and selected literature were further analyzed by using a Content Analysis package (Atlas.ti software). The codes were applied into two main themes, which are teacher performance appraisal and quality enhancement of teacher education. The analysis shows that if done well, teacher performance appraisal can have a sustainable impact on teacher quality. Next to this, teacher evaluation is the best indicator of quality assurance within the existing education systems. Some research findings show that teacher appraisal is closely tied to teacher competency frameworks and standards. On the other hand, evaluation of teachers connects to many different policy measures within a complex system embedded into a concept of quality improvement.

Keywords: performance appraisal, quality enhancement

IMPROVING THE INTERNATIONAL IMAGE OF SERBIA: THE SMART USE OF THE SOFT POWER

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Abstract

In the time of geopolitical uncertainty and an eroding international order, the soft power as a tool of foreign policy has become more important than ever. Power has become more diffuse, moving not just from West to East, but also away from governments, as more non-state actors play larger roles in driving global affairs. That is why, the countries use the soft power that is based on communication and cooperation, as it enables them to peacefully position themselves as desirable partners in global contexts. The soft power contributes to building a positive attitude and image of the country among foreign audiences. Sources of soft power are found in national resources such as culture, education, global state engagement, entrepreneurship, government strength and digital development etc. Future work would analyze some of the key sources of the soft power of the Republic of Serbia and point to the need to use it more intensively by following domestic strategic interests and goals.

Keywords: soft power, Serbia, international relations, image, reputation

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

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Abstract

The digitalization level of society and economy is grown in accordance with rising acceptance and implementation of digital technologies and with transfer of social and economic activities on internet. Serbia, being at the beginning of information society and digital economy development, has to define proper infrastructure-organization-human framework in order to tap all the advantages offered by new technologies for more competitive work of domestic enterprises and long-term sustainable development of national economy.

The aim of the analysis conducted in this paper is to highlight the role and importance of science and education for the successful realization of the digital transformation of the Serbian economy.

Knowledge represents soft infrastructure necessary for the realisation of digital economy. In this respect education of different social categories: youth, those business active and finally to all actively participating in the digital economy is an important way for Serbia to prepare itself for digitally connected world. Serbia should build education policies that encompass the following: 1) education of workers, managers and CEOs in order to enhance the technological absorptive capacity of domestic companies; 2) education of the general population will raise awareness of citizens about new digital reality and will enable them to use all offered digital services in order to make their life better, easier and with more quality; 3) education of youth to prepare them for the dynamic job market and the new digital business environment; 4) politicians and civil servants should also be properly trained in order to be able to create supporting environment and proper legal infrastructure for a digital economy.

Serbian government should also support research and knowledge development in different industries. It is necessary to create ICT innovation ecosystems across the whole economy by supporting policies that promote ICT innovation, developing local business incubation ecosystems, and by promoting light innovation as a bottom-up and user-centric ICT innovation approach.

Keywords: information-communication technologies, education, knowledge, development, digital economy, information society.

NEWS ANNOUNCEMENT VS SUSTAINABILITY INDEX: THE IMPACT OF DIFFERENT CSR VISIBILITY ON INVESTORS' RESPONSES

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Evidence from Japan

Abstract

Private firms have been increasingly required to focus on their corporate social responsibility (CSR) activities with increasing awareness toward firms' social responsibility, such as SDGs. Despite numerous studies examining the relationships between CSR and its financial performance, there is still a dearth of research discussing the difference of investors' responses toward a firm's CSR performance and the means with which they obtain the information. This paper aims to investigate if the investors' responses toward firms' CSR performance vary depending on media communication, Sustainability Index change and announcement of CSR-related news. For deeper implication, the differences of reaction by the type of shareholder is also examined. This comparative analysis employs the short-term event study method using a unique CSR dataset collected from newspapers for news announcement, and Dow Jones Sustainability Index change for Sustainability Index as well as firms' stock prices. The findings indicate that overall investors in the Japanese market responded positively to positive news announcements but negatively to addition to sustainability index, suggesting the difference of investors' attitude to firms' CSR performance in terms of media communication. It is also found that the difference is mainly caused by Japanese institutional investors. As for practical implication, the results suggest that managers and public relations officers may want to be aware of the difference in investors' reactions toward CSR performance announcements in terms of media communication. Managers are also advised to conduct different approaches according to the type of shareholders because of their various interests.

Keywords: corporate social responsibility (CSR), investors, firm value, media communication, visibility, event study

DEMYSTIFYING THE 21 CENTURY SKILLS THROUGH ACTIVE LEARNING APPROACHES

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Abstract

With almost two decades already into the new century, to the great pleasure of educators on all levels and everywhere, the accent on learning and equipping the individual for a life of soaking in knowledge and experiences, it is inevitable to pay due attention to the skills the learning individual, regardless of the age, needs to have to be a functioning contributing individual in the global society and position themselves on the global labour market.

In the age of information, even excessive information through the world's interconnectedness and interdependence, the skills a learner in the educational system needs to have fertile grounds to develop under proper mentorship are almost a dozen. They need to be capable of critical thinking, collaboration, creativity and communication skills, to mention the 4Cs, and all of that under the cloak of different kinds of literacy, all the while being a functioning and contributing individual through productivity and social skills in the global society.

Both sides of the stakeholders in the learning process are aware of the above mentioned; however, the process of getting to the destination needed is not always clear. We often hear about learning being personal and personalised in an environment of culture, respect, belonging, where students learn meaningfully and are being equipped to impact the world as a contribution, where professionals provide expert critique and guidance and where there is genuine audience. The path to the portrait of a graduate embracing the 21 century skills is not always clear.

This paper intends and attempts to demystify the tactics of the revised learning environment to fit this brave new world and enable students to not merely convert from students into numbers of workers with almost identical skills, but to "produce" critical thinkers with the idea of contributing to the global society, all the while actively using the knowledge and skills gained in the process of education under the mentorship and guidance of their educators on all levels.

Keywords: 21 century learning/skills, 4Cs, different kinds of literacy, active learning tactics, learner, educators.

DEEP LEARNING AND CONVOLUTIONAL NEURAL NETWORK IN IMAGE CLASSIFICATION

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Abstract

The paper discusses the use of deep learning and convolutional neural networks in image classification. In the image classification, it is necessary to determine for each image a corresponding class from a fixed set of classes. One of the important problems in the field of computer vision is the problem of classification. Different computer vision problems (object recognition, segmentation) can be reduced to the problem of image classification. Successful solving classification problems open up possibilities for their wide practical application. Despite the existence of different methods for solving this problem, it has been shown that convolutional neural networks successfully solve the problems of detection, segmentation, and recognition of objects and regions in images. In the paper, we used the Python programming language and Keras as the Python deep learning library, training a convolutional neural network in classifying images into ten different classes. We tested the obtained model on an unused data set and considered the classification accuracy.

Keywords: classification accuracy, convolutional neural networks, deep learning, image classification, machine learning.

THE FUTURE OF VIRTUAL MONEY

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Abstract

When we talk about money, first of all we mean the paper money or coins. However, in this paper, the word will not be about coins or the paper money, but about the cryptocurrencies or virtual money. Virtual money is actually the money of the future. We are witnessing that the world is changing faster and faster, and that technologies are advancing extremely fast, so cryptocurrencies themselves are extremely interesting and interest in them is increasing day by day. Many companies already trade and pay by virtual currencies. It is inevitable that the virtual currencies will play an extraordinary role in our lives and the financial world, as it represents a new concept of payment.

There are over one thousand cryptocurrencies in the world and, depending on the current market situation and adequate moment of investing in a certain cryptocurrency, it can be profitable but it also can be the lost. Cryptocurrencies have caused a real financial boom in recent years in the global financial market. The unstable value of virtual currencies and the fact that they are not supported by the state or the Central Bank causes a dose of distrust in their greater use.

The key task of this paper will be our attempt to answer the question of whether virtual money will replace coins and the paper money, whether we will raise loans in virtual money, and whether such money will change the way how the banking works. Will we be the witnesses of full digitalization? Whether this will happen soon or not, remains to be seen.

Keywords: virtual money, cryptocurrencies, the future of money, banking, digitalization

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, Kraljice Marije 73

Abstract

Credit ratings are formed by Credit rating agencies with the aim of measuring and showing the creditworthiness, the ability to service the liabilities, of specific companies. This applies to companies appearing on the financial market for a loan application or for issuers of securities whose sale results in certain cash. Cash, whether short-term or long-term, is needed by these companies for ongoing liquidity, further growth and development, and sometimes for survival in the market. Once formed, ratings, through a detailed quantitative and qualitative analysis of a company's business, significantly influence the determination of the market price of capital offered to them by different investors (banks, investment financial institutions, other legal entities, individuals), and therefore the amount of their returns. Changes in credit ratings and spreads over the period of the placements realization have an even greater influence on this price, which creates different interests. Debtors, issuers strive to do better business, have better credit rating, do not change their credit rating, especially not by reducing it and achieving the lowest price of the required capital. Investors want to maximize the return (price of the funds placed), but also minimize the risk of placement, reduce the uncertainty of the placement in an effort not to suffer the loss of capital and contracted return on equity. The research in this paper will rely on the usual methodology of economic research, foreign and domestic literature in this field, in order to show in the closest possible way what effects the change in the credit rating of companies and spreads has on the determination of the real price of borrowed capital.

**PUBLIC'S EXPECTATIONS ON ECONOMIC ISSUES INFLUENCE FUTURE
PERSONAL DECISIONS**

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Abstract

In this paper will be discussed the relation between people's expectations (general public) towards the economy and factual data for that specific economy during the expected period. We aim to find out if people's expectations on country's employment, business situation, and personal income are reflected on the decisions that people make on marriage, divorce and birth rate. In this paper we will explore data gathered by the general public during years 2014-2015 through an online survey on public's expectations on the actual and future situation of the economy. These data will be compared to the data taken by the Albanian Institute of Statistics (INSTAT) on the number of marriages, divorces and birth rate during 2014-2015. Our main goal is to explain how perceptions on some economic issues as employment, business and incomes influence important future decisions in people's lives that has to do with the way they organize their families and their lives, which also affects the economy by creating so a spiral of influence.

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

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Abstract

Motivation plays an important role in learning a foreign language. It is a decisive factor that affects the success and speed of second language acquisition. Much of the recent literature, as well as current theoretical paradigms on second language motivation, are based on research dealing with English language learning and teaching (Ushioda & Dörnyei, 2017). The reason for this is the dominant status of English which prevails in second language motivation research (Dörnyei & Al-Hoorie, 2017). Boo, Dörnyei and Ryan (2015) noted a remarkable increase in published studies in this area. They stated that from 2005 to 2014 most of the motivation studies (over 70%) were dedicated to analysing the English language learning process. Recent European studies have explored the impact of English on the motivation to learn other (EU) languages and the competition between English and these languages. Al-Hoorie (2017) points out the latest findings from researchers who have observed that the dynamics of the motivation to learn English can be quite different from that of learning languages other than English (LOTES). Therefore, research focused on the motivation to learn other (EU) languages is particularly valuable and significant.

Research was carried out among secondary school students with the purpose to look into the motivation for learning French and Italian as foreign languages within the Croatian context. The aim of this research was to observe the student's motivation as a dynamic process arising from the interaction of various factors emerging from their school, family and social environment. Particular attention was paid to the following: the instrumental component of motivation, the impact of modern technologies on motivation and the cultural interest in the target language.

Key words: language learning motivation, LOTES, French as a foreign language, Italian as a foreign language, language learning environment

**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*

Abstract

Researchers in HCI understand the importance of evolution of paradigms (assumptions, concepts and practices), theoretical perspectives (assumption about phenomenon like cognitive psychology, HCI or UX design), theories (explanation of some aspects of that phenomenon, for example theory of information processing and how the human mind is assumed to work), models (designers predict and evaluate alternatives of designs in order to choose to innovate the best one) and frameworks (interrelated concepts about HCI like how to conceptualize learning, emotion, working in HCI field) in human computer interaction and cognitive modeling. HCI developed as eclectic multidisciplinary science with root based on cognitive psychology which combines body of language, research findings and methods from which design principles and analytic tools were developed for the design of computer interfaces. Since 1980, HCI theories tried to explicate user performance based on memory, attention, perception, learning, mental models and decision-making, human abilities and limitation during interaction with computer based tasks. The HCI terminology embraces more novel concepts in modern and contemporary approaches like affective computing and emotions in HCI. This paper presents the creation and analysis of clustering scientific publications in our bibliometric study of affective computing and emotions in HCI concepts and trends with VOSviewer. Affect and emotion play an important role in our everyday lives; they became important for the interaction of humans via digital technology. Adding affective abilities and emotions to computers has the practical purpose to function with cognitive intelligence and sensitivity towards humans.

Keywords: human computer interaction (HCI), affective computing, emotions, cognitive psychology, bibliometric mapping, VOSviewer.

AN INTERDISCIPLINARY APPROACH TO JAMES JOYCE'S AND VIRGINIA WOLF'S ONE DAY CITY NOVELS

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Romania

Assistant Lecturer PhD Florina NASTASE
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Abstract

In this interdisciplinary approach we purport to tackle James Joyce's *Ulysses* and Virginia Woolf's *Mrs. Dalloway* as modernist one day city novels in the context of a *Zeitgeist* of groundbreaking scientific discoveries, the advent of new arts (photography and the cinema) and aesthetics whose new principles drew on the most recent finds in physics and psychology: quantum mechanics, the workings of the human mind as governed by quantum movements and triggered by the persistence of memory. We argue that these transformations, which came as a shock to the very foundations of Newton's positivist and scientist model, occurred simultaneously in quantum waves, from concurring sides. Quantum physicists, who discovered a rather eerie realm, i.e. a polymorphous reality governed by the uncertainty principle, took an interest in cubism; the cubists used principles of quantum mechanics in their art, while the writers developed collage/montage techniques borrowing from the cinema and photography. The modernist aesthetics and sciences were essentially based on the principles of simultaneity, superposition and entanglement, which led to the forging of innovative and experimental modernist artifacts: the one day novel, the one image poem, the counterpoint and polyrhythm in music, translated into musicalised fiction by Aldous Huxley. Likewise, Virginia Woolf, emulated by her sister Vanessa, wished to be a painter in the manner of the Postimpressionists, and craved for her androgynous mind to be "fertilised" by both sound and image, which, in her case, were two undivided and simultaneous ways of perceiving. Similarly, Joyce experienced sound and image in tandem, as he claimed to have used the fugue as a compositional pattern in the "Sirens" chapter of *Ulysses*. His one-day novel is also a literary "wormhole", able to encompass past, present and future through several instantaneous entanglements and superpositions of mythic events and urban settings.

Keywords and phrases: quantum mechanics, uncertainty, stream of thought, free association, duration, metropolitan individuality, flaneur

PSYCHOLOGICAL FACTORS – PREDICTORS OF SUICIDAL BEHAVIOR

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Abstract

In psychological and psychiatric point of view, suicide is an act determined by a psychic state with an ambivalent character which implies on the one hand the renunciation, and on the other hand the courage, being characteristic to those persons who cannot adapt to the psycho-social requirements.

The suicides are defined by a constellation of personality traits that cause them to resort to the suicidal act imperatively - affective frustration, inability to adapt socially, personal insecurity, close dependence on other people, different mental disorders.

Adaptive synopes, mainly due to primary vulnerabilities, acquired during childhood - adolescence, often lead to the structuring of personality elements with longitudinal echoes in the individual's behavior.

The general objective of this research is to identify a predictive model of suicidal behavior by establishing the most important predictors, focusing in particular on neuroticism, depression, introversion, impulsivity, stress, self-esteem and resilience.

207 people participated in this research, the collected data being processed by statistical methods, the design being a descriptive-exploratory cross-sectional type.

For the data collection tools were used the following instruments: Suicidal Behaviors Revised Questionnaire (SBQ-R), The Revised NEO Personality Inventory (NEO PI-R), Perceived Stress Questionnaire (PSQ), Zung Self-rating Depression Scale (SDS), Self- Esteem Scale (SES), Resilience Scale (RS).

Hierarchizing these predictors, we can say that the occurrence and development of suicidal behavior has a very important weight, impulsivity, followed by depression, neuroticism and last but not least a low self-esteem.

Keywords: suicidal behavior, depression, impulsivity, self-esteem, neuroticism

SOCIAL ENTREPRENEURSHIP IN SERBIA - PERSPECTIVES FOR REDUCING UNEMPLOYMENT AND POVERTY

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Abstract

Social entrepreneurship is a strong lever to address the needs of marginalized and vulnerable groups in communities. Such entrepreneurship is not aimed at making money, but pursuing a social goal, such as the inclusion of national minorities, but also developing environmental and cultural awareness as well as awareness of the local community. Combining the methods of work of for-profit and non-profit organizations, participation, volunteering, networking with different actors in local communities, social enterprises find the best, most sustainable solutions to the most pressing problems in society. Unemployment is also reduced in this way, and it is a good way for marginalized people to become involved in local community development.

The aim of this paper is to review the development of social entrepreneurship in Serbia so far and analyze the prospects for its further affirmation. Working through the processing of relevant economic material, an attempt was made to answer the following questions: what is social entrepreneurship? What is a Social Economy? How is social different from classical entrepreneurship? What are the opportunities for social entrepreneurship? What is the current position of social entrepreneurship in Serbia? The current situation in Serbia and the possibilities for the development of social entrepreneurship are examined in order to find answers to the previous questions. The paper itself seeks to show that there is room in Serbia for the promotion and strengthening of social entrepreneurship, all in the function of reducing unemployment and poverty. The factors that currently support the strengthening of social entrepreneurship in Serbia, as well as those that block it, have been identified. On the basis of this, concrete recommendations for economic, social and political decision makers in Serbia have been made.

Key words: social entrepreneurship, social economy, unemployment, poverty, social

**BUSINESS NEGOTIATING AS A STRATEGIC TOOL FOR TRANSITION
ECONOMIES DEVELOPMENT****Jovana Radulović, PhD**Belgrade Business and Arts Academy of Applied Studies

Abstract

In constellation of Balkan countries, the term transition is referring to a long-standing progressive development and institutional change from old centralized economy model to the new one - open trade economy model. The main problem of this process is the fact that changes should be continual and effective instead of being uncertain and unpredictable. Apart from some general transition progressivity indicators such as European Bank for Reconstruction and Development's, (EBRD), there is a lot of qualitative ones, which could play a role of added values in sustainable development change goals for national economies: branding, business diplomacy, business negotiating, ecology and more. Generally, three main problems are predominant for transition Balkan economies: liberation from centralized market, willing for sociopolitical convergence with vital entities as European Union and reducing income misbalance between wealthy, developed economies and transition countries. However, world market is not just open market anymore it becomes global and green too and in accordance with that some reciprocal consequences affected the transition countries: while old economies reform is late for approximately twenty years on its change flux progress, meanwhile Internet era phenomenon made it contemporary fall behind, being unable to recover its own growth and development. These globalization side effect are putting new task in front of modern economy and contemporary management: could there be an attraction strategy, enough sustainable, enough national economy – friendly one and qualified to attract Foreign direct investments (FDI) based prevalently on business skilled than statistical approach?

Key words: business, transition, negotiating, sustainable, progress

PSYCHO-SOCIAL CHALLENGES OF THE CONTEMPORARY COUPLE

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Abstract

The phenomenon of European integration has, with the free movement of labor forces, both positive and negative implications. In the current social context of globalization, long distance relationships are no longer exceptional; certain occupations require people to apart from their partner.

In psychology, partners' consensus, affective expression, satisfaction, dyadic adaptation and jealousy are concepts related to dyadic success. The way the couple's two partners perceive each other and the couple's stability influence dyadic satisfaction and lead to the couple's success.

Threats of temptations from outside the couple deteriorate the romantic relationship by arising jealousy.

To understand and explain the dynamics of the marital relationship, it is necessary to approach the couple from a double perspective: the holistic perspective – the couple as a bipolar social system – and the individual perspective – the particularities of the two partners and the way they relate to the relationship.

The main objective of the study is to investigate the important psychological aspects that define the couple relationship (dyadic adaptation, marital interaction, jealousy, trust in the relationship) in order to establish the relevant factors involved in couple dynamics, the existence of actor-partner effects, and the existence of potential differences between couples with different characteristics (couples experiencing Long Distance Relationships (LDR) and couples whose partners are not separated for work or study – Close Distance Relationships).

Psychometric tests (Dyadic Adjustment Scale and Multidimensional Jealousy Scale) were given to 168 couples, 62 of which experience LDR; the data collected was processed using statistical methods.

The study revealed both common aspects of couples and specific characteristics of couples engaged in LDR. The actor-partner dynamics differed in relation to the marital interaction, the duration of the couple, and the quality and frequency of communication between partners.

Keywords: dyadic adaptation, marital satisfaction, jealousy, relationship trust

E-EDUCATION: ONLINE COURSES AND RESEARCH STUDIES**dr Nemanja Deretić**

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Abstract:

Throughout the history of education, professors and various researchers have always been intrigued by the potential of technology that helps to transform education and to improve the quality of learning for students. One such technology is the use of the Internet to create courses, commonly known as e-learning. In the last few years, there have been numerous initiatives in the field of e-learning, especially regarding the openness of the learning environment. E-education is a way of learning that can provide education and training with the use of information and communication technologies to anyone, anytime and anywhere. E-education technologies are used most by universities and other educational institutions to provide new and innovative ways to provide education to their students. Studies on the acceptance of e-learning techniques mainly involve students as research subjects. Institutions and organizations involved in standardizing learning and education technologies typically originate in North America or Europe, and may be public and private. These organizations make an extensive use of software products, especially educational software. Major international standards organizations are also very actively involved in the process. The literature review in this paper is designed to describe the importance of online courses as a form of application of new technologies. In addition, the findings of several studies on the individual needs of students and potential barriers are presented.

Keywords: *learning, information technology, education, informatics, educational tools*

UTICAJ GLOBALIZACIJE I EKOLOGIJE NA TURIZAM

THE IMPACT OF GLOBALIZATION AND ECOLOGY ON TOURISM

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Abstract

Osnova procesa globalizacije je širenje svesti o pripadnosti globalnom društvu kao i shvatanje da akulturacija, enkulturacija i potrošački etnocentrizam, koliko god na prvi pogled delovali antagonistički i isključivi, ipak mogu da budu postepeni pa čak i sinhronizovani. Prirodno (fizičko) okruženje je od opšteg društvenog interesa i predstavlja globalnu brigu čovečanstva. Prirodno okruženje u turizmu čine prirodni resursi koji su neophodni turističkim preduzećima kao osnov za planiranje poseta određenim destinacijama a čija je dominantna karakteristika očuvanost ambijenta. U tom smislu, sve više na značaju dobijaju mnoga ekološka pitanja a održivi razvoj postaje baza za razvoj turizma.

Dakle, zemlje koje shvataju važnost ekoloških performansi ali i globalizacije, imaju mnogo veće šanse da unaprede turizam kao privrednu granu i postignu mnogo bolje rezultate od zemalja koje ovim pitanjima ne posvećuju dovoljno pažnje. Polazeći od navedenog, osnovna svrha rada je da ukaže na značaj unapređenja ekološke efikasnosti i uključenja u proces globalizacije u cilju razvoja turizma. U radu su za izvođenje zaključaka korišćene metode analize na bazi raspoložive relevantne domaće i svetske literature i prakse, kao i metode indukcije, dedukcije i sinteze. Na bazi iskustava iz raspoložive literature potvrđena je i početna hipoteza da turizam, posmatran u kontekstu globalizacije, pokazuje uzročno-posledične relacije i međuzavisnost. Naime, s jedne strane, turizam predstavlja faktor ekonomskog i regionalnog razvoja i glavnu granu na globalnom nivou, a sa druge strane, zbog sve većeg anuliranja i brisanja granica, zauzima mesto jednog od vodećih sektora u mnogim nacionalnim ekonomijama upravo zbog porasta broja turističkih putovanja u udaljenija područja i van granica nacionalnih država.

Ključne reči: globalizacija, ekologija, turizam, razvoj, prirodno okruženje.

AGRICULTURE AND NATURAL RESOURCES POLLUTION: BULGARIAN OUTLOOK

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Abstract:

Bulgaria has a long term tradition in agriculture and the development of the sector is with high priorities for policy makers. The issues connected with scarcity of resources are reflection of intensive agriculture system and up to date this unfavorable practices should be solved. Agriculture is highly dependent on quality of the resources as soils, water and air. Furthermore, can be found reflection on the yields due to the Climate change. This article examines some statistical data and interpretations related to the impact of the pollution on agriculture, agriculture as pollutant and relation with the climate change. The first part presents basic theories showing the relationship between agriculture and some natural resources at the theoretical level, and the effect of their pollution. Based on the advances in theory, the main links between resources and pollutants have been identified.

The methodological part of the research involves the development of a specialized questionnaire that aims to assess the links between agriculture and its activities and the impact on natural resources. After summarizing the results and comparing them with statistics such as emission levels, contaminated lands and reservoirs, basic guidelines and recommendations are provided. The results are part of scientific project DN 15/8 2017 Sustainable multifunctional rural areas: reconsidering agricultural models and systems with increased demands and limited resources funded by the Bulgarian research fund.

Key words: Bulgaria, pollution, climate change, agriculture, natural recourses