



INTERNATIONAL ACADEMIC INSTITUTE

BOOK OF ABSTRACTS

International Virtual Academic Conference

**Education and Social Sciences
Business and Economics**

17 February 2022

IAI Book of Abstracts

Editor:

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

Editorial Board:

Milena Apostolovska-Stepanoska, Dr. Sci, Ss. Cyril and Methodius University, Skopje, Republic of N. Macedonia

Vasko Naumovski, 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

Prof. Massimo Introzzi, Bococca University – Milan, Italy

Dr. Zahida Chebchoub, UAE University, Al-Ain

Dr. Benal Dikmen, Associate Professor, T.C. İstanbul Yeni Yüz Yıl University

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

Dr. Dorjana Klosi, University of "Ismail Qemali", Vlore, Albania

Secretary and editing:

Filip Stojkovski

International Academic Institute

Ul. Todor Aleksandrov br.85-4

Skopje, Republic of N. Macedonia

ISBN 978-608-4881-29-2

Reaction to language change

Nicoleta Sava

*Department of Foreign Languages and Communication Sciences, Faculty of Letters, Ovidius University of Constanta, Romania
e-mail: nicoleta.sava@univ-ovidius.ro*

Abstract

The paper explored the language-internal and language-external reasons for resistance to linguistic innovation, in the particular case of blends in Romanian. The limited number of blends in the language was considered to be partly explained by the dominance of certain word-formation processes. An analysis of derived and compound words revealed a preference for affixation as against compounding. Furthermore, some morphological patterns such as NN compounds that are the prototype for many blends in English were shown to have limited productivity. However, an analysis of the spread of blending in other Romance languages such as Italian and Spanish, with similar word-formation biases revealed that language-internal causes could not entirely account for the lack of blends in Romanian. Other causes were then explored. An investigation of readers' reactions to linguistic innovations in advertising language, which notoriously promotes morphological innovation, suggested that another cause behind the scarce number of blends may be the Romanian speakers' adverse attitude to a change in morphological patterns. The large number of negative comments to online advertisements containing nonce words identified, along with the reluctance to pick up such creations, indicated the speakers' resistance to linguistic innovation.

Keywords: linguistic innovation, blends, clipping, juxtaposition, .

Charting the use of materiality matrix in sustainability reporting

Tamara Menichini¹, Gennaro Salierno^{1*}

¹ Business and Management Engineering, University of Rome "Niccolò Cusano", Via Don C. Gnocchi, 3 - 00166 Roma (RM), Italy

*Corresponding Author: gennaro.salierno@unicusano.it

Abstract

Sustainability reporting is the process of communicating corporate sustainability practices and performance to internal and external contexts. AA1000 and GRI guidelines recommend companies to perform materiality analysis to identify, select, prioritize, and review what is material and thus merits inclusion in their reports. Particularly, the GRI materiality matrix is suggested to help companies determine the relevant sustainability measures and actions according to their importance for stakeholders and to the economic, environmental and social impacts. Prior studies question the subjectivity issue of materiality analysis. Alternative and non-standardized approaches for materiality analysis emerge as common practices among companies, especially SMEs. The present paper adopts a Quantitative Content Analysis (QCA) with the aim to examine the assessment dimensions that companies consider when performing materiality analysis. Frequency distribution and word clouds are used to chart the use of materiality matrices by companies of different sizes operating in the financial sector.

Keywords: Sustainability Reporting, Global Reporting Initiative (GRI), Materiality Analysis, Materiality Matrix, Content Analysis

Decision Making Process: Factors and Influences

Vasko Naumovski¹, Milena Apostolovska -Stepanoska²

¹ Associate Professor, Ss. Cyril and Methodius University in Skopje; Iustinianus Primus Law Faculty;

² Associate Professor, Ss. Cyril and Methodius University in Skopje; Iustinianus Primus Law Faculty;

*Corresponding Author: email: m.apostolovkastepanoska@pf.ukim.edu.mk;

Abstract

The authors of this research try to determine what are the most relevant factors and influences in the decision-making process. Namely, according to the relevant literature there are different factors that influence the politicians or other government officials before they make the final decision. According to the authors opinions` the most relevant factors that should be taken into consideration that can influence the decision-making process are: values (personal, organizational, professional, political, ideological); party affiliation; constituency interests, public opinion; adherence or invocation of authorities or precedents and decision rules. The researchers give an overview to this most relevant decision factors and try to determine which one is the most relevant.

Keywords: decision making, factors, influences.

Comparison of patient satisfaction in public and private hospitals in Nakhon Ratchasima, Thailand

Issaree Kittisupaset¹, Ichayapon Reesunthia², Tanyarat Anotaipaboon³,
Pantath Jaengbunjurdwong⁴, Supavich Kittichaisarot⁵

^{1,2,3,4,5} Surawiwat School, Nakhon Ratchasima, Thailand
Corresponding Author: issareekittimink@gmail.com

Abstract

Choosing and attending hospitals in Thailand can be a tough decision. Patients might get attracted by the affordable cost of public hospitals, but there might be a doubt about the quality of treatment while private hospitals' treatment can be better in Thai people aspects. However, there are several reasons behind why one chose to receive treatment from one specific hospital. Thus, the purpose behind this study was to compare patient satisfaction in public and private hospital in Nakhon Ratchasima, Thailand. In addition, patient satisfaction is one of the performance measures of health care quality, therefore, we aim to translate subjective results into meaningful, quantifiable, and actionable data in order to improve the health care system. With a total of 350 participants (110 Males, 240 Females) the data show that 58.3% (n=204) of participants attended public hospitals while 41.7% (n=146) were at private hospitals. Overall satisfaction, the proportion of very satisfied in private hospitals (45.2%) was significantly higher than in public hospitals (19.6%). It revealed that time spent with the doctor, professionalism of the medical staff, waiting time, attentiveness towards concerns, and hygiene satisfaction level were notably higher in patients at private hospitals. While transparency and communication between care providers and patient satisfaction levels were higher at the public hospitals. The average score of recommendation of public hospitals was 6.9 whereas the score was 8.1 in private hospitals. The result shows that 33.7% (n=118) of all patients chose to attend hospital due to the reason of convenient location and transportation, moreover, 30.9% (n=108) chose to enter hospital because a specialist was available. Effective effort should be made to improve the quality of public sector's facilities which appears frequently to lack timeliness, hospitality and cleanliness towards patients. Notwithstanding, private hospitals still need to be improved.

Keywords: Patient Satisfaction, private hospitals, public hospitals, comparative study, Thailand

The Council of Europe's reliability in its contradictory relations

MSc. Sara Mahilaj ¹

¹*Department of Law and Political Science, Faculty of Economics and Social Sciences, University College "Pavaresia" Vlora, Albania*

^{*}*Corresponding Author: e-mail: sara.mahilaj@unipavaresia.edu.al*

Abstract

Over the years, international organizations have played critical roles in the interactions and relationships that develop within the international system between and among states.

In light of the latest developments in the conflict with Russia, the issue of the protection of human rights and fundamental freedoms, on which the Council of Europe is mainly focused, seems to be a key point in the European debate and beyond. As a result, the Council's integrity has become a source of consternation in recent years, accompanied by contradictory actions against its Statute. Analytically, it is fascinating to understand how the Council of Europe has influenced Russia through its mission, as well as what Russia has brought to it. The nature of Russia's membership in the Council of Europe is somewhat paradoxical, given how far it strayed from the organization's objectives and principles. As well as the organization's credibility and ability to promote democratic values throughout the Russian Federation by applying the European Convention on Human Rights.

At the end of this paper, all points where the Council of Europe deviated from its principles and objectives are summarized. It is recommended that the Council of Europe, among others, has to strengthen its authority and become more resilient and solid in the face of future crises.

Keywords: Council of Europe, Russia, European Court of Human Rights, Statute of the Council of Europe.

Theoretical potential of using computer-generated avatars for evoking empathy

Robert Graham McNamara¹

¹*Baltic Film, Media and Arts School, Estonia*
**Corresponding Author: e-mail: robertmc@tlu.ee*

Abstract

In recent years, the advent of computer-generated avatars has transformed the digital realm. As a result, projects such as the metaverse, VRChat, and even governmental immigration screening programs have incorporated the use of such avatars. The current project sought to determine whether such avatars might be used to alter preconditioned states of compassion. For instance, compassion towards others has been linked to subjective feelings of identification and similarity. Perceiving a shared in-group identity has been shown in fMRI studies to operate outside of conscious reasoning: the human brain's pain receptors activate more intensely when viewing someone of the perceived same race experiencing pain, despite equal pain stimulus being applied to all study participants of various backgrounds. Whether such disparities in identification and empathy might also apply to representations of difference in computer-generated realms is an increasingly important question. This research hypothesized that through the "distancing effect" or "defamiliarization" as a result of the "uncanny valley effect" virtual world avatars may have the potential to change relational perspectives, promote empathy, and reconfigure identification.

Keywords: compassion, computer-generated avatars, empathy, uncanny valley.

Business analysis of a privately-owned pharmacy institution

Milan Adamović, MSc¹, Stefan Milojević, MSc, CFA²

¹ Pharmacy institution "ZDRAVLJE LEK" Kragujevac, Serbia; zdravljelek@gmail.com

² Audit, accounting, financial and consulting services company „Moody's Standards, Ltd., Belgrade, Serbia; aviation.adviser@gmail.com

*Corresponding Author: e-mail: aviation.adviser@gmail.com

Abstract

The subject of this paper is to identify the specifics of business analysis with a focus on pharmacy institutions. In this paper, the use of actual financial data in financial ratio analysis as a segment of business financial analysis is demonstrated. After the outbreak of the COVID-19 pandemic, more attention has been focused on pharmacy facilities. A financial analysis was performed for a pharmacy operating in the private sector. The aim of this paper is to present the specifics of the business analysis of the pharmacy with a focus on financial aspects (financial performance).

Keywords: privately-owned pharmacy institution, business analysis, financial analysis, specifics

Analysing liquidity using the cash conversion cycle and fraud

Snežana Knežević^{1*}, Marko Špiler¹, Stefan Milojević², Jovan Travica³

¹ *University of Belgrade, Faculty of organizational sciences, Belgrade, Republic of Serbia
snezana.knezevic@fon.bg.ac.rs; mspiler@gmail.com*

² *Audit, accounting, financial and consulting services company „MOODYS STANDARDS, Ltd. Belgrade, Republic of Serbia
aviation.adviser@gmail.com*

³ *Singidunum University, Faculty of Business in Belgrade, Republic of Serbia
jtravica@singidunum.ac.rs*

**Corresponding Author*

Abstract

Liquidity management in a company can be analysed through a dynamic approach (Cash conversion cycle - CCC) or a static approach (current ratio). This article describes the CCC approach and shows how static liquidity measures can serve the purpose of fraud if used exclusively, while the CCC can provide a useful addition to assessing a company's liquidity, giving a more transparent picture of a company's liquidity. In this context, the importance of evaluating liquidity through the CCC approach is emphasized, and it shows the number of days it takes for a company to convert its investments in inventories and other resources into cash flows from sales, which is particularly important indicator for sustainable business.

Keywords: dynamic liquidity, static liquidity, profit-oriented companies, fraudulent actions

Spiritual and ethical marketing as a factor of strategic business leadership: holistic approach

Milan Resimić

*University of Belgrade, Faculty of organizational sciences, Belgrade, Republic of Serbia
e-mail: apostolcentar@yahoo.com*

Abstract

The growing trend of interest in ethics and spirituality has influenced modern marketing. Ethical and spiritual marketing are evolving as separate disciplines. There is a strong connection and influence of the elements of spiritual and ethical marketing with the categories of business leadership and the potential for holistic development. The development of spiritual and ethical marketing in the organization leads to the holistic improvement of strategic business leadership through the easier overcoming of crisis, better satisfaction of needs, highlighting positive examples and performing roles, higher responsibility and authority as well as raising levels of power and behaviour, readiness to fight and influence groups.

Keywords: spirituality, ethics, marketing, business leadership
