



INTERNATIONAL ACADEMIC INSTITUTE

Draft Program

International Virtual Academic Conference

**Education and Social Sciences
Business and Economics**

17 February 2022

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11.30 Online registration of participants

Time Zone: Central European Time (GMT +1)

11.30- 11.40 Opening of the Conference

Associate Prof. Milena Apostolovska-Stepanoska, IAI President

11.40-13.00 Panel 1

Moderators: Associate Prof. Hristina Runcheva Tasev, Ph.D., IAI Vice President and Associate Prof. Milena Apostolovska-Stepanoska, IAI President

IS THERE SOME LIGHT AMONG THE DARK TRIAD OF PERSONALITY? THE DARK SIDE PERSONALITY TRAITS AND INNOVATIVE WORK BEHAVIOR

Bulog Ivana, PhD¹, Bakotic Danica, PhD²

^{1,2}University of Split, Faculty of Economics, Business and Tourism, Croatia

CHARTING THE USE OF MATERIALITY MATRIX IN SUSTAINABILITY REPORTING

Tamara Menichini ¹, Gennaro Salierno^{1*}

^{1,2} Business and Management Engineering, University of Rome “Niccolò Cusano”, Roma (RM), Italy

THE COUNCIL OF EUROPE'S RELIABILITY IN ITS CONTRADICTIONARY RELATIONS

MSc. Sara Mahilaj

Department of Law and Political Science, Faculty of Economics and Social Sciences, University College “Pavaresia” Vlora, Albania

REACTION TO LANGUAGE CHANGE

Nicoleta Sava

Department of Foreign Languages and Communication Sciences, Faculty of Letters, Ovidius University of Constanta, Romania

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

THEORETICAL POTENTIAL OF USING COMPUTER-GENERATED AVATARS FOR EVOKING EMPATHY

Robert Graham McNamara

Baltic Film, Media and Arts School, Estonia

13.00-14.00 Panel 2

Moderators: Associate Prof. Hristina Runcheva Tasev, Ph.D., IAI Vice President and Associate Prof. Milena Apostolovska-Stepanoska, IAI President

DECISION MAKING PROCESS: FACTORS AND INFLUENCES

Vasko Naumovski¹, Milena Apostolovska -Stepanoska²

^{1,2}Associate Professor, Ss. Cyril and Methodius University in Skopje; Iustininaus Primus Law Faculty;

BUSINESS ANALYSIS OF A PRIVATELY-OWNED PHARMACY INSTITUTION

Milan Adamović, MSc¹, Stefan Milojević, MSc, CFA²

¹ Pharmacy institution “ZDRAVLJE LEK” Kragujevac, Serbia;

² Audit, accounting, financial and consulting services company „Moody Standards, Ltd.”, Belgrade, Serbia

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

² Audit, accounting, financial and consulting services company „MOODY'S STANDARDS, Ltd. Belgrade, Republic of Serbia

³ Singidunum University, Faculty of Business in Belgrade, Republic of Serbia

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