



INTERNATIONAL ACADEMIC INSTITUTE

Draft Program

Vienna International Academic Conference

**Education and Social Sciences
Business and Economics**

**University of Vienna
20 September 2023**

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Conference Venue:

Vienna University Main Building, in Hörsaal 27 lecture hall. Please follow the link for more details regarding the conference hall.

<https://event.univie.ac.at/en/venue-management/locations-and-rooms/main-building-of-the-university-of-vienna/lecture-halls/hoersaal-27-lecture-hall/>

Contact Person:

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Your Presentation

Please bring your presentation on a USB flash drive.

The presentation room will be equipped with a laptop and data projector for PowerPoint presentations.

Your presentation should be no longer than 15 minutes.

11.30 Registration of participants (Zoom link will be sent for online participants)

Time Zone: Central European Time (GMT +1)

11.45- 11.50 Welcome and Opening Remarks

Associate Prof. Milena Apostolovska-Stepanoska, IAI President

11.50- 14.30 Panel 1 (In person)

Moderators: Associate Prof. Milena Apostolovska-Stepanoska, IAI President

Ionuț – Bogdan Berceanu, Senior lecturer, PhD, National University of Political Studies and Public Administration, Faculty of Public Administration, Romania

SIMILAR BUT DIFFERENT. THE REGLEMENTATION OF ADMINISTRATIVE TUTELAGE CONTROL IN ROMANIA

Ionuț – Bogdan Berceanu ¹, Florin – Eugen Văduva ²

¹ National University of Political Studies and Public Administration, Faculty of Public Administration, Romania

² National University of Political Studies and Public Administration, Doctoral School in Administrative Sciences, Romania

INBOUND AND OUTBOUND TOURISM IN CHINA: NEW PERSPECTIVES

Lóránt Dénes Dávid

John von Neumann University, Faculty of Economics and Business, Department of Tourism and Hospitality, HU-6000 Kecskemét, Hungary;

Hungarian University of Agriculture and Life Sciences (MATE), Institute of Rural Development and Sustainable Economy, Department of Sustainable Tourism, HU-2100 Gödöllő, Hungary

PLACE BRANDING AND THE HEALTHCARE BRANDS IN 21ST CENTURY

Kakhaber Djakeli

Professor, Marketing Masters and Bachelors Program Coordinator at International Black Sea University

THE GIRL HERO: THE HERO'S JOURNEY IN ROBERT MUNSCH'S *THE PAPER BAG PRINCESS*

Kristina Schimmels

Institute for Humanities, Mykolas Romeris University, Lithuania

UNIVERSITY OF FOGGIA: PROMOTING AN INTERDISCIPLINARY PATH IN SECURITY ISSUES, FROM THE CRIME SCENE TO CYBER SECURITY

D. Curtotti¹, C. Pallante¹

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ARTIFICIAL CHANGE OF TOPONYMY AS A TOOL OF PROPAGANDA OF SOVIET IDEOLOGY

Nino Jorbenadze ¹, Nana Khotcholava-Matchavariani ², Ketevan Rekhviashvili ³, Lela Chotalishvili ⁴

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FOR LINGUO-HISTORICAL STUDY OF ONE ZAN HYDRONYM OF WESTERN GEORGIA

Nargiz Akhvlediani¹, Diana Akhvlediani², Oleg Jibashvili³, Ninaka Kashia⁴

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11.50- 13.30 Panel 2 Virtual Presentations

Moderator: prof. Hristina Runcheva Tasev, IAI Vice President

TOWARDS SDG UN GOALS: ANALYSIS OF THE MOST INNOVATIVE COMPANIES IN THE AUTOMOTIVE INDUSTRY

Tamara Menichini¹, Gennaro Salierno²

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TECHNOLOGICAL SCHEME OF TWO-PHASE SEPARATOR

Begench Silapov¹, Iulian Nistor²

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A GENERAL OVERVIEW OF SME SECTOR IN ALBANIA

Ortis Hoda¹, Greta Angjeli²

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THE ROLE OF INDUSTRY 4.0 ON MANUFACTURING SUSTAINABILITY

Denada Lica¹, Silvana Gashi²

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QUIET DIPLOMACY. LESSONS LEARNED FROM THE INTERNATIONAL OLYMPIC COMMITTEE

Delia Pop-Flanja

Assoc. Professor, Babeş-Bolyai University, Faculty of European Studies

INCLUSIVE PEDAGOGY AS A NEW SCIENTIFIC AND ORGANIZATIONAL PARADIGM. CROATIAN EDUCATIONAL CONTEXT

Matilda Karamatić Brčić

Associate professor, PhD, Department for pedagogy, University of Zadar

VISUAL COMMUNICATION AND CULTURAL DIVERSITY IN INTERNATIONAL ADVERTISING

Mirdaim Axhami¹, Loreta Axhami²

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CHALLENGES AND RESULTS OF ARCHITECTURE TEACHING VIA ONLINE PLATFORMS DURING THE COVID-19 PANDEMIC

Prof. Dr. Milena Krklješ¹, Doc. Dr. Aleksandra Milinković², Dr. Dijana Brkljač³, Dr. Stefan Škorić⁴

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SCIENCE-INTEGRATING UNIVERSITY TEACHING AT SOCRATIC LECTURES SYMPOSIA

Veronika Kralj-Iglič

University of Ljubljana, Faculty of Health Sciences, Laboratory of Clinical Biophysics, Ljubljana, Slovenia

ATTITUDES TOWARDS SLOVAK AND ENGLISH AMONG ETHNIC MINORITY HUNGARIAN HIGH SCHOOLERS

Anna Oros Bugár

PhD Candidate, Constantine the Philosopher University in Nitra, Faculty of Central European Studies, Institute of Hungarian Linguistics and Literary Science

13.30-15.00 Panel 3 Virtual presentations

Moderator: prof. Hristina Runcheva Tasev, IAI Vice President

OPINIONS ABOUT THE USE OF HUNGARIAN LANGUAGE AMONG SECONDARY SCHOOL STUDENTS IN SLOVAKIA

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STUDENT ACCOMMODATION IN THE CITY OF SPLIT: SOCIO-ECONOMIC ASPECTS

Renata Relja¹, Ana Lojić, Tea Gutović²

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EVALUATING GENOTOXIC STRESS VIA A SIMPLE EFFECTIVE ASSAY

Ledia Vasjari¹, Bajame Kushta¹, Alketa Gjurgji¹, Valbona Aliko¹

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THE ROLE OF THE BIOLOGY LABORATORY, AS WELL AS EXPERIMENTAL WORK, IN ACHIEVING EFFECTIVE TEACHING, AS WELL AS INCREASING THE LEVEL OF STUDENT LEARNING, IN THE ACQUISITION OF BIOLOGICAL SCIENTIFIC CONCEPTS.

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MIGRATION AND ETHNICITY. EUROPEAN CHALLENGES AND SOLUTIONS

Elena Simona Vrânceanu

Assistant professor, Phd, Faculty of Philosophy and Social-Political Sciences, Alexandru Ioan Cuza University of Iasi, Romania

ECOLOGICAL TRANSITION POTENTIAL OF TOURISTS IN MOUNTAINOUS AJARA: A PROBLEM AND THE PERSPECTIVE

Putkaradze Landa¹, Putkaradze Merab²,

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ALBANIA TOWARDS EUROPEAN UNION. AN ANALYSIS OF THE CONDITIONALITY OF THE JUSTICE REFORM

Dea Bashkurti Haxhiu

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FOSTERING PRACTICE RELEVANT SKILLS THROUGH BUSINESS SIMULATION GAMES IN HIGHER EDUCATION

Tudor Irimiaș¹ and Diana Pitic²

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GREEK TRADITIONAL DANCE FESTIVALS AND CULTURAL TOURISM. THE CASE OF THE MUNICIPALITY OF ORESTIADA EVROS, GREECE

Eleni Filippidou¹, Dimitrios Goulimaris²

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COMPARISON OF THE FREQUENCY OF REFLEXIVE METHODS IMPLEMENTATION AND THE IMPORTANCE OF FACTORS IN THEIR SELECTION BY TEACHERS FROM THE PERSPECTIVE OF SELECTED VARIABLES

Michal Novocký¹, Renáta Orosová²

^{1,2} Department of Pedagogy, Pavol Jozef Šafárik University in Košice, Faculty of Arts, Slovakia

WORTH A RISK? A STUDY ON THAI PEOPLE'S ATTITUDES TOWARD INVASIVE BCIS FOR RECOVERING PERMANENT VEGETATIVE STATE PATIENTS' AWARENESS AND CONSCIOUSNESS

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