



INTERNATIONAL ACADEMIC INSTITUTE

BOOK OF ABSTRACTS

International Virtual Academic Conference

**Education and Social Sciences
Business and Economics**

**Belgrade Business and Arts Academy of Applied Studies
Belgrade, Serbia
22 November 2023**

IAI Book of Abstracts

Editor:

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

Editorial Board:

Hristina Rucheva Tasev, 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

Ass. Prof. Aneta Stojanovska-Stefanova, PhD, Goce Delchev University, Republic of N. Macedonia

Stefan Milojević, MSc, CFO, CFE, Belgrade, Serbia

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

Secretary and editing:

Flip Stojkovksi

International Academic Institute

Ul. Todor Aleksandrov br.85-4

Skopje, Republic of N. Macedonia

ISBN 978-608-4881-43-8

Clothing as a Sign of Gender Identity in British and Armenian Linguocultures

Gayane Yeghiazaryan¹, Ruzan Museyan²

¹Doctor of Sciences (Philology), Professor, Head of Chair of English, Faculty of Linguistics and Pedagogy, Brusov State University, Armenia

² PhD, Lecturer Faculty of Linguistics and Pedagogy, Brusov State University, Armenia

Corresponding author: gyeghiazaryan1@hotmail.com_rmuseyan@gmail.com

Abstract

The research was carried out at the crossroads of language, culture and gender identity. The perceptions of **clothes as a unique sign of gender identity** in British and Armenian linguocultures were brought out and compared with the help of the analytical toolkit provided by semiotics, linguistics, cognitive semiotics and cognitive metaphor. Language is a powerful symbol of national, cultural, ethnic and gender identity and is used to create and maintain role relationships between individuals and between groups. Our main goal was to analyze **gender identity** from the national and cultural perspective, just focusing on the role of nation's perception of clothes, and not the personal sense of one's own gender. The study of verbalization peculiarities of the signifier **clothes** (national costumes) in English and Armenian revealed the symbolic meanings and the communicative value of the signified **clothes**. English and Armenian phraseological units (PhUs) with the components denoting **clothes, clothing accessories, adornment and decorations, as well as their dominating colours** actualize the cognitive metaphor **CLOTHING IS GENDER IDENTITY** the analysis of which provided some insight into the structure of their metaphorical mapping and the role of linguistic and extralinguistic factors in two linguocultures. The research contributed to the confirmation of the hypothesis that the study of **clothing** as a complex **gender sign** system can serve as a basis for bringing out similarities and differences in Armenian and British national worldview thus contributing to cultural awareness and effective cross-cultural communication.

Keywords: gender, identity, clothing, sign, linguoculture, communication.

Multinomial Naïve Bayes classifier in text sentiment analysis

Jasmina Novaković¹, Suzana Marković²

^{1,2} *Belgrade Business and Arts Academy of Applied Studies, Serbia*

^{*} *Corresponding Author: e-mail: jasmina.novakovic@bpa.edu.rs*

Abstract

In this paper we discussed the problem of sentiment analysis of textual data using the Multinomial Naïve Bayes classifier. The Naïve Bayes classifier is a very fast classifier, suitable for classification because it has low CPU and memory usage requirements. It is a simple statistical learning scheme and is very often used in classification problems, and is sometimes more successful than many more complex approaches. It is robust to irrelevant data, as they will cancel each other out, and it has also performed well in domains where there is a large amount of equally relevant data. This classifier is optimal if the assumption of data independence is true. In this paper we used the Multinomial Naïve Bayes classifier, which is based on a probabilistic approach to knowledge induction and is most often used in natural language processing. For the purposes of experimental research, the open source software Jupyter Notebook and the Python programming language were used. The Python programming language is often used to write code for artificial intelligence purposes. For the recognition of text sentiment, data preprocessing is a particularly important step, so that machine learning algorithms can better process the text. We applied several different preprocessing methods to the data set, namely: converting to lowercase letters, removing stop words, removing unwanted characters and tokenization. In the paper, we used the following metrics for the success of the classifier: classification accuracy, precision, recall, area under the ROC curve and confusion matrix.

Keywords: machine learning, classification, sentiment analysis, Naïve Bayes.

Leader as the Key to a Successful Project

Бојана Теофиловић¹, Ивана Самарцић², Милош Чанковић³, Милош Симић⁴

¹ Београдска академија пословних и уметничких струковних студија, Београд, Србија

² Енергопројект, Београд, Србија

³ Министарство управних послова, Београд, Србија

⁴ Општина Раковица, Београд, Србија

Corresponding author: bojana.teofilovic156@gmail.com

Abstract

Management by the leader within the implementation of the project has always been based on his personal as well as professional approach. One of the oldest approaches to describing project leaders is to attempt to group management activities by type and provide a framework to explain their activities. Often its importance in project implementation includes lists of what the leader should do within his engagement such as planning, organizing, motivating, controlling and developing.

This approach to the importance of leaders in projects is mostly uniform among numerous authors, so their essence is with elements of technicalism and some of them can be systematized around the agreed principles of "good practice". The "good practice" principles of project leadership are often the result of experience and research in the field. They provide guidelines and a framework for effective project management and team management, but it is important to be flexible and adapt them to the specific conditions and needs of each project.

Keywords: leader, leadership, project management, risks.

Education for the Future of the Company

Недељко Каракаш¹, Љубиша Антонијевић², Игор Секулић³, Дејан Ракић⁴

¹ Београдска академија пословних и уметничких струковних студија, Београд, Србија

² Учитељски Центар, Београд, Србија

³ Ј.П. Србија Шуме, Београд, Србија

⁴ Војска Србије, Београд, Србија

Corresponding author: nedeljko.karakas@gmail.com

Abstract

Education and training help employees achieve their goals by providing them with the education they need not only to do their jobs better, but also to learn about new aspects of business and even higher-level management skills that they can use in their professional development. When we look at training and education itself in this way, it should be understood as a socially acceptable investment by which employers invest in their workforce. When companies offer training and education to their employees, they show that they value people and the contributions they make. They also send a message that the organization values progress - both in organizational achievements and in the careers of its people. Of course, this creates attachment, loyalty and enthusiasm among employees. Having low self-worth can lead to people feeling low, lacking potential, or struggling to manage relationships with colleagues. However, too high levels of self-worth can lead to an inability to learn from experience, including, most importantly, from failure.

Keywords: Education, employee training, motivation, reducing resources, company development.

Game Theory as the Foundation of Strategic Management

Марко Старчевић¹, Биљана Ђорић², Емилија Самарцић³, Игор Милојевић⁴

¹ Београдска академија пословних и уметничких струковних студија, Београд, Србија

² Економска школа, Београд, Србија

³ Београдска академија пословних и уметничких струковних студија, Београд, Србија

⁴ С.Д. Црвена Звезда, Београд, Србија

Corresponding author: marko.starcevic@gmail.com

Abstract

Economics deals with various aspects of problems of production, banking and market operations, economic aspects of growth, development, price of goods or services, it is closely related to strategic business and business management such as. In this way, a special connection is made between these sciences, which study the social benefit with the use of available resources to produce good and service in order to better satisfy the need and make a profit. In such a broadly understood aspect of economics and strategic management, mathematics as an application of science finds its foothold in individual interpretations that should be sought in mathematical models, calculations and theories of perception. Especially in the period of the 20th century, the use of mathematical calculations is used in these sciences, when overall economic growth on a global level began, as well as scientific research based on statistical data. Thus, statistics is classified as a high-priority mathematical model applicable in the field of economics and strategic management, and next to it, game theory plays a significant role as a mathematical procedure.

Keywords: economics, strategic management, mathematical models in economics. game theory.

Authentic Leadership and Its Relationship with Perceived Leadership Efficacy: The Mediator Role of Extrinsic Regulation - Material

Ivana Eric¹, Tijana Milanović²

¹Department of Management, Belgrade Business and Arts Academy of Applied Studies, Serbia

² Department of Management, Belgrade Business and Arts Academy of Applied Studies, Serbia

*Corresponding Author: ivana.eric@bpa.edu.rs

Abstract

The objective of this article was to critically examine the mediating role that extrinsic regulation material plays between authentic leadership and perceived leadership efficacy. Authentic leadership has been the subject of research by various authors and has been practically applied for the last two decades. It is recognized as a positive leadership style with good results in conditions of increasing uncertainty, ruthless competition, globalization, and increasing crises in various critical fields. The empirical study utilized primary data from a random sample of 262 participants working in private and state-owned organizations in Serbia. Descriptive statistics, direct and indirect path analysis, and the Mann-Whitney U test were used to statistically analyze the collected data. The results revealed a statistically significant positive relationship between authentic leadership and perceived leadership efficacy, which are both directly connected and indirectly interconnected with extrinsic regulation material. It was also found that the effects of authentic leadership varied depending on the type of business ownership. All things considered, this research presented new and significant results because it relied solely on mediation analysis of three important variables which were integrated into one model. In addition, the study's findings contributed significantly to understanding the state of authentic leadership in Serbia. The results of this research, if implemented, will be useful for organizations and employees in Serbia.

Keywords: authentic leadership, extrinsic regulation material, perceived leadership efficacy, competition.

The Importance and Role of Eco-Innovations in the Application of the Circular Economy Model

Tijana Milanović^{1*}, Ivana Erić², Zdravka Petković³, Vladimir Grdinić⁴

^{1,2}Department of Management, Belgrade Academy of Business and Art Vocational Studies, Serbia

^{3,4} Department of Finances, accounting and banking, Belgrade Academy of Business and Art Vocational Studies, Serbia

*Corresponding Author: tijana.milanovic@bpa.edu.rs

Abstract

The model of the circular economy is a fairly new development model of the economy, in which circular or circular models of resource management, product use, and striving towards the concept of creating minimal waste are established. In the circular economy model, it is necessary to reduce waste to the smallest possible extent, and to increase the use of already used resources and products, in such a way that they are included again in the process of production and use. In order to achieve and apply the circular economy model, it is necessary to include several factors and parties, as well as the development of new technologies and innovations. In order to successfully apply the principles of the circular economy, companies should engage in sustainable practices, innovate their business models while simultaneously considering environmental and social aspects and principles. The development and importance of eco-innovations, the development of managerial practices, in many ways accelerates the process of transition and the application of this model. The aim of the paper is to present the way, importance and impact of eco-innovations on the application of the circular economy model and its principles, as well as to contribute to some future research in this area. A special review in the paper refers to the importance and role of three types of ecological innovations: product eco-innovations, process eco-innovations and organizational eco-innovations, which must be developed as a determinant of the application and transition of the circular economy model and the introduction of circular economy principles, which would in many ways facilitated the provision of circular processes and circular products.

Keywords: circular economy, eco-innovations, innovations, circular products.

Institucionalna zaštita od diskriminacije kao deo međunarodnog i nacionalnog okvira zaštite ljudskih prava

Sofija Vukićević Vujičić¹, Nebojša Jerinić²

¹Belgrade Business and Arts Academy of Applied Studies

²Belgrade Business and Arts Academy of Applied Studies

*Corresponding Author: e-mail: Sofija.vujicic@bpa.edu.rs

Apstrakt

U ovom radu autori su učinili pokušaj da bliže objasne pojam autonomije ličnosti, kao i pravne i društvene pretpostavke za njeno potpuno ostvarivanje. U tom smislu, posebna pažnja je usmerena na institucije za zaštitu od diskriminacije, kao i na ostvarivanje prava na jednakost uopšte, kao ključnih pretpostavki za ostvarivanje autonomije ličnosti. Istovremeno, analizirane su odredbe međunarodnih dokumenata, kako univerzalnih, tako i regionalnih a posebno onih koji su doneti u okvirima evropskih organizacija Saveta Evrope, ali i Evropske unije. Takođe, deo rada je posvećen i analizi nacionalnih akata kojima je bliže uređeno pitanje zabrane diskriminacije, odnosno ostvarivanja jednakosti i ravnopravnosti u pogledu uživanja osnovnih ljudskih prava i sloboda. Istovremeno, ukazano je na značaj rada vanskudskih institucija, koje za cilj imaju borbu protiv diskriminacije, poput Poverenika za ravnopravnost koji funkcioniše u pravnom sistemu Republike Srbije.

Ključne reči: ljudska prava, zabrana diskriminacije, autonomija ličnosti Poverenik za ravnopravnost Republike Srbije.

Constructivist Pedagogy vs Motor Learning

Lóránd Tamás-Szora¹, Piroska Béki²

¹Eötvös Loránd University Faculty of Education and Psychology, Doctoral School of Education

²Eötvös Loránd University Faculty of Education and Psychology, Institute of Health Development and Sport Sciences

Corresponding author: tamas.szora.lorand0330@gmail.com

Abstract

Constructivism is the dominant teaching theory today, and in many cases it influences positively educational design. Cognitive and affective learning can easily incorporate the above principles, but motor learning, the mastering of sporting movements, is a much more complex process. Psychomotoric dominant knowledge is the result of regular practice. Kinesthesia is achieved by consolidating the fine coordination process, which achieves the children through continuous practice (with appropriate error correction). Basic movements are acquired by all individuals at in time of their development, are commonly found in track and field, swimming or team sports. While non-natural movements are used in technical sports (which are containing few fundamental movements), gymnastics, figure skating, acrobatic diving and martial arts. In technical sports, precision of movement, execution dominates and tactical skills are less important. In such sports, the constructive learning strategy cannot be implemented or is only partially applicable. Building on previous knowledge or evaluating experience occurs not independently. In competitions involving complex technical combinations, child is unable to construct new forms and elements from already existing knowledge, and cannot form a correct picture of movement without practical experience. Moreover, in the rough coordination phase, the movement image does not even reach the level of awareness, making it difficult to correct mistakes with this method. Motor action learning is a constantly monitored, interdependent activity, controlled by the trainer/coach, in which constructivist pedagogy block rather than helps progress and is therefore not recommended. An exception to this is the teaching of sporting tactics, where a constructive approach has a positive impact on performance, both for the athlete and the coach.

Keywords: sport, movement learning, constructivism, technical sport.

Unemployment – a balancing factor of employee turnover intention in North Macedonia

Marijana Cvetanoska Mitev¹, Andrijana Ristovska², Predrag Trpeski³

¹*Department of Economics, Faculty of Economics – Skopje, Ss. Cyril and Methodius in Skopje, North Macedonia*

²*Department of Human Resources Management, National Bank of North Macedonia, North Macedonia*

³*Department of Economics, Faculty of Economics – Skopje, Ss. Cyril and Methodius in Skopje, North Macedonia*

Corresponding Author: e-mail: marijana.cvetanoska@eccf.ukim.edu.mk

Abstract

In the global business arena, organizations cope with the constant demand for adaptation, primarily fueled by the forces of globalization and rapid technological evolution. Recent research has shed light on the vital role of techno-structural changes, encompassing technological integration and organizational structural shifts, in shaping employee turnover intentions. Notably, within the context of developing countries where labor market opportunities remain limited, and sophisticated tools for monitoring employees and turnover intentions are in their infancy, a remarkable shift is occurring. Employees in these regions are displaying a profound capacity to endure the numerous transformations imposed upon them. This study delves into the intricate relationship between techno-structural changes and employee turnover intention in North Macedonia. It explores the mediation role of unemployment in this dynamic environment, whether the scarcity of alternative employment opportunities in the country acts as a mitigating factor, reducing employee turnover intention. Our analysis is grounded in a comprehensive dataset, comprising 282 complete survey responses from a diverse spectrum of employees in North Macedonia. The results from regression analysis underscore the substantial influence of techno-structural changes on employee turnover intention in this setting. Furthermore, a multiplicative mediation analysis uncovers a compelling dynamic: unemployment emerges as a full mediator, effectively tempering the impact of techno-structural changes on turnover intention. In essence, this study illuminates the intricate interplay of techno-structural changes, unemployment, and turnover intentions, providing critical insights into the resilience of employees within North Macedonia's labor market.

Keywords: employee turnover, North Macedonia, organizational change, unemployment.

Impact of service quality, trust, perceived value, customer expectations on customer loyalty in Albanian tourism industry. Case study on 3- and 4-stars hotels in Durres, Albania.

Aishejla Myshketa ¹

¹Department of Marketing, Faculty of Business, University Aleksander Moisiu Durres, Albania

**Aishejla Myshketa: aishejlamyshketa@uamd.edu.al*

Abstract

In modern society tourism industry is developing very fast by becoming a global industry. This study aims to identify the impact of service quality on trust, perceived value, and customer expectations in tourism industry and its significant implications for customer loyalty in tourism industry. The main objective is to explore the relationships among these key factors and their collective influence on customer loyalty. This study is focused on the Albanian tourism industry, especially in 3- and 4-stars hotels that operate in the city of Durres. Statistical tests included descriptive statistics, internal consistency, reliability, validity, correlation and regression were conducted to determine the relationship and to validate the study. The survey for this study has been applied to 400 tourist that has been accommodated in different hotels of 3 and 4 stars in Durres, in the period, from May to September 2023. The study found that there is a positive relationship between service quality and trust, service quality and perceived value, service quality and customer expectation. All those variables are considered predecessors of customer loyalty. By examining these interrelationships, this research contributes valuable insights to the tourism industry, helping hotel in Durres to understand the dynamics that drive customer loyalty in the development of long-term loyalty by contributing in business competitive advantages.

Keywords: customer loyalty, service quality, trust, perceived value, customer expectation.

The Impact of Digital Transformation on Business Processes and User Experience

Maja Durica¹, Nina Durica¹, Slavica Dabetic¹, Miha Maric²

¹Belgrade Business and Arts Academy of Applied Studies, Serbia

²University of Maribor, Faculty of Organizational Sciences,

*Corresponding Author: e-mail: nina.djurica@bpa.edu.rs²

Abstract

Digital transformation has become an inevitable and necessary process in the digital age in which we live. The development of new technologies, software and applications affects the way of doing business, the establishment and maintenance of communication with consumers, as well as the specific features of competition in the market. This paper analyzes the impact of digital technology on business processes, and business culture, as well as on the user experience that exceeds expectations and forms the basis for gaining a competitive advantage. Secondary research was conducted based on a review of the most relevant literature and experiences of companies in the subject matter. Research results show that today digital transformation is a continuous process, which leads to the growth and development of business in any industry.

Keywords: digital transformation, digital technologies, competitive advantage, consumer, way of doing business, user experience

The position and role of combat sports in teaching of physical education, in comparison between Hungary and international contexts

Győző Győrik^{1*}, Dr. Piroska Béki²

¹ Department of Eötvös Loránd University, Faculty of Education and Psychology, Doctoral School of Education, Hungary

² Department of Eötvös Loránd University, Faculty of Education and Psychology, Hungary

*Corresponding Author: e-mail: gyorikgyozo@student.elte.hu

Abstract

Based on human ethological studies, the martial arts play a significant role in the personal development and socialization processes of children in educational processes. Additionally, these activities have a strong developmental impact on students' motor and cognitive abilities. In Hungarian public education, the teaching of combat sports has gained increasing prominence and self-defense became integrated into the curriculum.

Our research focus is on the issue that, despite the expansion of the content related to combat sports and combat games in Hungary since their first introduction, the training and education of teachers currently working in the field have proven to be deficient. Although the structure of higher education has undergone significant changes, there have been no corresponding professional development opportunities that would have allowed practicing physical education teachers to keep up with evolving trends.

In our study, we examined the incorporation of combat sports into school physical education, primarily in Hungary and briefly compared it to neighboring countries. Our investigation was based on comparative document analysis, in which we reviewed and compared the Hungarian national curricula, university curricula, and briefly assessed the development of curricula in the respective countries concerning combat sports.

In our research, we analyze what kind of opportunities the examined countries offer to physical educators trained on the basis of previous training structures in dealing with the challenges arising from changes in the core curricula.

Keywords: combat sports, martial arts, physical education, continuing education, curriculum.

Accounting for Cryptocurrencies and Blockchain Technology in Financial Statements

Vladimir Grdinić¹, Miloš Pavlović²

¹*Department of Business and Information studies, Belgrade Business and Arts Academy of Applied Studies, Belgrade, Serbia*

²*Faculty of Economics, University of Priština in Kosovska Mitrovica, Serbia & Department of Business and Information studies, Belgrade Business and Arts Academy of Applied Studies, Belgrade, Serbia*

^{*}*Corresponding Author: e-mail: vladimir.grdinic@bpa.edu.rs*

Abstract

Cryptocurrencies and blockchain technology have ushered in a new era of financial innovation and challenges for accounting professionals and regulators. This paper explores the intricate landscape of cryptocurrency and blockchain accounting, delving into the complexities of valuation, disclosure, and regulatory compliance. It scrutinizes the evolving role of digital assets and their impact on financial statements. By examining the intersection of technology and accounting, this research offers a comprehensive understanding of the emerging trends and challenges in this dynamic domain.

This study emphasizes the need for reevaluating traditional accounting standards to accommodate the unique characteristics of cryptocurrencies. It underscores the importance of transparent and accurate reporting, highlighting the potential consequences of errors or omissions in this rapidly evolving field. The research also discusses the implications of earnings management and financial fraud in the context of digital assets.

As the world of accounting adapts to the era of cryptocurrency, this paper provides insights into navigating these uncharted waters with confidence. The evolving nature of this topic necessitates a continuous dialogue between industry practitioners, policymakers, and academics to ensure that financial reporting keeps pace with the digital revolution.

Keywords: Cryptocurrency, Blockchain technology, accounting standards, valuation, disclosure, regulatory compliance.

Earnings Management and Financial Fraud: Unraveling the Web of Deception in Financial Reporting

Vladimir Grdinić ¹

*¹Department of Business and Information studies, Belgrade Business and Arts Academy of Applied Studies, Belgrade, Serbia
Corresponding Author: e-mail: vladimir.grdinic@bpa.edu.rs*

Abstract

Earnings management and financial fraud represent critical challenges in the world of corporate finance and accounting. This paper delves into the intricate concepts of earnings management and financial fraud, shedding light on their underlying mechanisms and the detrimental consequences they impose on businesses and investors. By scrutinizing real-world cases of financial fraud, this research aims to provide a comprehensive analysis of the tactics employed by individuals and organizations to deceive stakeholders and inflate financial performance.

A central focus of this study is the role of financial reporting in detecting and preventing fraudulent activities. It underscores the importance of transparent and accurate financial reporting as a cornerstone of corporate governance and investor protection. The paper investigates the red flags and warning signs that can be identified through a thorough analysis of financial statements, footnotes, and disclosures.

The research highlights the ethical and legal implications of earnings management and financial fraud, emphasizing the need for stringent regulatory oversight and corporate governance practices. Through a multifaceted approach, this study aims to equip stakeholders, including auditors, investors, and policymakers, with the knowledge and tools necessary to combat fraudulent activities effectively and ensure the integrity of financial reporting.

Keywords: Earnings management, Financial fraud, Financial reporting, Corporate governance, Investor protection, Regulatory oversight, Ethical implications, Red flags, Fraud detection.

Choosing a framework for web API application development

Goran Artonović¹

¹*Department of Information Systems and Technologies, Belgrade business and arts academy of applied studies, Serbia*

^{*}*Corresponding Author: e-mail: goran.aritonovic@gmail.com*

Abstract

Web API applications are an essential part of modern web development, enabling interaction between various systems and platforms. This paper provides a recommendation for choosing a framework for web API application development, taking into account factors such as network traffic, performance, security, hosting cost, and the simplicity of implementation. Two popular frameworks, Laravel and ASP.NET Core are discussed in this paper. The first section of the paper provides an overview of web APIs and their importance in modern web application development. Web APIs serve as the foundation of today's interconnected digital world, facilitating data exchange and functionality integration across different platforms. The second section focuses on Laravel, a PHP framework commonly hosted on affordable shared hosting packages, which can be advantageous for smaller projects due to lower costs. Additionally, the second section includes a practical example of implementing a web API using the Laravel framework. The third section explores ASP.NET Core, known for its high execution speed and efficiency, but often requiring cloud hosting, which can significantly increase the cost. The paper offers a practical illustration of web API implementation using the ASP.NET Core framework. The paper demonstrates that choosing an appropriate framework includes factors such as performance, functionality, hosting cost, a good understanding of the relevant technology, as well as a specific project requirements and available resources.

Keywords: Web API, Laravel, ASP.NET Core, hosting

The role of the Commission for the Protection of Competition in the Republic of North Macedonia

Ljuben Kocev

Department of International Trade, Faculty of Economics – Skopje, Ss. Cyril and Methodius University in Skopje, North Macedonia
**Corresponding Author: e-mail: ljuben.kocev@eccf.ukim.edu.mk*

Abstract

The paper examines the role and performance of the Commission for the Protection of Competition (CPC) in the Republic of North Macedonia. It starts by providing context on the evolution of free market economies in developing countries and the importance of competition in order to achieve economic benefits. The paper highlights the necessity of creating a system for the protection of competition and emphasizes the role of national competition agencies. The specific focus is on the Commission for the Protection of Competition within North Macedonia's regulatory landscape. It delves into the history of competition law in the country, its adoption of the EU model of competition law, and the establishment of the Commission for the Protection of Competition. The paper discusses the main areas of focus for the CPC, including abuse of dominant market position, restrictive agreements, and market concentrations.

The analysis reveals that while the CPC has been granted extensive powers by the national legislator, its effectiveness is constrained by limited administrative capacity and a small budget. Comparisons with other national competition agencies in the region illustrate the CPC's resource constraints.

In conclusion, the paper underscores that the CPC's focus has shifted over the years from tackling abuses of dominant market position to evaluating market concentrations. It sheds light on the challenges and limitations faced by the CPC in fulfilling its mandate and offers insights into areas for potential improvement, such as increased funding, resources, and the promotion of private enforcement of competition law.

Keywords: competition law, antitrust, public enforcement of competition law, national competition authority (NCA), free market competition, North Macedonia

The contribution of the European Union in the consolidation of the Judicial System in Albania (1990 - 2023)

Dea Haxhiu

*Center for European Studies, Faculty of Law and Social Sciences, Albania
Corresponding Author: e-mail: dbashkurti@epoka.edu.al*

Abstract

The principles of the Magna Carta have laid the fundamentals of a democratic state. The division of powers into legislative, executive, and judicial is consolidated in the Constitution of the Republic of Albania, though the implementation leads to continuous challenges. After the autocratic regime Albania was certain of its political integration towards European Union. The prerequisites by EU, in these thirty years of integration process have assist the democratization process of Albania, special focus on the Judicial System. The role of EU institutions, its recommendation and requirements highlighting what needs to be improved throughout the years need to be evaluated as the central point of the democratization process of the country. The paper reflects on the progress Albanian Judicial System under the European Union observation.

Keywords: Judicial system, Democracy, Integration, European Union

Using Chat GPT as a tool for determining the derivative of function

Bojana Ćendić¹, Tatjana Stanković²

^{1,2} *Department of Mathematics and Statistics, Belgrade Business and Arts Academy of Applied Studies, Serbia*

**Corresponding Author: e-mail: bojana.cendic@bpa.edu.rs, tatjana.stankovic@bpa.edu.rs*

Abstract

Artificial intelligence is becoming an integrated part of our lives. Its influence greatly changes our ways of approaching work, communication and even learning. In the field of education, AI tools are changing the approach to certain contents and ways of learning. New alternative learning and problem solving methods arise. In this paper, we show the results of using Chat GPT 3.5 in determining the first derivative of several different functions. Certain limitations in the use of Chat GPT have been shown through incorrectly obtained results or through complicated expressions that are attached as a result. However, these limitations should not be a demotivation to use Chat GPT as a tool in the process of learning and understanding the procedure for finding the derivative of a function. The effects of applying the obtained results and explanations depend on the creativity of the user. Incorrect results and explanations can be considered as a part of overcoming misconceptions and better understanding the procedures.

Keywords: AI tools, Chat GPT, derivative of function, misconceptions.

“If you realize your potential, everything else comes by itself”: Women experiencing leadership positions in Romania

Zenovia Cristiana Pop¹, Diana Pitic^{1*} and Tudor Irimiaș¹

¹Department for Economics and Business Administration in German Language, Faculty of Economics and Business Administration, Romania

^{1}Department for Economics and Business Administration in German Language, Faculty of Economics and Business Administration, Romania*

**Corresponding Author: e-mail: diana.pitic@ubbcluj.ro*

Abstract

This qualitative study investigates through a thematic analysis of structured interviews, published in business magazines between 2014 and 2021, the professional development of women managers from Romania, which is currently a scarce exploited research gap. Thus, we sifted the available secondary data (i.e., 33 interviews) for various career shocks and changes they lead to, also taking into account various career stages of the interviewees.

Our study sheds light on how WLPR react to and deal with career shock as well as the key aspects that help women advance in their careers. These findings could be helpful in developing managerial and public policies that address women's career paths and plans by emphasising the significance of networking while also emphasising the necessity of recognising and dealing with a career shock.

Keywords: career shock, career path, qualitative research, women.

Management and Application of Forensic Audit in the Protection of Public Revenues

prof. dr Zvezdan Đurić^{1*}, prof. dr Dragan Cvetković², prof. dr Olivera Đurić³

¹Beogradska akademija poslovnih i umetničkih strukovnih studija, Beograd (Srbija)

²Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd (Srbija)

³Toplička akademija strukovnih studija, Prokuplje,

Odsek poslovna ekonomija Blace, Blace (Srbija)

*Corresponding author: zvezdan.djuric@bpa.edu.rs

Abstract

The functioning of each state is primarily related to the systematic achievement of set goals, which are determined by constitutional decisions, i.e. acts of the highest authorities. For the high-quality and efficient realization of the set goals, certain material resources are needed. The system of financing state functions, which is provided through the state or public budget, is a rather complex system that includes: the system of public revenues, the system of public expenditures and the fiscal system. Among the sources of public revenue, taxes have the greatest importance and role. Paying taxes is a civic duty, but above all a constitutional obligation. Taxpayers are not only citizens, natural persons, but also legal entities, i.e. business entities operating on the territory of the Republic of Serbia. The financial position and results of operations, that is, the economic power of legal entities and entrepreneurs, is expressed in financial reports, which are the basis for determining taxes. By manipulating the data in the financial report, it is not uncommon to mislead the state and all other users of financial reports. In order to protect public revenues, the state tries to sanction all those persons who illegally avoid paying taxes. Provision of information and material traces important for the prosecution of perpetrators of tax offenses is achieved by auditing financial reports and business books. Therefore, in the fight against tax evasion, an important role belongs to the auditing profession, primarily forensic auditing. It is a special discipline within forensic accounting that investigates criminal acts in financial reports, the application of which has expanded with the development of information technologies. The purpose of this paper is to better understand the methodology of forensic audit in the detection of tax evasion, at the same time to point out the challenges and perspective of introducing possible models of forensic audit into practice. The aim of the work is aimed at the authors' attempt to promote forensic auditing as a profession of the modern age and to point out the need for further improvement and development of this auditing profession.

Keywords: public revenues, management, taxes, financial statements, forensic audit.
