



**INTERNATIONAL ACADEMIC INSTITUTE**

**Draft Program**

**Belgrade International Academic Conference**

**Education and Social Sciences  
Business and Economics**

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

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**Conference Venue:**

Belgrade Business and Arts Academy of Applied Studies  
Kraljice Marije 73  
Belgrade, Serbia

**Contact Person:**

**Mrs. Milena Apostolovska-Stepanoska, IAI President**

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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.

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

**Time Zone: Central European Time (GMT +1)**

**11.00- 11.10 Welcome and Opening Remarks**

**Associate Prof. Milena Apostolovska-Stepanoska, IAI President**

**11.10- 13.00 Panel 1 (In person panel)**

**Moderator: Associate Prof. Milena Apostolovska-Stepanoska, IAI President**

## **THE IMPORTANCE AND ROLE OF ECO-INNOVATIONS IN THE APPLICATION OF THE CIRCULAR ECONOMY MODEL**

**Tijana Milanović<sup>1</sup>, Ivana Erić<sup>2</sup>, Zdravka Petković<sup>3</sup>, Vladimir Grdinić<sup>4</sup>**

*<sup>1,2</sup>Department of Management, Belgrade Academy of Business and Art Vocational Studies, Serbia*

*<sup>3,4</sup>Department of Finances, accounting and banking, Belgrade Academy of Business and Art Vocational Studies, Serbia*

## **UNEMPLOYMENT – A BALANCING FACTOR OF EMPLOYEE TURNOVER INTENTION IN NORTH MACEDONIA**

**Marijana Cvetanoska Mitev<sup>1</sup>, Andrijana Ristovska<sup>2</sup>, Predrag Trpeski<sup>3</sup>**

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

*<sup>2</sup>Department of Human Resources Management, National Bank of North Macedonia, North Macedonia*

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

## **THE IMPACT OF DIGITAL TRANSFORMATION ON BUSINESS PROCESSES AND USER EXPERIENCE**

**Maja Durica<sup>1</sup>, Nina Durica<sup>1</sup>, Slavica Dabetic<sup>1</sup>, Miha Maric<sup>2</sup>**

*<sup>1</sup>Belgrade Business and Arts Academy of Applied Studies, Serbia*

*<sup>2</sup>University of Maribor, Faculty of Organizational Sciences,*

## **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*

## **ACCOUNTING FOR CRYPTOCURRENCIES AND BLOCKCHAIN TECHNOLOGY IN FINANCIAL STATEMENTS**

**Vladimir Grdinić<sup>1</sup>, Miloš Pavlović<sup>2</sup>**

*<sup>1</sup>Department of Business and Information studies, Belgrade Business and Arts Academy of Applied Studies, Belgrade, Serbia*

*<sup>2</sup>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*

## **EARNINGS MANAGEMENT AND FINANCIAL FRAUD: UNRAVELING THE WEB OF DECEPTION IN FINANCIAL REPORTING**

**Vladimir Grdinić**

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

## **CHOOSING A FRAMEWORK FOR WEB API APPLICATION DEVELOPMENT**

**Goran Aritonović**

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

## **USING CHAT GPT AS A TOOL FOR DETERMINING THE DERIVATIVE OF FUNCTION**

**Bojana Čendić<sup>1</sup>, Tatjana Stanković<sup>2</sup>**

*<sup>1,2</sup> Department of Mathematics and Statistics, Belgrade Business and Arts Academy of Applied Studies, Serbia*

## **MANAGEMENT AND APPLICATION OF FORENSIC AUDIT IN THE PROTECTION OF PUBLIC REVENUES**

**prof. dr Zvezdan Đurić<sup>1</sup>, prof. dr Dragan Cvetković<sup>2</sup>, prof. dr Olivera Đurić<sup>3</sup>**

*<sup>1</sup> Beogradska akademija poslovnih i umetničkih strukovnih studija, Beograd (Srbija)*

*<sup>2</sup> Visoka škola za poslovnu ekonomiju i preduzetništvo, Beograd (Srbija)*

*<sup>3</sup> Toplička akademija strukovnih studija, Prokuplje, Odsek poslovna ekonomija Blace, Blace (Srbija)*

**13.00- 15.00 Panel 2 (In person panel)**

**Moderator: Associate Prof. Milena Apostolovska-Stepanoska, IAI President**

## **CONSTRUCTIVIST PEDAGOGY VS MOTOR LEARNING**

**Lóránd Tamás-Szora<sup>1</sup>, Piroska Béki<sup>2</sup>**

*<sup>1</sup> Eötvös Loránd University Faculty of Education and Psychology, Doctoral School of Education*

*<sup>2</sup> Eötvös Loránd University Faculty of Education and Psychology, Institute of Health Development and Sport Sciences*

## **AUTHENTIC LEADERSHIP AND ITS RELATIONSHIP WITH PERCEIVED LEADERSHIP EFFICACY: THE MEDIATOR ROLE OF EXTRINSIC REGULATION - MATERIAL**

**Ivana Erić<sup>1</sup>, Tijana Milanović<sup>2</sup>**

*<sup>1,2</sup> Department of Management, Belgrade Business and Arts Academy of Applied Studies, Serbia*

## **CLOTHING AS A SIGN OF GENDER IDENTITY IN BRITISH AND ARMENIAN LINGUOCULTURES**

**Gayane Yeghiazaryan<sup>1</sup>, Ruzan Museyan<sup>2</sup>**

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

*<sup>2</sup> PhD, Lecturer Faculty of Linguistics and Pedagogy, Brusov State University, Armenia*

## THE POSITION AND ROLE OF COMBAT SPORTS IN TEACHING OF PHYSICAL EDUCATION, IN COMPARISON BETWEEN HUNGARY AND INTERNATIONAL CONTEXTS

**Győző Győrik<sup>1</sup>, Dr. Piroska Béki<sup>2</sup>**

<sup>1</sup> Department of Eötvös Loránd University, Faculty of Education and Psychology, Doctoral School of Education, Hungary

<sup>2</sup> Department of Eötvös Loránd University, Faculty of Education and Psychology, Hungary

## LEADER AS THE KEY TO A SUCCESSFUL PROJECT

**Бојана Теофиловић<sup>1</sup>, Ивана Самарцић<sup>2</sup>, Милош Чанковић<sup>3</sup>, Милош Симић<sup>4</sup>**

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<sup>4</sup> Општина Раковица, Београд, Србија

## EDUCATION FOR THE FUTURE OF THE COMPANY

**Недељко Каракаш<sup>1</sup>, Љубиша Антонијевић<sup>2</sup>, Игор Секулић<sup>3</sup>, Дејан Ракић<sup>4</sup>**

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<sup>3</sup> Ј.П. Србија Шуме, Београд, Србија

<sup>4</sup> Војска Србије, Београд, Србија

## GAME THEORY AS THE FOUNDATION OF STRATEGIC MANAGEMENT

**Марко Старчевић<sup>1</sup>, Биљана Ћорић<sup>2</sup>, Емилија Самарцић<sup>3</sup>, Игор Милојевић<sup>4</sup>**

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<sup>4</sup> С.Д. Црвена Звезда, Београд, Србија

## INSTITUCIONALNA ZAŠTITA OD DISKRIMINACIJE KAO DEO MEĐUNARODNOG I NACIONALNOG OKVIRA ZAŠTITE LJUDSKIH PRAVA

**Sofija Vukićević Vujičić<sup>1</sup>, Nebojša Jerinić<sup>2</sup>**

<sup>1,2</sup> Belgrade Business and Arts Academy of Applied Studies

### 13.30-14.30 Panel 3 (Virtual panel)

**Moderator: Associate professor Hristina Runcheva Tasev, IAI Vice President**

## “IF YOU REALIZE YOUR POTENTIAL, EVERYTHING ELSE COMES BY ITSELF”: WOMEN EXPERIENCING LEADERSHIP POSITIONS IN ROMANIA

**Zenovia Cristiana Pop<sup>1</sup>, Diana Pitic<sup>2</sup> and Tudor Irimiaș<sup>3</sup>**

<sup>1,2,3</sup> Department for Economics and Business Administration in German Language, Faculty of Economics and Business Administration, Romania

## 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**

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

**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*

**MULTINOMIAL NAÏVE BAYES CLASSIFIER IN TEXT SENTIMENT ANALYSIS**

**Jasmina Novaković<sup>1</sup>, Suzana Marković<sup>2</sup>**

*<sup>1,2</sup> Belgrade Business and Arts Academy of Applied Studies, Serbia*