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International Balkan and Near Eastern Social Sciences Conference Series

PROCEEDINGS

Editors

Prof.Dr. Dimitar NIKOLOSKI

Prof.Dr. Rasim YILMAZ

Emilija MATESTA

October 28-29-30, 2016

Prilep / MACEDONIA

International Balkan and Near Eastern Social Sciences Conference Series
IBANESS Conference Series-Prilep / Republic of Macedonia

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University of “St. Kliment Ohridski” Bitola, Republic of Macedonia

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FOREWORD

International Balkan and Near Eastern Conference Series brings together many distinguished social and behavioral science researchers from all over the world. Participants find opportunities for presenting new research, exchanging information, and discussing current issues.

We are delighted and honored to host the ***IBANESS Conference Series*** in Prilep / Republic of Macedonia at the University of Agribusiness and Rural Development. Presented papers have been selected from submitted papers by the referees. Sincere thanks to those all who have submitted papers.

We hope that through exchange of the presented researches and experiences, the Conference will enhance communication and dissemination of knowledge in Balkan and Near Eastern Countries.

The Organization Committee
October 28-29-30, 2016

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SESSION CHAIRS

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Dimitar Nikoloski

İlknur Kumkale

Fusun Uysal

Aneta Risteska

Hasret Elçin Kürşat Coşkun

Dilek Altaş

Savaş Selahattin Ateş

Marjan Angeleski

Tatjana Spaseska

Snezana Obednikovska

Dejan Zdraveski

Program

October 29, 2016 - Saturday

| | | | |
|---------------|------------------|-----------------|--|
| 09:00 – 17:45 | Registration | Congress Center | |
| 10:00 – 10:45 | Opening Ceremony | Congress Center | Prof. Dr. Sasko Korunovski, Rector of the University "St. Kliment Ohridski"-Bitola Spiro Ristovski, Minister of Education and Science, Republic of Macedonia Prof. Dr. Gjorgji Mancheski, Dean of the Faculty of Economics-Prilep Prof. Dr. Dimitar Nikoloski, University "St. Kliment Ohridski"-Bitola, Macedonia Emilija Matesta, Center for Innovation and Development (CINNOD) Prof. Dr. Rasim Yilmaz (IBANESS) |

10:45 - 11:00 Coffee Break

| | | | | |
|---------------|--------------------|--|---------------------------------------|--|
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 1 Chair Person: Meri Boshkoska | Meri Boshkoska | Financing options for SMEs in the Republic of Macedonia |
| | | | Kolawole Olabode Olufemi | Short- Term Finance and Micro, Small and Medium Scale Enterprises (MSMEs) Survival in Nigeria |
| | | | Hamid Boustanifar, Danielle Zhang | CEOs' Personal Portfolio and Corporate Policies |
| | | | Feride Hayirsever Basturk, Arif Damar | The Investigation of Saving Tendency in Turkey: The Case of Bilecik |
| | | | Stojanka Dakić, Mirko Savić | Modeling of Gender Pay Gap on the Serbian Labour Market |
| | | | George Paily | Analyzing the Drivers of Innovation Development in Selected Technology Intensive Sectors in India: An Innovation System Approach |
| | | | Aram Ghazaryan | Choosing a Bundle |
| | | | Yasemin Oraman | How to Successfully Execute a Customer Relationship Management Strategy for SME Food Industries in Turkey? |

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|---------------|--------------------|---|--|---|
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 2 Chair Person: Dimitar Nikoloski | Dimitar Nikoloski, Miroslav Gveroski, Ljupcho Pechijareski, Slavica Rocheska | Assessing the impact of economic growth and income inequality on poverty reduction: The case of Macedonia |
| | | | M.Omer Azabagaoglu, Beyhan Tuncer | A Behavioral Finance Application Influence To Farmers' Decision on Loan And Agricultural Credit Usage |
| | | | Veneta Gaydardzhieva, Nadka Kostadinova | EU industrial policy and regional differences in Bulgaria |
| | | | Todorka Atanasova-Kalaydzieva, Miroslava Ivanova | Assessment of the conditions for the development of Bulgarian business |
| | | | Zdravko Đuričić, Predrag Đurić, Boris Novarlić | The role of the modern model of communication in creating a positive gap between citizens and local government: Projected on Bosnia and Herzegovina |
| | | | Gökhan Unakitan, Derya İlkay Abdikoğlu | SWOT Analysis of Broiler Industry in Turkey |
| | | | Dushica Saneva, Sonja Cortosheva | Research the customers, satisfaction of the hotel service |
| | | | Burçin Başaran, Mustafa Kara | Contribution of Cooperatives in the Determination of Legislation Concerning Cooperatives: Case Of Tekirdağ Province's Regional Unions |

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|---------------|-------------------------------|--|--|---|
| 11:00 – 13:00 | Parallel Session I in Turkish | Lecture Hall 3 Chair Person: İlknur Kumkale | İlknur Kumkale | Strategic Agileness in Creating a Competitive Advantage |
| | | | Miray Özden, Çağdaş İnan, Oktay Hekimler | EU Tourism Policy and the Future of Cultural Tourism |
| | | | Ahmet Kubaş | Entrepreneurship and Innovation |
| | | | Ertuğrul Recep Erbay, Handan Baydar | Effects of Fairs and festivals in Thrace Region on the Socio-Economic Structure of the Region |
| | | | Yasemin Çabuk | Crimes and Misdemeanor in Health |
| | | | Hamdi Sarier | Socio-Economic Structure of Ergene Town of Tekirdağ Province |
| | | | Beyhan Tuncer, M. Ömer Azabağaoğlu | Contribution of Behavioral Finance Approach To Solving Issues Faced By Farmers |
| | | | Harun Hurma, Nursel Türksoy | The Role of Tourism Activities in Rural Development |

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|---------------|-------------------------------|---|---------------------------------------|---|
| 11:00 – 13:00 | Parallel Session I in Turkish | Lecture Hall 4 Chair Person: Füsün Uysal | Erdem Öngün, Dilek Altaş | A Study On University Students' Use Of Social Media Tools |
| | | | Sevi Baloğlu, Aytaç Güt | Climate Change and Marketing |
| | | | Selin Bahar, Füsün Uysal | Factors Affecting Profession Choice and Profession Idealism of Logistics Associate Program Students |
| | | | Betül Akan, Beste Burcu Kasap | SWOT Analysis Evaluation of Yenice County of Canakkale Province in Location Marketing Framework |
| | | | Leyla Çelik | Transition into Integrated Reporting Process and Its Risks and Opportunities Provided to Firms |
| | | | Savaş Selahattin Ateş | The Factors Influencing Career Start Preferences of Students in Higher Education Institutions: The Application in Aviation Area |
| | | | Haluk Kayıcı | From Kypsela to İpsala : The History of the Town |
| | | | Ayşe Nuray Cebeci, Hakan Uğur Ersöz | Türkiye'de Yenilenebilir Enerji Kooperatiflerinin Gerekliliği ve Uygulanabilirliği Üzerine |
| | | | Ayşegül Uçan, Haluk Kaba, Duygu Özkan | Active Employment Policy to Fight Against Unemployment |

13:00 - 13:30 Lunch

| | | | | |
|---------------|---------------------|--|--|--|
| 13:30 – 15:30 | Parallel Session II | Lecture Hall 1 Chair Person: Aneta Risteska | Miroslav Gveroski, Aneta Risteska-Jankuloska | Determinants of Investment Decisions in SMEs |
| | | | Ezeni Brzovska, Tatjana Petkovska-Mircevska | Evaluating the importance of the determinants of the image of Croatia among Macedonian citizens with different demographic characteristics |
| | | | Stanka Rinkova, Irina Atanasova | Economic analysis of law. Practical dimensions in transforming economies |
| | | | Ali Faruk Açıkgöz, Sudi Apak, Ertuğrul Recep Erbay | A long-term appraisal of the corporate liquidity dynamics in the selected nonfinancial sectors: Evidence from Turkey |
| | | | Ljupce Markusheski, Aleksandra Jovanoska | The Role of Information Technology in Knowledge Management |
| | | | Monika Angeloska-Dichovska, Katerina Bojkovska, Julijana Siljanovska | Consumer behavior and challenges in the strategic planning of the company in the digital environment: case of Macedonia |
| | | | Sebahate Krasniqi | The Impact of Cultural Factors on the Marketing Communication of Companies |
| | | | Gökhan Unakitan | Analysis of Relationship of R&D Expenditure and Economic Growth in Turkey |

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|---------------|---------------------|--|-----------------------------------|--|
| 13:30 – 15:30 | Parallel Session II | Lecture Hall 2 Chair Person: Hasret Elçin Kürşat Coşkun | Snezhana Hristova | Women in the Workplace: Does the Glass-Ceiling Shows Signs of Breaking? |
| | | | Mladen Karadjoski, Branko Dimeski | European Union in the 21st Century – a Supranational Entity or a Simple Amount of Plural Interests? |
| | | | Shpresa Kaciku | Examining the Collaboration Between Ministries and Civil Society Organizations in the Republic of Kosovo |
| | | | Arbiana Govori, Qemajl Sejdij | The Impact of Working Capital Management on SMEs Profitability |
| | | | ViktorijaTrajkov | Advertising and its Effects on Children as Consumers in Small Countries with Case Study |
| | | | Ferit Belder | Securing EU Borders in non-EU Territories: An Area of Cooperation or Contestation |
| | | | Hasret Elçin Kürşat Coşkun | Factors of Collective Violence in the Ottoman Empire and the Balkan Wars(1903-1914) |
| | | | Aysel Güney, Arif Damar | Sustainability in Accounting Education |

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|---------------|--------------------------------|--|----------------------------------|---|
| 13:30 – 15:30 | Parallel Session II in Turkish | Lecture Hall 3 Chair Person: Dilek Altaş | Dilek Altaş, Bilge Serdarer Kuzu | The Study on Creating of Measurement and Evaluation Process of Attitude Scale |
| | | | Samet Yılmaz | A Historical Analysis of Israel's Defense and Armament Policy |
| | | | Betül Akan, Funda Er Ülker | A Field Study on the Career Values of Undergraduate Students Who Taking or Not Taking Entrepreneurship Course |
| | | | Nursel Türksoy, Özgür Altinel | The Role of Local Gastronomy on Tourism Promotion: The Case of Keşan's Line Meat |
| | | | Mehmet Kiziloglu | A Study on the Impact of Organizational Commitment on Charismatic Power |
| | | | Yılmaz Özdemir | Private Security Sector As a Law Enforcement and Economy and Problems of the Security Sector in Turkey |
| | | | Hande Özolgun | Accounting Transactions in Cooperatives |
| | | | Havva Gültekin, Adil Oğuzhan | Economic Growth Impact of Energy Imports And Expenses in Turkey |
| | | | Hasibe Yazıt, Hamide Salha | Tourism as a Tool for Socio-Cultural Change |

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|---------------|--------------------------------|--|--|---|
| 13:30 – 15:30 | Parallel Session II in Turkish | Lecture Hall 4 Chair Person: Savaş Selahattin Ateş | Mehmet Yüce, Muhammed Çelik | Electronic Notification in Turkish Tax Law and Analysis of the Problems to be Encountered in Practice |
| | | | İlter Ünlükaplan, Ebru Canikalp | Olivera Tanzi Effect: An Empirical Analysis on Turkey |
| | | | Seval Aygün | A Study on Evaluation of Financial Performance of Firms Taking Part in Istanbul Stock Exchange Sustainability Index |
| | | | Savaş Selahattin Ateş, A.Kenan Sayın, Harun Yılmaz, Yener Kardeş | An Investigation of the Relationship between Organizational Commitment and Career Commitment: The Case of Airport Security Officers in Turkey |
| | | | Serdar Yurga | "Leader Farmers" Project |
| | | | Emin Genç | Financial Dimensions and Problems of Private Security Sector in Turkey |
| | | | Bige Küçükkefe, Dünder Murat Demiröz | Turkey's Comparative Current Account Balance |
| | | | Ali Samast, Ebru Sargın, Erdem Ceylan, Çağatay Ordu | The Importance of the Transportation Sector and Container Transport in Turkey |

15:30 - 15:45 Coffee Break

| | | | | |
|---------------|----------------------|---|--|--|
| 15:45 – 17:45 | Parallel Session III | Lecture Hall 1 Chair Person: Marjan Angeleski | Rasim Yilmaz | Borrowing Tendencies of Small, Medium and Large Sized Enterprises in Tekirdağ Region from Foreign Owned Banks and Domestic Banks |
| | | | Kujtim Zylfijaj, Dimitar Nikoloski | The Impact of Access to finance in performance of formal and informal SMEs: evidence from Kosovo |
| | | | Miroslav Andonovski, Marjan Angeleski, Janka Dimitrova | The role of the international and regional organisations in regulation of the legal issues in the electronic commerce The role of information technology in knowledge management |
| | | | Shaip Gashi | Some common barriers of entrepreneurship development – the case of Kosovo and neighboring countries |
| | | | Füsün Uysal, Selin Bahar | Green Port Environmental Policies And Logistics Effects |
| | | | Gjorgji Gockov, Goran Petrevski, Suzana Makresanska - Mladenovska | Determinants of the Real Convergence in Central and Eastern Europe |
| | | | Nikola Dimeski | Effective business English teaching at university level in Macedonia – needs analysis |
| | | | Emilija Mateska | Activities of the Customs Administration for Protecting the Intellectual Property Rights |
| 15:45 – 17:45 | Parallel Session III | Lecture Hall 2 Chair Person: Tatjana Spaseska | Tatjana Spaseska, Gordana Vitanova, Kosta Sotirovski, Dragica Odzaklieska, Aneta Risteska-Jankuloska | The Impact of Macedonian Stock Exchange Performance on Economic Growth in Republic of Macedonia |
| | | | Marija Magdinceva-Sopova, Dushko Josheski, Ubavka Vegova | Decision Making and Employee Participation and Type of Business Conduct of Firms as a Determinant of the Firms Results |
| | | | Jovanoska Andrijana | Human Capital in Innovation |
| | | | Marija Ackovska, Neda Petroska-Angelovska, Katerina Hadzi Naumova-Mihajlovska | Absorption Efficiency of IPARD Funds in Financing Macedonian Agritourism Development |
| | | | Mirjana Borota Popovska, Vesna Zabijakin Chatleska, Marija Topuzovska Latkovikj | Young entrepreneurs' Capacity for Public Policy Advocacy in Macedonia |
| | | | Pece Nikolovski, Marina Blazhekovicj Toshevski, Igor Zdravkoski | Internal Audit of the Banking Sector in the Republic of Macedonia |
| | | | Muharrem BAKKAL | External Debt and the IMF in Turkey's Economy |
| | | | Liridon Veliu, Mimoza Manxhari, Besnik Kaleci, Arsim Veliu | Barriers on Women Managers Career Development in SME's, Kosovo |
| 15:45 – 17:45 | Parallel Session III | Lecture Hall 3 Chair Person: Snezana Obednikovska | Elizabeta Tosheva | Women's entrepreneurship in the republic of Macedonia |
| | | | Aseda Banushaj | Inequality in Education and Personal Income |
| | | | Igor Zdravkoski, Pece Nikolovski, Marina Blazekovic | Harmonization of Accounting Standards – Multinational Standardized Financial Statements |
| | | | Snezana Obednikovska, Natasha Trajkova | The Globalization as a factor of competitiveness |
| | | | Janka Dimitrova, Miroslav Andonovski, Riste Temjanovski, Eftimija Dimitrova | Information Systems Auditing - Legislation and Standards |
| | | | Veronija Nolcheska | Brand consciousness among Macedonian tweens and their influence on the families' purchasing |
| | | | Natasha Daniloska, Diana Boshkovska, Elizabeta Djambaska, Aleksandra Lozanoska | Customer-oriented transformation of postal communications in the republic of Macedonia |
| | | | Arzu Karakurt | Pollution of Language: Use of Foreign Words in Television Commercials |

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|---------------|----------------------|--|---|--|
| 15:45 – 17:45 | Parallel Session III | Lecture Hall 4 Chair Person: Dejan Zdraveski | Gentian Picari | Integration of Stock Markets in Balkan, Case of Albania |
| | | | Goce Menkinoski | The role of the marketing department in the strategic planning of companies in Macedonia |
| | | | Pece Nikolovski, Marina Blazhekovikj Toshevski, Igor Zdravkoski | Internal audit of the sales function |
| | | | Gligor Bishev, Tatjana Boshkov | De-Euroization in Macedonia: Is Euroization Irreversible? |
| | | | Jasmina Jovanovska, Katerina Zdravkova, Goce Armenski | A Comprehensive Study of Question Answering Systems |
| | | | Blagica Sekovska, Boris Anakiev | Macedonian livestock breeding in decreasing lines – economical reasons and consequents |
| | | | Dejan Zdraveski, Gjorgji Manceski, Margarita Janeska | New trends in business intelligence |
| | | | Süreyya BAKKAL | The Effects of Macro Economic Factors on Value of the Companies' Shares |

19:00 Gala Dinner

October 30, 2016 - Sunday (Distance Presentations)

| | | | | |
|---------------|--------------------|----------------|--|--|
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 1 | Özge Habiboğlu, Teoman Akpınar | Examining Costing Method in the Case of a Firm Operating in Logistics Sector |
| | | | Nazlı Çağıl Küçüköksel, Teoman Akpınar | The Cyprus Conflict |
| | | | Nilüfer Serinikli | The Importance of Cooperatives in the Economic Empowerment of Poor Women Receiving Service from Edirne Community Centers |
| | | | Mert Kalender, S. Ahmet Menteş | Management and Organization in Joint Stock Companies |
| | | | Fatma Fidan, Yeliz Yeşil | Approaches of the employer against the Minimum Wage Increases: A Study in Sakarya |
| | | | Abdullah Özdağ, Tekin Önal | Kosovo Issue And Kosovo's Independence Process |

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|---------------|--------------------|----------------|--------------------------------|--|
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 2 | Hicran Özlem Ilgın, Hakan Uruç | Globalization as a Reflection of Television Serials Context of Western Culture |
| | | | Gulizar Tanridag | Socio-Economical Structure And Potential Of Corlu District in Tekirdag Province |
| | | | S.Ahmet Menteş, Levent Yılmaz | The Impact of Fire Support Automatisation Which is One of the Decision Support System on Military Decision Making Process and Contemporary Battles |
| | | | Rasim Yılmaz | Competitive Advantage of Cities: The Case of Saray Town of Tekirdağ Province |
| | | | Fatma Fidan, Yeliz Yeşil | Generation Y and E-Contact Usage in Turkey: A Research on University Students |
| | | | Seda Ekmen Özçelik | Trade Potential Between Balkan Countries and Turkey |

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|---------------|--------------------|----------------|--|---|
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 3 | Duygu Özkan, Nur Yanık, Kürşat Emre | Administrative Structures and Its Impact on Management of SMEs in Turkey |
| | | | Emre Can Şahan, Çağatay Ordu, Nur Yanık | Employment of Disabled Persons and its Macro Economic Contribution |
| | | | Süreyya Bakkal | The Results of Monetary Policy After the year 2000 In Turkey |
| | | | Muharrem Bakkal, Hakan Kılıcı | The Impact of Lean Manufacturing on the Firm's Operational Efficiency and Profitability: An Empirical Study on Firms Operating in Tekirdag Province |
| | | | Mustafa Çalım | Industrial enterprises in the Ergene County |
| | | | Süreyya Bakkal, Hakan Kılıcı | The Effect of Motivation on the Productivity of Business Managerial Process: An Empirical Study on Firms Operating in Tekirdağ Province |
| 11:00 – 13:00 | Parallel Session I | Lecture Hall 4 | Nur Yanık, Kürşat Emre, Ebru Sargın, Haluk Kaba | A Solution to Poverty : Micro-credits |
| | | | Ali Samast, Ebru Sargın, Erdem Ceylan, Çağatay Ordu | The Importance of the Transportation Sector and Container Transport in Turkey |
| | | | Erdem Ceylan, Ali Samast, Emre Can Şahan, Ayşegül Uçan | The impact of Electronic Banking Applications in the Turkish Banking System on the Turkish Economy |
| | | | Muharrem Bakkal | The International Trade Organizations' Effects to the World Economy |
| | | | Selçuk Eti, M.Ömer Azabağaoğlu | Attitudes of Consumers Towards Green Products |
| | | | S.Ahmet Menteş | Governance of Sovereign Wealth Funds |

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THE ROLE OF THE INTERNATIONAL AND REGIONAL ORGANISATIONS IN REGULATION of the LEGAL ISSUES IN THE ELECTRONIC COMMERCE

Miroslav Andonovski,

University "St. Kliment Ohridski" – Bitola, Faculty of economics – Prilep, Macedonia

Marjan Angeleski

University "St. Kliment Ohridski" – Bitola, Faculty of economics – Prilep, Macedonia

Janka Dimitrova

University "Goce Delčev" – Štip, Faculty of economics – Štip, Macedonia

Abstract

The increasingly emphasized need for global communication in the business has led to the emergence of the Electronic Data Interchange - EDI. This phenomenon begins to develop at the time when computers were first used in everyday life. For the significance of the modern electronic trades can best testify those subjects from the highly developed countries that are using them for complete execution of all transactions. When we talk about the legal issues in the e-commerce, especially we are referring to the legal issues center around the digital signature, the place and the time of conclusion of the contract, the transfer of funds, stand-by letters of credit, international arbitration over the Internet etc. For easier understanding of these terms, it is essential the uniformed rules of international and regional organizations that regulate the aforementioned issues to be taken as a basis. As in the international also and in the domestic regulations that are applicable to electronic commerce, there are many significant obstacles, so from there comes and the justification of the caution with which certain rules are formulated. Doing this it is especially important to take care not to violate the norms of the domicile law (with special emphasis on those of a peremptory nature). In this section is particularly important that the process of unification of the rules for electronic commerce it was conducted and is still conducting quite favorable because after its occurrence this area in neither country was thoroughly regulated, so that why there was no need to change some established domestic practices and adopted regulations. The above stated proves that the non-provision of uniform standards in the commercial communications is leading to uncertainty for the businesses that are going out on the electronic market. Therefore by the international and regional organizations are taken a series of actions to bring order to this area by using the means of the legislation, which would allow the proper working of the participants in this market.

Keywords: electronic, trade, law, regulation organizations