

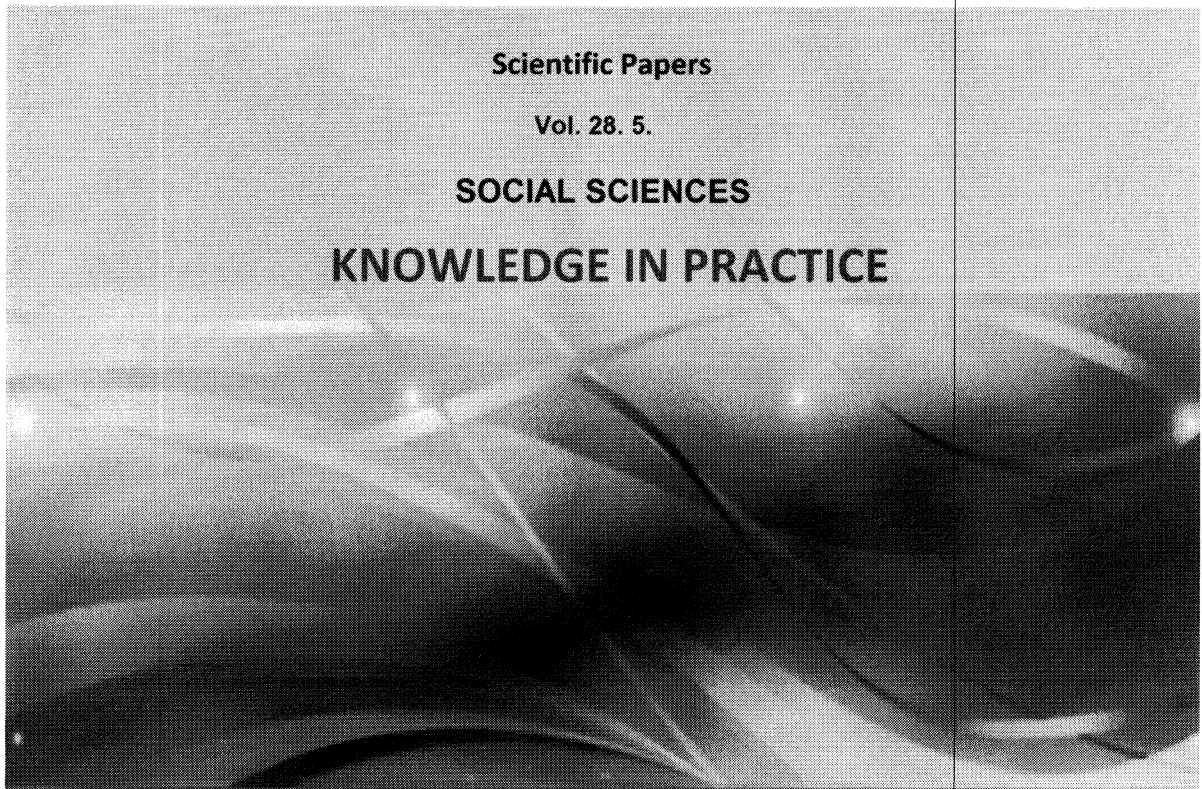
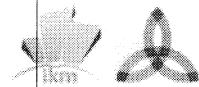
UDK 37

ISSN 2545 – 4439
ISSN 1857 - 923X

INTERNATIONAL JOURNAL

Institute of Knowledge Management

KNOWLEDGE



Scientific Papers

Vol. 28. 5.

SOCIAL SCIENCES

KNOWLEDGE IN PRACTICE

KIJ

Vol. 28

No. 5

pp.1439 - 1750

Skopje, 2018

Global Impact & Quality Factor

1.322 (2016)

<http://globalimpactfactor.com/knowledge-international-journal/>

KNOWLEDGE

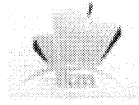


INTERNATIONAL JOURNAL

SCIENTIFIC PAPERS

VOL. 28.5.

December, 2018



KNOWLEDGE

International Journal Scientific papers Vol. 28.5.

ADVISORY BOARD

Vlado Kambovski PhD, Robert Dimitrovski PhD, Siniša Zarić PhD, Maria Kavdanska PhD, Venelin Terziev PhD, Mirjana Borota – Popovska PhD, Cezar Birzea PhD, Ljubomir Kekenovski PhD, Veselin Videv PhD, Ivo Zupanovic, PhD, Savo Ashtalkoski PhD, Svetlana Trajković PhD, Zivota Radosavljević PhD, Laste Spasovski PhD, Mersad Mujevic PhD, Nonka Mateva PhD, Rositsa Chobanova PhD, Predrag Trajković PhD, Dzulijana Tomovska PhD, Nedzat Koraljić PhD, Nebojsa Pavlović PhD, Nikolina Ognenska PhD, Baki Koleci PhD, Lisen Bashkurti PhD, Trajce Dojcinovski PhD, Jana Merdzanova PhD, Zoran Srzentić PhD, Nikolai Sashkov Cankov PhD, Marija Kostic PhD

Print: GRAFOPROM – Bitola

Editor: IKM – Skopje

Editor in chief

Robert Dimitrovski, PhD

KNOWLEDGE - International Journal Scientific Papers Vol. 28.5.

ISSN 1857- 923X (for e-version)

ISSN 2545 – 4439 (for printed version)

SCIENTIFIC COMMITTEE

President: Academic, Prof. Vlado Kambovski PhD, Skopje (Macedonia)

Vice presidents:

Prof. Robert Dimitrovski PhD, Institute of Knowledge Management, Skopje (Macedonia)

Prof. Sinisa Zaric, PhD, Faculty of Economics, University of Belgrade, Belgrade (Serbia)

Prof. Venelin Terziev PhD, University of Rousse, Rousse (Bulgaria)

Prof. Mersad Mujevic PhD, Public Procurement Administration of Montenegro (Montenegro)

Members:

- Prof. Aleksandar Korablev PhD, Dean, Faculty for economy and management, Saint Petersburg State Forest Technical University, Saint Petersburg (Russian Federation)
- Prof. Azra Adjajlic – Dedovic PhD, Faculty of criminology and security, Sarajevo (Bosnia & Herzegovina)
- Prof. Anita Trajkovska PhD, Rochester University (USA)
- Prof. Anka Trajkovska-Petkoska PhD, UKLO, Faculty of technology and technical sciences, Bitola (Macedonia)
- Prof. Alisabri Sabani PhD, Faculty of criminology and security, Sarajevo (Bosnia & Herzegovina)
- Prof. Ahmad Zakeri PhD, University of Wolver Hampton, (United Kingdom)
- Prof. Ana Dzumalieva PhD, South-West University “Neofit Rilski”, Blagoevgrad (Bulgaria)
- Prof. Branko Sotirov PhD, University of Rousse, Rousse (Bulgaria)
- Prof. Branko Boshkovic, PhD, College of Sports and Health, Belgrade (Serbia)
- Prof. Branimir Kampl PhD, Institute SANO, Zagreb (Croatia)
- Prof. Baki Koleci PhD, University Hadzi Zeka, Peja (Kosovo)
- Prof. Branislav Simonovic PhD, Faculty of Law, Kragujevac (Serbia)
- Prof. Bistra Angelovska, Faculty of Medicine, University “Goce Delcev”, Shtip (Macedonia)
- Prof. Cezar Birzea, PhD, National School for Political and Administrative Studies, Bucharest (Romania)
- Prof. Cvetko Andreevski, Dean, Faculty of Tourism, UKLO, Bitola (Macedonia)
- Prof. Drago Cvijanovic, PhD, Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjacka Banja (Serbia)
- Prof. Dusan Ristic, PhD Emeritus, College of professional studies in Management and Business Communication, Novi Sad (Serbia)
- Prof. Dimitar Radev, PhD, Rector, University of Telecommunications and Post, Sofia (Bulgaria)
- Prof. Daniela Todorova PhD, Rector of “Todor Kableshev” University of Transport, Sofia (Bulgaria)
- Prof. Dragan Kokovic PhD, University of Novi Sad, Novi Sad (Serbia)
- Prof. Dragan Marinkovic PhD, High health – sanitary school for professional studies, Belgrade (Serbia)
- Prof. Daniela Ivanova Popova PhD, Faculty of Public Health and Sport, SWU Neofit Rilski, Blagoevgrad (Bulgaria)
- Prof. Dzulijana Tomovska, PhD, Dean, Faculty of Biotechnical sciences, Bitola (Macedonia)
- Prof. Evgenia Penkova-Pantaleeva PhD, UNWE -Sofia (Bulgaria)
- Prof. Fadil Millaku, PhD, Rector, University “Hadzi Zeka”, Peja (Kosovo)
- Prof. Fatis Ukaj, University “Hasan Prishtina”, Prishtina (Kosovo)

-
- Prof. Georgi Georgiev PhD, National Military University “Vasil Levski”, Veliko Trnovo (Bulgaria)
 - Prof. Halit Shabani, PhD, University “Hadzi Zeka”, Peja (Kosovo)
 - Prof. Halima Sofradzija, PhD, University of Sarajevo, Sarajevo (Bosnia and Herzegovina)
 - Prof. Haris Halilovic, Faculty of criminology and security, University of Sarajevo, Sarajevo (Bosnia and Herzegovina)
 - Prof. Helmut Shramke PhD, former Head of the University of Vienna Reform Group (Austria)
 - Prof. Hristina Georgieva Yancheva, PhD, Rector, Agricultural University, Plovdiv (Bulgaria)
 - Prof. Hristo Beloev PhD, Bulgarian Academy of Science, Rector of the University of Rousse (Bulgaria)
 - Prof. Hristina Milcheva, Medical college, Trakia University, Stara Zagora (Bulgaria)
 - Prof. Izet Zeqiri, PhD, Academic, SEEU, Tetovo (Macedonia)
 - Prof. Ivan Marchevski, PhD, Rector, D.A. Tsenov Academy of Economics, Svishtov (Bulgaria)
 - Doc. Igor Stubelj, PhD, PhD, Faculty of Management, Primorska University, Koper (Slovenia)
 - Prof. Ivo Zupanovic, PhD, Faculty of Business and Tourism, Budva (Montenegro)
 - Prof. Ivan Petkov PhD, Rector, European Polytechnic University, Pernik (Bulgaria)
 - Prof. Isa Spahiu PhD, AAB University, Prishtina (Kosovo)
 - Prof. Ivana Jelik PhD, University of Podgorica, Faculty of Law, Podgorica (Montenegro)
 - Prof. Islam Hasani PhD, Kingston University (Bahrein)
 - Prof. Jova Ateljevic PhD, Faculty of Economy, University of Banja Luka, (Bosnia & Herzegovina)
 - Prof. Jove Kekenovski PhD, Faculty of Tourism, UKLO , Bitola (Macedonia)
 - Prof. Jonko Kunchev PhD, University „Cernorizec Hrabar“ - Varna (Bulgaria)
 - Prof. Jelena Stojanovic PhD, High medicine school for professional studies “Hipokrat”, Bujanovac (Serbia)
 - Prof Karl Schopf, PhD, Akademie fur wissenschaftliche forchung und studium, Wien (Austria)
 - Prof. Katerina Belichovska, PhD, Faculty of Agricultural Sciences, UKIM, Skopje (Macedonia)
 - Prof. Krasimir Petkov, PhD, National Sports Academy “Vassil Levski”, Sofia (Bulgaria)
 - Prof. Kamal Al-Nakib PhD, College of Business Administration Department, Kingdom University (Bahrain)
 - Prof. Lidija Tozi PhD, Faculty of Pharmacy, Ss. Cyril and Methodius University, Skopje (Macedonia)
 - Prof. Laste Spasovski PhD, Vocational and educational centre, Skopje (Macedonia)
 - Prof. Larisa Velic, PhD, Faculty of Law, University of Zenica, Zenica (Bosnia and Herzegovina)
 - Prof. Lujza Grueva, PhD, Faculty of Medical Sciences, UKIM, Skopje (Macedonia)
 - Prof. Lisen Bashkurti PhD, Global Vice President of Sun Moon University (Albania)
 - Prof. Lence Mircevska PhD, High Medicine School, Bitola, (Macedonia)
 - Prof. Ljubomir Kekenovski PhD, Faculty of Economics, UKIM, Skopje (Macedonia)
 - Prof. Ljupce Kocovski PhD, Faculty of Biotechnical sciences, Bitola (Macedonia)
 - Prof. Marusya Lyubcheva PhD, University “Prof. Asen Zlatarov”, Member of the European Parliament, Burgas (Bulgaria)
 - Prof. Maria Kavdanska PhD, Faculty of Pedagogy, South-West University Neofit Rilski, Blagoevgrad (Bulgaria)
 - Prof. Maja Lubenova Cholakova PhD, Faculty of Public Health and Sport, SWU Neofit Rilski, Blagoevgrad (Bulgaria)

-
- Prof. Mirjana Borota-Popovska, PhD, Centre for Management and Human Resource Development, Institute for Sociological, Political and Juridical Research, Skopje (Macedonia)
 - Prof. Mihail Garevski, PhD, Institute of Earthquake Engineering and Engineering Seismology, Skopje (Macedonia)
 - Prof. Misho Hristovski PhD, Faculty of Veterinary Medicine, Ss. Cyril and Methodius University, Skopje (Macedonia)
 - Prof. Mitko Kotovchevski, PhD, Faculty of Philosophy, UKIM, Skopje (Macedonia)
 - Prof. Milan Radosavljevic PhD, Dean, Faculty of strategic and operational management, Union University, Belgrade (Serbia)
 - Prof. Marija Topuzovska-Latkovikj, PhD, Centre for Management and Human Resource Development, Institute for Sociological, Political and Juridical Research, Skopje (Macedonia)
 - Prof. Marija Knezevic PhD, Academic, Banja Luka, (Bosnia and Herzegovina)
 - Prof. Margarita Bogdanova PhD, D.A.Tsenov Academy of Economics, Svishtov (Bulgaria)
 - Prof. Mahmut Chelik PhD, Faculty of Philology, University “Goce Delchev”, Shtip (Macedonia)
 - Prof. Marija Mandaric PhD, Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjacka Banja (Serbia)
 - Prof. Mustafa Kacar PhD, Euro College, Istanbul (Turkey)
 - Prof. Marina Simin PhD, College of professional studies in Management and Business Communication, Sremski Karlovci (Serbia)
 - Prof. Miladin Kalinic, College of professional studies in Management and Business Communication, Sremski Karlovci (Serbia)
 - Prof. Mitre Stojanovski PhD, Faculty of Biotechnical sciences, Bitola (Macedonia)
 - Prof. Miodrag Smelcerovic PhD, High Technological and Artistic Vocational School, Leskovac (Serbia)
 - Prof. Nadka Kostadinova, Faculty of Economics, Trakia University, Stara Zagora (Bulgaria)
 - Prof. Nenad Taneski PhD, Military Academy “Mihailo Apostolski”, Skopje (Macedonia)
 - Prof. Nevenka Tatkovic PhD, Juraj Dobrila University of Pula, Pula (Croatia)
 - Prof. Natalija Kirejenko PhD, Faculty For economic and Business, Institute of Entrepreneurial Activity, Minsk (Belarus)
 - Prof. Nikolay Georgiev PhD, “Todor Kableshkov” University of Transport, Sofia (Bulgaria)
 - Prof. Nikolina Ognenska PhD, Faculty of Music, SEU - Blagoevgrad (Bulgaria)
 - Prof. Nedzat Korajlic PhD, Faculty of criminology and security, Sarajevo (Bosnia & Herzegovina)
 - Prof. Nishad M. Navaz PhD, Kingdom University (India)
 - Prof. Oliver Iliev PhD, Faculty of Communication and IT, FON University, Skopje (Macedonia)
 - Prof. Oliver Dimitrijevic PhD, High medicine school for professional studies “Hipokrat”, Bujanovac (Serbia)
 - Prof. Paul Sergius Koku, PhD, Florida State University, Florida (USA)
 - Prof. Primoz Dolenc, PhD, Faculty of Management, Primorska University, Koper (Slovenia)
 - Prof. Predrag Trajkovic PhD, JMPNT, Vranje (Serbia)
 - Prof. Petar Kolev PhD, “Todor Kableshkov” University of Transport, Sofia (Bulgaria)
 - Prof. Pere Tumbas PhD, Faculty of Economics, University of Novi Sad, Subotica (Serbia)
 - Prof. Rade Ratkovic PhD, Faculty of Business and Tourism, Budva (Montenegro)
 - Prof. Rositsa Chobanova PhD, University of Telecommunications and Posts, Sofia (Bulgaria)
 - Prof. Rumen Valcovski PhD, Imunolab Sofia (Bulgaria)
 - Prof. Rumen Stefanov PhD, Dean, Faculty of public health, Medical University of Plovdiv (Bulgaria)

-
- Prof. Sasho Korunoski, Rector, UKLO, Bitola (Macedonia)
 - Prof. Sashko Plachkov PhD, Faculty of Pedagogy, University Neofit Rilski, Blagoevgrad (Bulgaria)
 - Prof. Sreten Miladinovski, PhD, Faculty of Economics, University of Tourism and Management, Skopje (Macedonia)
 - Prof. Snezhana Lazarevic, PhD, College of Sports and Health, Belgrade (Serbia)
 - Prof. Stojan Ivanov Ivanov PhD, Faculty of Public Health and Sport, SWU Neofit Rilski, Blagoevgrad (Bulgaria)
 - Prof. Snezana Stoilova, PhD, High Medicine School, Bitola, (Macedonia)
 - Prof. Stojna Ristevska PhD, High Medicine School, Bitola, (Macedonia)
 - Prof. Suzana Pavlovic PhD, High health – sanitary school for professional studies, Belgrade (Serbia)
 - Prof. Sandra Zivanovic, PhD, Faculty of Hotel Management and Tourism, University of Kragujevac, Vrnjacka Banja (Serbia)
 - Prof. Shyqeri Kabashi, College “Biznesi”, Prishtina (Kosovo)
 - Prof. Trayan Popkochev PhD, Faculty of Pedagogy, South-West University Neofit Rilski, Blagoevgrad (Bulgaria)
 - Prof. Todor Krystevich, Vice Rector, D.A. Tsenov Academy of Economics, Svishtov (Bulgaria)
 - Prof. Todorka Atanasova, Faculty of Economics, Trakia University, Stara Zagora (Bulgaria)
 - Doc. Tatyana Sobolieva PhD, State Higher Education Establishment Vadiym Getman Kiyev National Economic University, Kiyev (Ukraine)
 - Prof. Tzako Pantaleev PhD, NBUniversity , Sofia (Bulgaria)
 - Prof. Tihomir Domazet PhD, President of the Croatian Institute for Finance and Accounting, Zagreb (Croatia)
 - Prof. Violeta Dimova PhD, Faculty of Philology, University “Goce Delchev”, Shtip (Macedonia)
 - Prof. Volodymyr Denysyuk, PhD, Dobrov Center for Scientific and Technological Potential and History studies at the National Academy of Sciences of Ukraine (Ukraine)
 - Prof. Valentina Staneva PhD, “Todor Kableshkov” University of Transport, Sofia (Bulgaria)
 - Prof. Vasil Zecev PhD, College of tourism, Blagoevgrad (Bulgaria)
 - Prof. Venus Del Rosario PhD, Arab Open University (Philippines)
 - Prof. Yuri Doroshenko PhD, Dean, Faculty of Economics and Management, Belgorod (Russian Federation)
 - Prof. Zlatko Pejkov, PhD, Faculty of Agricultural Sciences, UKIM, Skopje (Macedonia)
 - Prof. Zivota Radosavljevik PhD, Dean, Faculty FORCUP, Union University, Belgrade (Serbia)
 - Prof. Zorka Jugovic PhD, High health – sanitary school for professional studies, Belgrade (Serbia)

EDITORIAL REVIEW BOARD

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to two referees for double blind peer review. After the positive outcome of the double blind peer review process, the paper is published in this journal.

The editorial review board is consisted of 45 members, full professors in the fields 1) Natural and mathematical sciences, 2) Technical and technological sciences, 3) Medical sciences and Health, 4) Biotechnical sciences, 5) Social sciences, and 6) Humanities from all the Balkan countries and the region.

Contents

THE FUTURE OF CORPORATE REPORTING: REFLECTIONS ON THE CRITICAL QUESTION OF THE NECESSITY OF FORWARD-THINKING PHILOSOPHY AND CULTURE OF REPORTING WORLDWIDE	1455
Hristina Oreshkova	1455
THE ROLE OF ACTIVE EMPLOYMENT POLICIES AND THE ECONOMIC EFFECTS ON THE UNEMPLOYMENT OF YOUNG PEOPLE IN MACEDONIA	1467
Snezana Bardarova.....	1467
Mimoza Serafimova.....	1467
Oliver Cackov	1467
THE REFORMS OF THE INTERNATIONAL MONETARY FUND FOR ECONOMIC DEVELOPMENT IN THE DEVELOPING COUNTRIES	1477
Vlatko Paceskoski.....	1477
Krume Nikoloski.....	1477
THE IMPACT OF PERFORMANCE EVALUATION PROCESS ON HEALTHCARE EMPLOYEES AS A FACTOR FOR MOTIVATION AND QUALITY OF THEIR WORK	1483
Mila Georgievska-Cvetanovska	1483
Predrag Trpeski.....	1483
BUSINESS INTELLIGENCE AND POWER OF KNOWLEDGE.....	1489
Branislav Stanisavljević.....	1489
WOMEN IN LEADERSHIP POSITIONS – OPPORTUNITIES AND REALITIES IN BIG BULGARIAN COMPANIES	1497
Lubka Tzenova.....	1497
Vasilka Stamatova	1497
WORKFORCE DEVELOPMENT SKILL GAP ANALYSIS IN PELAGONIJA REGION, R. MACEDONIA	1503
Visar Ademi	1503
GLOBALIZATION OF THE WORLD ECONOMY AND CHANGES IN THE ORGANIZATION AND MANAGEMENT.....	1511
Suzana Stojanović.....	1511
COMPANY INNOVATION POLICY AND STRATEGY	1517
Iva Bichurova.....	1517
Petia Yordanova-Dinova.....	1517
ANALYSIS OF THE INNOVATION AND BUSINESS ACTIVITY OF A COMPANY	1521
Iva Bichurova.....	1521
INTERDISCIPLINARY LINKS, INTEGRATIVE APPROACH, HEURISTIC METHODS AND ARTIFICIAL INTELLIGENCE IN THE MANAGEMENT OF INNOVATION - PART 1	1527
Hristo Patev.....	1527
CONCEPTUALIZING MIGRATION WITH AN EMPHASIS ON MACEDONIA: TRENDS, PATTERNS AND SOLUTIONS.....	1533
Arta Xhelili	1533
Avni Avdiu.....	1533
MANAGING COMPANY INNOVATION IN THE CONTEXT OF GENERATING NEW IDEAS ..	1539
Iva Bichurova.....	1539
Petia Yordanova-Dinova.....	1539