

AGENDA

INTERNATIONAL CONGRESS ON HUMAN, SOCIAL SCIENCES AND ARTS

Organized by: University of Tetova Tetova, Macedonia

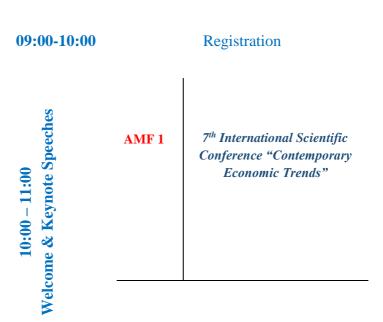
13-15 November, 2019

Wednesday, November 13, 2019

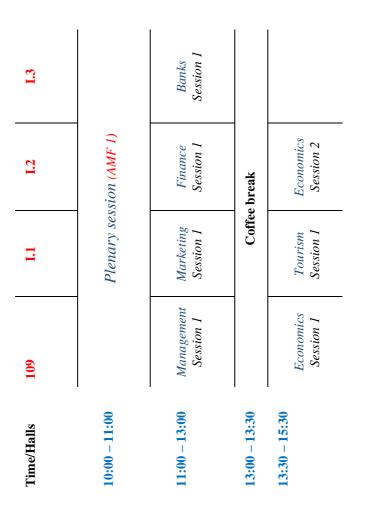
University of Tetova, Rectorate Amphitheater

International Congress on Human, Social Sciences and Arts

15:00 - 16:00	Registration
Chairs	Prof. Dr. Raman Ismaili Dean of the Faculty of Economics Asst. Prof. Dr. Llokman Hebibi Dean of the Faculty of Business Administration
	Prof. Dr. Berton Sulejmani Dean of the Faculty of Philology
	Prof. Dr. Qebir Avziu Dean of the Faculty of Law
	Prof. Dr. Ibish Kadriu Dean of the Faculty of Philosophy Prof. Dr. Nafi Jashari Dean of the Faculty of Arts
	Prof. Dr. Fadbi Osmani Dean of the Faculty of Pedagogy
16:00 - 17:30	• Prof. Dr. Vullnet Ameti
	Rector of the University of Tetova
	• Prof. Dr. Theodhori Karaj
	University of Tirana
19:00 - 22:00	Welcome Dinner



7th International Scientific Conference "Contemporary Economic Trends"



7th International Scientific Conference "Contemporary Economic Trends"

Management: Session 1 11:0-13:00

> Chairs Izet Zegiri Brikend Aziri Isak Ajruli **Speakers** THE IMPACT OF REWARDS ON EMPLOYEES PERFORMANCE: CASE SME IN POLLOG REGION REPUBLIC OF NORTH MACEDONIA ARLINDA MAZLLAMI YOUNG EXPECTATIONS FROM THE ORGANIZATION AND MANAGEMENT TO **BUSINESS SUCCESS** ARGJINA KAREMANI ZYLBEARI, ARJETA AMZAI AN OVERVIEW ON MANAGING CHANGES IN BANK LIQUIDITY RISK IN TIMES OF FINTECH (R)EVOLUTION: A CHALLENGE **OR OPPORTUNITY**? ARTINA BEDJETI BAFTIJARI, LEONID NAKOV BUSINESS ENVIRONMENT ANALYSIS AS A

KEY STAGE IN THE PROCESS OF STRATEGIC MANAGEMENT BRIKEND AZIRI, RAMAN ISMAILI EXISTENCE OF DIFFERENT ORGANIZATIONAL FORMS OF SMES IN KOSOVO HAQIF ARIFI

STRATEGIC MANAGEMENT TOOLS AS A MEANS TO ACHIEVE COMPETITIVE ADVANTAGE IZET ZEQIRI

PREVENTION OF STRESS AND PSYCHO-SOCIAL RISKS AT WORK JASNA TEOFILLOSKA

SOCIO-ECONOMIC OPPORTUNITIES FOR EXISTING AND OPERATION OF ENTERPRISE NETWORKS NASER RAHIMI

ANALYSIS OF THE BEHAVIOR OF INDIVIDUALS IN PUBLIC INSTITUTIONS SELVIJE THACI

IMPACT OF MOTIVATION ON STUDENTS' PERFORMANCE IN HIGH SCHOOLS IN THE MUNICIPALITY OF TETOVA SULBIJE MEMETI, ERA MEMETI

CONFLICT MANAGEMENT IN SMALL AND MEDIUM ENTERPRISES IN THE POLOG REGION SHPRESA SYLA, VLERA META

7th International Scientific Conference "Contemporary Economic Trends"

Marketing: Session 1 11:00 – 13:00

Chairs Raman Ismaili

Aida Yzeiri Baftijari

Sheherzada Murati

Speakers STRATEGIC PLANNING IN CONTEMPORARY MARKETING AIDA YZEIRI BAFTIJARI ,RAMAN ISMAILI, BRIKEND AZIRI

> MYSTERY SHOPPING - A PROCESS OF UNDERSTANDING CONSUMERS, WHICH OPENS UP THE SPACE FOR CREATING CONTEMPORARY COMPETITIVE TRENDS ALMRA CURRI - MEMETI

THE STRATEGY OF ENTERING THE PRODUCTION OF THE COMPANY INTO THE FOREIGN MARKET FLUTRA JAHIU

THE EFFECT OF GENDER ON ALBANIAN CONSUMER BEHAVIOR IN THE VIRTUAL MARKET KRISTAQ KUME,JONIDA RRUMBULLAKU SELLING LOCAL PRODUCTS IN FUNCTION OF SATISFYING CUSTOMERS LUMNIJE SINANI-IMERI, RAMAN ISMAILI

CONTEMPORARY ISSUES IN MARKETING, NEW PARADIGMS, PERSPECTIVES AND PRACTICES RAMAN ISMAILI, EDRINA EMINI, HATIBE DEARI

PROTECTION OF CONSUMERS THROUGH PUBLIC LEGAL MEASURES

SHEHERZADA MURATI, ANTIGONA ALILI

BUSINESS BENEFITS FROM SELECTING A MARKETING STRATEGY THROUGH SOCIAL MEDIA: CASE, REPUBLIC OF NORTH MACEDONIA **TEUTA VESELI, RASIM ZUFERI**

BIO PRODUCTS AS CONSUMERS TRENDS IN THE NORTH MACEDONIA HASIM DEARI, RAMETULLA FERATI, FLUTURIM SALIU

THE IMPACT OF SOCIAL MEDIA ON BUSINESS MANAGEMENT MIRSADE NEZIRI,FLORIM IDRIZI

7th International Scientific Conference "Contemporary Economic Trends"

Finance: Session 1 11:00 – 13:00

Chairs Etem Iseni

Ibish Mazreku

Selvije Thaci

Speakers AN ANALYSIS OF THE POSSIBILITIES FOR DECENTRALIZATION OF THE FINANCIAL SYSTEM ARTA THACI, ARGJINA KARIMANI

> FINANCIAL INNOVATION, THE GLOBAL MARKET WITHOUT LIMIT ALI MAKSUTI, ABIL BAUSH

ACTIVITY-BASED COSTING: A PRACTICAL MODEL FOR COST CALCULATION IN MANUFACTURING COMPANIES DONJETA MORINA, IBISH MAZREKU

THE ROLE OF INSURANCE IN THE ECONOMY OF THE REPUBLIC OF NORTH MACEDONIA ERA MEMETI, SULBIJE MEMETI

INSURANCE PERFORMANCE THE ALBANIAN INSURANCE INDUSTRY CASE **ERIDANA GJONI** SOCIO-ECONOMIC ASPECTS OF THE MONEY LAUNDERING PHENOMENON -THE CASE OF NORTHERN MACEDONIA" ARMEND ASLLANI, LLOKMAN HEBIBI

ACCESS TO FINANCE FOR SMALL AND MEDIUM ENTERPRISES AT PROMOTIONAL BANKS BESIM BILALLI

MACEDONIAN STOCK EXCHANGE AND ITS INDICES KAJDAFE ADEMI, ARBRESHA AJDINI DURMISHI, KANITA ASANI

THE IMPACT OF INFORMATION TECHNOLOGY DEVELOPMENT IN ACCOUNTING INDUSTRY JEHONA MUSLIU, ASLLAN MUSLIU

THE NEED FOR HARMONIZATION BETWEEN MONETARY AND FISCAL POLICY IN THE CONTEXT OF ACHIVING MACROECONOMIC STABILITY IMBERJAH TAHIRI

7th International Scientific Conference "Contemporary Economic Trends"

Banking: Session 1 11:00 – 13:00

Chairs Llokman Hebibi

Florim Idrizi

Qenan Idrizi

Speakers EFFECTS OF ELECTRONIC BANKING ON THE ACTIVITY OF COMMERCIAL BANKS OF THE REPUBLIC OF NORTH MACEDONIA ARMANDA JUSUFI

> ONLINE PAYMENT SYSTEMS ASTRINA XHAFERI, FLORIM IDRIZI, IMBËRJAH TAIRI

NON-PERFORMING LOANS AND ECONOMIC GROWTH GONXHE OSMANI,ETEM ISENI

IMPACT OF CREDIT RISK ON BANK PROFITABILITY IGLI TARTARAJ, LEDIONZOKU, JONILDA ZEOIRAJ, ELONASTAFASANI

DETERMINANTS OF BANKING SECTOR PROFITABILITY: EMPIRICAL EVIDENCE FROM REPUBLIC OF NORTH MACEDONIA KALTERINA ABAZI,ADRIATIK ABAZI

CREDIT RISK AND CREDIT RISK MANAGEMENT IN TRANSITION COUNTRIES WITH SPECIAL ACCOUNT IN THE REPUBLIC OF NORTH MACEDONIA

LLOKMAN HEBIBI, ARMEND ASLLANI

BANK LIQUIDITY MANAGEMENT QENAN IDRIZI

THE IMPACT OF CREDIT ON SOME MACROECONOMIC INDICATORS - THE CASE OF NORTH MACEDONIA SINDISE SALIHI, LINDITA MUAREMI, RIGERSA KONOMI

CONTRIBUTION OF MICROCREDIT ON POVERTY ALLEVIATION: A HOUSEHOLD-LEVEL IMPACT ANALYSIS VJOLLCA HASANI

IMPACT OF MACROECONOMIC FACTORS ON BANK CREDIT RISK IN THE REPUBLIC OF NORTH MACEDONIA LINDITA MUAREMI, FATBARDHA JONUZI, SINDISE SALIHI, RIGERSA KONOMI

7th International Scientific Conference "Contemporary Economic Trends"

Economics: Session 1 13:30 – 15:30

Chairs Gjilnaipe Bexheti

Arjeta Amzai

Ruzhdi Matoshi

Speakers ECONOMIC DEVELOPMENT AND HIGHER EDUCATION INVESTMENTS IN ICT:A QUALITATIVE APPROACH BLERTA ABAZI CHAUSHI, AGRON CHAUSHI, SHENAJ HAXHIMUSTAFA

> ASSESSING POLICIES ON GROWTH IN THE CASE OF REPUBLIC OF NORTH MACEDONIA GJILNAIPE BEXHETI,BESA XHAFERI

INTEREST RATE AND PUBLIC DEBT: THE CASE OF WESTERN BALKANS

HYRIJE ABAZI, ABDYLMENAF BEXHETI

SMART HOME ENERGY MANAGEMENT ALGORITHM INCLUDING RENEWABLE ENERGY SOURCES HALIM HALIMI

THE VITAL ECONOMIC COMPONENTS OF THE ELECTRICITY MARKET IN THE REPUBLIC OF NORTH MACEDONIA IMER ZENKU

ECONOMIC EFFECTS OF MIGRATION TO NORTHERN MACEDONIA

PETRIT POLLOZHANI

IMPROVING THE BUSINESS CLIMATE IN SEE COUNTRIES, AN EMPIRICAL ANALYSIS

RUFI OSMANI, FISNIK MORINA

THE PARADOX OF LARGE SCALE EMIGRATION FOR ECONOMIC REASONS FROM THE WESTERN BALKANS RUZHDI MATOSHI,ISA MULAJ,FISNIK FERATI

INVESTMENT GROWTH AND ECONOMIC STABILITY SHPETIM MEMISHI

FISCAL POLICY CYCLICALITY IN THE SOUTH EAST EUROPEAN COUNTRIES

BARDHYL DAUTI, EDRINA EMINI

MONEY DEMAND AND INFLATION: A COINTEGRATION ANALYSIS FOR NORTH MACEDONIA

MERALE FETAHI-VEHAPI, HAXHER ALIJI

7th International Scientific Conference "Contemporary Economic Trends"

Economics: Session 2 13:30 – 15:30

Chairs Harun Tairi

Elsana Aqifi

Eshija Shehabi

Speakers IMPORTANCE OF TAX SYSTEM IN ECONOMIC GROWTH - CASE OF THE REPUBLIC OF NORTH MACEDONIA FEHARI SHABANI

> MONETARY INTEGRATION AS A WAY FOR INCREASING TRADE GAZMEND DEHARI

ECONOMIC, POLITICAL AND SOCIAL CAUSES OF YOUTH EMIGRATION FROM THE NRM IMERLIJE SALIU - FETAI, ALBULENA RAHMANI

FOREIGN INVESTMENTS AND ITS IMPACT ON ECONOMIC DEVELOPMENT - REPUBLIC OF NORTH MACEDONIA ILIRE DAUTI

THE USE OF INTERNATIONAL STANDARDS AS A PRECONDITION FOR FASTER DEVELOPMENT OF SMALL AND MIDDLE COMPANIES IN THE REPUBLIC OF NORTH MACEDONIA ESHIJA SHEHABI INSTITUTIONAL SUPPORT FOR SMALL BUSINESS AS A TOOL FOR THEIR GROWTH AND DEVELOPMENT ETEM ISENI,FEKRI ISENI

INFORMATION CHALLENGE OF DOING BUSINESSIN GLOBAL CONDITIONS

HARUN TAHIRI, KOSOVARE SADIKU

DISTINCTION OF SUSTAINABLE SOCIAL ENTREPRENEURSHIP FROM OTHER (NON) CORRELATIVE CONCEPTS CUTKA JOVANOVSKA

EXPENDITURES OF RESEARCH AND DEVELOPMENT IN THE REPUBLIC OF NORTH MACEDONIA ELSANA AQIFI

THE IMPACT OF FOREIGN DIRECT INVESTMENTS ON ECONOMIC GROWTH IN THE WESTERN BALKAN COUNTRIES

HALIT SHABANI., AFERDITA SHABANI, VALDRIN MISIRI

7th International Scientific Conference "Contemporary Economic Trends"

Tourism: Session 1 13:30 – 15:30

Chairs Riste Temjanoski

Sali Zhaku

Arben Oda

Speakers CONTEMPORARY TRENDS IN TOURISM AND STRUGA'S TOURIST PRODUCT ARBEN ODA, SALI ZHAKU, XHEVAHIR BEQIRI

> TOURISM TRENDS IN WORLD'S TOP DESTINATION CITIES FOR THE YEAR 2018 **ARMEND PUSHKULE**

> THE IMPORTANCE OF E-TOURISM IN THE TOURISM INDUSTRY

ARTA KADRIU

CULTURAL HERITAGE IN SERVICE OF THE SUSTAINABLE DEVELOPMENT OF TOURISM IN THE TETOVO REGION AGIM ASANI

DOES THE INCOME IMPACTS CUSTOMER PREFERENCES ON SUMMER TOURIST DESTINATION? NEHAT RAMADANI GREEN LOGISTICS INFRASTRUCTURE: STRATEGY CONCEPT AND THE ENVIRONMENT PLANNING

RISTE TEMJANOSKI

INTERNATIONAL TOURISM TRENDS

SALI ZHAKU, ARBEN ODA, XHEVAHIR BEQIRI

FOOD AS A FACTOR IN THE DEVELOPMENT OF TOURISM IN THE TETOVO REGION ZENUN ZENUNI