



**XIX. International Balkan and Near Eastern Congress Series on  
Economics, Business and Management  
Plovdiv / Bulgaria**

**April 08-09, 2023**

**University of Agribusiness and Rural Development/Bulgaria  
University "St. Kliment Ohridski" Faculty of Economics/Republic of North Macedonia  
IBANESS**

# **PROCEEDINGS**

**Editors**

**Prof.Dr. Mariana IVANOVA**

**Prof.Dr. Dragica ODZAKLIESKA**

**Prof.Dr. Rasim YILMAZ**

XIX. International Balkan and Near Eastern Congress Series on Economics, Business and Management-Plovdiv / BULGARIA

April 08-09, 2023  
Plovdiv, BULGARIA

University of Agribusiness and Rural Development/Bulgaria  
University "St. Kliment Ohridski" Faculty of Economics/Macedonia  
IBANESS

PROCEEDINGS

Editors

Prof.Dr. Mariana IVANOVA

Prof.Dr. Dragica ODZAKLIESKA

Prof.Dr. Rasim YILMAZ



2023

### **Cataloging-In-Publication Data**

Proceedings of XIX. International Balkan and Near Eastern Social Sciences Congress Series on Economics, Business and Management-Plovdiv / Bulgaria, April 08-09, 2023 / Ed. Mariana IVANOVA, Dragica ODZAKLIESKA, Rasim YILMAZ.

**ISBN:** 978-619-203-339-2

First Printed: April-2023

## FOREWORD

International Balkan and Near Eastern Congress 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 Congress Series in Plovdiv / Bulgaria. 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 Congress will enhance communication and dissemination of knowledge in Balkan and Near Eastern Countries.

The Organization Committee  
April 08-09, 2023

## **Organization Committee**

### **CO-PRESIDENTS**

Prof.Dr. Mariana IVANOVA, University of Agribusiness and Rural Development, Bulgaria

Prof.Dr. Dragica ODZAKLIESKA - University St. Kliment Ohridski-Bitola, Republic of North Macedonia

Prof.Dr. Rasim YILMAZ, Tekirdağ Namık Kemal University, Turkey

### **ORGANAZING COMMITTEE**

Prof.Dr. Ahmet KUBAŞ, Tekirdağ Namık Kemal University, Turkey

Prof.Dr. Olivera KOSTOSKA, University "St. Kliment Ohridski"-Bitola, Republic of North Macedonia

Assoc. Prof.Dr. Dejan ZDRAVESKI, University "St. Kliment Ohridski"-Bitola, Republic of North Macedonia

Asso. Prof.Dr. Ekaterina ARABSKA, University of Agribusiness and Rural Development, Bulgaria

Assoc. Prof.Dr. Tatjana SPASESKA, University "St. Kliment Ohridski"-Bitola, Republic of North Macedonia

### **SCIENTIFIC COMMITTEE**

Prof.Dr. Alpay HEKİMLER, Eskisehir Osmangazi University, Turkey

Prof.Dr. Ajtene AVDULLAHİ, University of Mitrovica "Isa Boletini", Kosovo

Prof.Dr. Andreas G. KOUTOUPIS, University of Thessaly, Greece

Prof.Dr. Aneta RISTESKA - University St. Kliment Ohridski-Bitola, Republic of North Macedonia

Prof.Dr. Annamalia M. SAKKTHIVEL, Sur University College, Oman

Prof.Dr. Fatmir MEMAJ, University of Tirana, Albania

Prof.Dr. Gerhard RING, TU Bergakademie Freiberg, Germany

Prof.Dr. Günther LOSCHNIGG, University of Graz, Austria

Prof.Dr. Herbert REGİNBEGIN, Touro College, USA

Prof.Dr. Klodina GORICA, University of Tirana, Albania

Prof.Dr. Ksenija DUMIČIĆ, University of Zagreb, Croatia

Prof.Dr. Letlhokwa George MPEDI, University of Johannesburg, South Africa

Prof.Dr. Martha STARR, American University Washington D.C., USA

Prof.Dr. Mariana IVANOVA, University of Agribusiness and Rural Development

Prof.Dr. Mi Jung PARK, Freie Universität Berlin, Germany

Prof.Dr. Nadka KOSTADINOVA, Trakia University, Bulgaria

Prof.Dr. Otto KAUFMANN, Max Planck Institut München, Germany

Prof.Dr. Patricia GEORGIEVA, University of Agribusiness and Rural Development

Doç.Dr. Qazim TMAVA, University of Mitrovica "Isa Boletini" , Kosovo

Prof.Dr. Safet KOZAREVIĆ, University of Tuzla, Bosnia and Herzegovina

Prof.Dr. Shushma PATEL, London South Bank University, UK

Prof.Dr. Slavica ROCESKA, University "St. Kliment Ohridski"-Bitola, Republic of North Macedonia

Prof.Dr. Srdjan REDZEPAGIĆ, University of Nice – Sophia Antipolis, France

Prof.Dr. Tatjana SPASESKA, University "St. Kliment Ohridski"-Bitola, Republic of North Macedonia

Prof.Dr. Thomas PAUL, University of South Pacific

Prof.Dr. Todor RADEV, International University College, Bulgaria

Prof.Dr. Todorka ATANASSOVA-KALAYDZIEVA, Trakia University, Bulgaria

Prof.Dr. Zoran ĆIRIĆ, University of Novi Sad, Serbia

## REFEREES

Prof.Dr. Ahmet AĞCA, Dumlupınar University, Turkey  
Prof.Dr. Alpay HEKİMLER, Eskişehir Osmangazi University, Turkey  
Prof.Dr. Annamalia M. SAKKTHIVEL, Sur University College, Oman  
Prof.Dr. Dilek ALTAŞ, Marmara University, Turkey  
Prof.Dr. Günther LOSCHNIGG, University of Graz, Austria  
Prof.Dr. İbrahim BAKIRTAŞ, Aksaray University, Turkey  
Prof.Dr. Ömer AZABAĞAOĞLU, Tekirdağ Namık Kemal University, Turkey  
Prof.Dr. Kemal YILDIRIM, Anadolu University, Turkey  
Prof.Dr. Mariana IVANOVA, University of Agribusiness and Rural Development, Bulgaria  
Prof.Dr. Nurcan METİN, Trakya University, Turkey  
Prof.Dr. Nadka KOSTADINOVA, Trakia University, Bulgaria  
Prof.Dr. Slavica ROCHESKA, University "St. Kliment Ohridski"-Bitola, North Macedonia

## SESSION CHAIRS

Albana GJONI  
Alexandra NOVAC  
Ali KABASAKAL  
Costin Radu BOLDEA  
Cüneyt KOYUNCU  
Dijana GJORGJIEVA  
Dilek ALTAŞ  
Eketarina ARABSKA  
Elona FEJZAJI  
Emanuela ESMEROVA  
Emilija GJORGJIOSKA  
Ertuğrul Recep ERBAY  
Gábor REKETTYE  
Galina CHIPRIYANOVA  
Gamze SANER  
Hakan ADANACIOĞLU  
Hasan VURAL  
Hikmet ASUTAY  
Jülide YALÇINKAYA KOYUNCU  
Katarina BELANOVA  
Laura DIACONU  
M. Kenan TERZİOĞLU  
Marija JANKOVIC  
Nataliia ANTONIUK  
Nevin DEMİRTAŞ  
Nurcan METİN  
Radosveta KRASTEVA-HRISTOVA  
Seyfettin ÜNAL  
Şehnaz BAKIR YİĞİTBAŞ  
Tatjana SPASESKA  
Veronica GISCA

## CONGRESS ID

## TITLE OF CONGRESS

XIX. International Balkan and Near Eastern Congresses Series on Economics, Business and Management-Plovdiv/Bulgaria

## DATE – PLACE

08-09 April 2023  
Plovdiv, BULGARIA

## ORGANIZATION

IBANESS, University of Agribusiness and Rural Development/Bulgaria  
University "St. Kliment Ohridski", Faculty of Economics – Prilep/Republic of North Macedonia



## PROCEEDINGS BOOK EDITED BY

Prof.Dr. Mariana IVANOVA, University of Agribusiness and Rural Development, Bulgaria  
Prof.Dr. Dragica ODZAKLIESKA - University St. Kliment Ohridski-Bitola, Republic of North Macedonia  
Prof.Dr. Rasim YILMAZ, Tekirdağ Namık Kemal University, Turkey

## ISBN

978-619-203-339-2

## EVALUATION PROCESS

All submitted articles have undergone a double-blind peer review process.

## PARTICIPANT COUNTRIES (15)

Albania, Azerbaijan, Bulgaria, Croatia, France, Greece, Hungary, Ireland, Kosovo, Moldova, North Macedonia, Palestine, Romania, Slovakia, Turkey

TOTAL NUMBER OF PAPERS: 178  
THE NUMBER OF PAPERS FROM TURKEY: 87  
THE NUMBER OF PAPERS FROM OTHER COUNTRIES: 91

## Program

10:00 – 11:00	Parallel Session I	Hall 1 Chair Person: Prof.Dr. Laura DIACONU Ivanka DANEVA	<b>The Impact of COVID-19 on Trends in Funded Pension Funds</b>
		Laura DIACONU (MAXIM) and Cristian C. POPESCU Laura DIACONU (MAXIM)	<b>COVID-19 Pandemic and Internal Migration. A Comparative Analysis</b>
		Wisam A. SAMARAH	<b>Remote Work in the Context of COVID-19 Pandemic</b>
		Angeliki MILIOTI Dela Rosa Maria HELEN Panagiota I. XANTHOPOULOU Alexandros G. SAHINIDIS	<b>The Effect of COVID-19 on the Convergence of the Jordanian Economy towards a Competitive Economy</b>
10:00 – 11:00	Parallel Session I	Hall 2 Chair Person: Prof.Dr. Jülide YALÇINKAYA KOYUNCU Jülide YALÇINKAYA KOYUNCU Gül ŞAFAK Kemal YAMAN	<b>Examining the Correlation Between COVID-19 Cases, GDP Per Capita, and Life Expectancy: An Analysis of 174 Countries</b>
		Mustafa HATİPLER Nur KESKİN Funda SELVİ AVAT Gizem SEYHAN Ali KONAK Siminbar YARIYEVA	<b>Hukuk Sistemi Bütünlüğünün Ekonomik Büyüme Üzerine Etkisi: Panel Kanıt</b>
		Chair Person: Prof.Dr. Nataliia ANTONIUK	<b>Türkiye’de Sürdürülebilir Kalkınma Perspektifinden Yenilenebilir Enerji Kaynakları</b>
			<b>Hanehalkı Kullanılabilir Gelir Dağılımının ve Gelir Eşitsizliğinin Yıllar Bazında İncelenmesi: Türkiye Örneği</b>
10:00 – 11:00	Parallel Session I	Hall 3 Chair Person: Prof.Dr. Nataliia ANTONIUK	<b>Bütçe Açıklarının Seçilmiş Makroekonomik Değişkenler ve Dış Ticaret Üzerindeki Etkilerinin Karşılaştırmalı Analizi: Türkiye Örneği</b>



		Fatih Çağatay BAZ	<b>The Importance of Blockchain for Businesses in Digital Transformation and A Study on Blockchain Development</b>
		Denisa CANI Rezear KOLAJ	<b>Digitalization of the Economy: Challenges and Achievements of Fiscalization Implementation in Albania</b>
		Natalia ANTONIUK Michaela HARNIČÁROVÁ Eva BENKOVA	<b>Digitalization of Economic Processes in Anti-Crisis Management During War (By the Example of Ukraine)</b>
		Albana GJONI Elona FEJZAJ Etleva MUÇA	<b>Electronic Payment System in Albania</b>
11:00 – 12:00	Parallel Session I	Hall 1 Chair Person: Assoc.Prof.Dr. Şehnaz BAKIR YİĞİTBAŞ	
		Şehnaz BAKIR YİĞİTBAŞ	<b>Covid-19 Pandemi Krizi ve Para Politikası Uygulamalarında Niceliksel Gevşeme (QE) Aracının Kullanımı: Gelişmiş Ülke Örnekleriyle Bir Değerlendirme</b>
		Hande ASICI Fatih KOÇ	<b>Covid-19 Pandemisinin Ev Dekorasyonu ve Mobilya Seçimi Alanında Pazar Trendlerine Olan Etkisi</b>
		H. Bayram İRHAN	<b>Yenilenebilir Enerjinin Sosyal Politika Etkisi: Covid-19 ve Rusya-Ukrayna Savaşı Dönemi Değerlendirmesi</b>
11:00 – 12:00	Parallel Session II	Hall 2 Chair Person: Prof.Dr. Gábor REKETTYYE	
		Eda LUGA Gentjan MEHMETI	<b>Lifestyle and Time as Limiting Factors of Online Shopping for Food Products</b>
		Marietta Balázsne LENDVAI Ildikó KOVÁCS Judit BEKE	<b>Preferences for Local Food Products: The Case of Young Hungarian Consumers</b>
		Gábor REKETTYYE Gábor REKETTYYE JR.	<b>The Changing Role of Empathy in the Complex System of Customer Value</b>
		Marija JANKOVIC	<b>Improving Service Quality and User Satisfaction in</b>

		<b>the Internet Environment</b>	
11:00 – 12:00	Parallel Session II	Hall 3 Chair Person: Prof.Dr. Cüneyt KOYUNCU	
		Oğuz TUNÇ Didem HEKİMOĞLU TUNÇ	<b>Bulgaristan’da ve Türkiye’de Hizmet Veren Özel Hastanelerin Dijital Küresel Erişim Bağlamında İncelenmesi</b>
		Siminbar YARIYEVA Ali KONAK	<b>Türkiye ile Bulgaristan Arasındaki Rekabet Gücünün Seçilmiş Sektörler Bazında Karşılaştırılmalı İhracat Performans İndeksi ile Analizi</b>
		Ali KONAK Sercan MADENOĞLU	<b>İş Yapma Kolaylığı Açısından Türkiye ve Balkan Ülkelerinin Karşılaştırılmalı Analizi</b>
		Mehmet Kenan TERZİOĞLU Senem DEMİRKİRAN	<b>Türkiye ve Kosova’da Dijital Vatandaşlık</b>
12:00 – 13:00	Parallel Session II	Hall 1 Chair Person: Assoc.Prof.Dr. Marija JANKOVIC	
		Dragica TOMESKA Snezana OBEDNIKOVSKA Margarita JANESKA Karolina ILIESKA	<b>Customers’ Perception on The Use of Modern Electronic Banking Services in the Banks of the Republic of North Macedonia</b>
		Petar PETKOV	<b>Reasons for Some Attempts to Assess the Digitalisation of the Banking System</b>
		Jona PUCI Albana DEMI (MOSHO) Ketrin ÇUPI	<b>Determinants of Non-Performing Loans: The Case OF CEECs Commercial Banks</b>
		Milaim MEHMETI Tatjana SPASESKA	Credit Potencial of Commercial Banks in Kosovo and their Impact on Economic Growth
		Rasim YILMAZ	Is Silicon Valley Bank Failure Different from Previous Bank Failures?
12:00 – 13:00	Parallel Session II	Hall 2 Chair Person: Prof.Dr. Ertuğrul Recep ERBAY	
		Ertuğrul Recep ERBAY Aycan CAN	<b>Küresel Ekonominde Türkiye’nin Deniz Lojistiği Faaliyetlerinin Rekabet Avantajı</b>

		Aycan CAN Ertuğrul Recep ERBAY	<b>Seçilmiş Yeni Gelişen Ekonomilerde Deniz Ticaretinin Ekonomik Büyüme Üzerine Etkisi'nin Panel ARDL Testi ile Analizi</b>
		Seçkin GÜN	<b>Ticari Limanların Yıllık Performans Göstergelerini Etkileyen Uygulamalar</b>
		Seçkin GÜN Ali Faruk AÇIKGÖZ	<b>Değişim Yönetiminde Serbest Kürsü Yönteminin Bir Liman İşletmesi Uygulama Örneği Üzerinde Potansiyel Verimlilik ve Maliyet Etkileri</b>
13:00 – 13:30	Lunch		
13:30 – 14:30	Parallel Session III	Hall 1 Chair Person: Asst.Prof.Dr. Dijana GJORGJIEVA Katarina BELANOVA	<b>Legal Form of Businesses of Small and Medium – Sized Enterprises in the Slovak Republic</b>
		Emilija GJORGJIOSKA Dijana GJORGJIEVA	<b>The Leasing Agreement and Possibilities of Use among SMEs in the Republic of North Macedonia</b>
		Nihan SENBURSA Taşkın KILIÇ	<b>Invasive Organizations: A New Approach in Management Science</b>
13:30 – 14:30	Parallel Session III	Hall 2 Chair Person: Prof.Dr. Hasan VURAL	
		Hasan VURAL Bülent ALBAYRAK	<b>Arpa Üretim ve Pazarlama Yapısı</b>
		Hasan VURAL	<b>Elma Ekonomisi ve Pazarlaması</b>
		Ayşe Gül KOBAŞ Duygu AKTÜRK	<b>Çanakkale'de Arıcılığın Mevcut Durumu Sorunları ve Çözüm Önerileri</b>
		Doğancan KURBAN Gökhan ZENGİN	<b>Sürdürülebilir Kent Yaklaşımlarından Topraksız Tarım: Paris ve Barselona Örnekleri</b>
13:30 – 14:30	Parallel Session III	Hall 3 Chair Person: Prof.Dr. Eketarina ARABSKA	
		Irina MANOLESCU Mihai TALMACIU	<b>The Specifics of the Application of the EU Policies of Smart Specialization in the Agricultural Field</b>
		Arif MURRJA	<b>Risk Analysis of Human Resources in the Farms of Intensive Rearing of Chickens in Kosovo</b>
		Nurcan ÖZKAN	<b>Investigation of Biological and Biotechnical Control</b>

			<b>Methods Used in Combating Pests in Turkey Forests</b>
		Nurcan ÖZKAN	<b>The Role of Birds in Turkish Forests in Biological Control</b>
		Eglantina PAZAJ	<b>Establishing The Problems of Olive Processors in Albania Regarding other Actors in the System and the Possibility of Solving Them</b>
14:30 – 15:30	Parallel Session IV	Hall 1 Chair Person: Prof.Dr. Nevin DEMİRTAŞ	
		Nevin DEMİRBAŞ	<b>Kısa Gıda Tedarik Kısıtlayan Faktörler ve Öneriler Gelişmelerini Kısıtlayan Faktörler ve Öneriler</b>
		Hakan İMAMOĞLU Duygu AKTÜRK	<b>Süt Sığırılığında Döl Verimi Parametrelerinden Olan Servis Periyodunun İşletme Gelirine Etkisinin İncelenmesi</b>
		Nilgün DOĞAN Hakan ADANACIOĞLU	<b>TRA1 Bölgesi Erzurum, Erzincan ve Bayburt İl Merkezlerinde İkamet Eden Hanelerin Balık Tüketim Davranışlarının Belirlenmesi</b>
		Nilgün DOĞAN Hakan ADANACIOĞLU	<b>Coğrafi İşaretlerin Yaygınlaşmasında Üretici Örgütlerinin Rolü: Kelkit İlçesi Kuru Fasulye Üreticileri Birliği Açısından Bir Değerlendirme</b>
		Tidiani DIALLO Canan ABAY	<b>Mali'de Çiftçilerin Sürdürülebilir Tarım Uygulamaları Algısı: Sikasso Bölgesinde Klela İlçesi Üreticileri Örneği</b>
14:30 – 15:30	Parallel Session IV	Hall 2 Chair Person: Assoc.Prof.Dr.Katarina BELANOVA	
		Bogdan Ion BOLDEA Costin Radu BOLDEA	<b>The Effects of the Energy Crisis on House Price in East Mediterranean Countries</b>
		Tsvetan ILIEV	<b>Consequences of Climate Changes for Economic Development</b>
		Rasim YILMAZ	<b>Renewable Energy and Sustainability in the EU</b>
		Rasim YILMAZ	<b>What is the Definition of Green Growth?</b>
		Edmira SHAHU Edvin ZHLLIMA	<b>Climate Change and Gender-Based Impact- The Case of Albania</b>
14:30 – 15:30	Parallel Session IV	Hall 3	

		Chair Person: Prof.Dr. Hakan ADANACIOĞLU	
		Derya YILMAZ Sibel TAN	<b>Çiftçi Kayıt Sistemine e-Devlet ile Başvurunun Desteklemeler Üzerindeki Etkisi: Ezine İlçesi Örneği</b>
		Hakan ADANACIOĞLU Funda BAŞLIKAYA Metin ARTUKOĞLU	<b>Tüketicilerin Organik Gıda Satın Alımı Üzerinde Sosyo-Ekonomik Faktörlerin Etkisi: İzmir İli Örneği</b>
		Funda BAŞLIKAYA Hakan ADANACIOĞLU Metin ARTUKOĞLU	<b>Tüketicilerin Organik Gıda Satın Alımına Yönelik Tutumları: İzmir'den Bir Örnek Olay</b>
		Ayten ALTINTAŞ Şura BEKAR Yarkın AKYÜZ Gamze SANER	<b>Denizli-Acıpayam İlçesinde Büyükbaş Hayvan Sigortası Yaptırma Durumu Üzerine Bir Araştırma</b>
15:30 – 16:30	Parallel Session IV	Hall 1 Chair Person: Prof.Dr. Radosveta KRASTEVA-HRISTOVA	
		Desislava ALEKSANDROVA	Current Aspects of the Accounting System of Companies Listed on the Bulgarian Stock Exchange
		Niya MARINOVA	Accounting Information as a Factor for Effective Management of Energy Sector Companies
		Galina CHIPRIYANOVA	Current Aspects of the Accounting Information System for the Activity of Insurance Companies
		Miglena MARINOVA	Current Aspects of Accounting and Information Provision for Effective Management of the Enterprises from the Mining Industry in Bulgaria
		Radosveta KRASTEVA-HRISTOVA	The Importance of Information for Decision-Making in Management Accounting
15:30 – 16:30	Parallel Session V	Hall 2 Chair Person: Prof.Dr. Gamze SANER	
		Sema Ezgi YÜCEER Sibel TAN	<b>Türkiye'de Çeltik Üretimi ve Tarımsal Destekleme Politikalarının Değerlendirilmesi</b>
		Kumsal İNCİ Selma KAYALAK	<b>Çanakkale İlinde IPARD II Kapsamında Çiftlik Faaliyetlerinin Çeşitlendirilmesi ve Geliştirilmesi</b>

			<b>Programından Fon Kullanımının Değerlendirilmesi</b>
		Sabri Sami TAN Sibel TAN	<b>Tarım ve Küresel Isınma Etkileşimi ve Etkileşimin Devletin Bütçe Dengesi Üzerindeki Etkileri</b>
		Gökhan KÖSE Gamze SANER Esra KARACA	<b>Manisa İlinde Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı Kapsamında Ekonomik Yatırımların Desteklenmesi Programının Tarımsal Ürün İşleyen İşletmeler Açısından Değerlendirilmesi</b>
15:30 – 16:30	Parallel Session V	Hall 3 Chair Person: Prof.Dr. Dilek ALTAŞ	
		Berna SAVAŞ Teoman AKPINAR Oğuz KAYMAKÇI	<b>Economic Importance of Water for Sustainable Development and Sectorial Sharing</b>
		Sheikh Abdul KADER Ali KABASAKAL Abidin ÖNCEL Necdet TEKİN	<b>Economic Crises and the Effects on the Global Economic System</b>
		H. Selçuk ETİ	<b>Macroeconomic Determinants of Economic Growth in Turkey and Bangladesh: A Time Series Analysis</b>
16:30 – 17:30	Parallel Session V	Hall 1 Chair Person: Assoc.Prof.Dr. M. Kenan TERZİOĞLU Cumhur ŞAHİN	<b>Migrations from Rumelia and the Balkans to the Republic of Turkey and Population Growth Forecasts for 2020 (Demographic Forecasts)</b>
		Burak GÜRİŞ Yağmur YAVUZ	<b>Effects of Brand and Advertising Strategies on Global Marketing</b>
		M. Kenan TERZİOĞLU Mehmet Ali YÜCEL Hall 2 Chair Person: Assoc.Prof.Dr. Costin Radu BOLDEA	<b>Finansal Şeffaflık: Nedir, Ne Değildir? Genel Bir Değerlendirme</b>
16:30 – 17:30	Parallel Session V		<b>Türkiye Hisse Senedi Piyasasının Zayıf Formda Etkinliğinin Doğrusal Olmayan Yeni Bir Birim Kök Testi ile İncelenmesi</b>
			<b>Endeks Getiri Belirsizliğinin ve Çıktı Büyüklüğünün Teknoloji Endeksi Üzerine Etkisi</b>

		Kyriakos TSAMANTOURIDIS Angeliki TSAMETI Victoria BELLOU	<b>The Recovering Attributes of Self Enhancing Humour as Microbreaks and Employee Performance</b>
		Alban KRYEZI Arif RIZA	<b>The Role of Responsible State Institutions in Providing Protection During the Treatment of Complaints and Disputes from the Employment Relationship in the Republic of Kosovo</b>
		Bekir DEĞİRMENÇİ	<b>An Investigation of the Relationship between Absorption and Motivation in an Organizational Context</b>
		Bekir DEĞİRMENÇİ	<b>Scientific Investigation of the Relationship Between Psychological Well-Being and Optimism Levels of Employees</b>
16:30 – 17:30	Parallel Session VI	Hall 3 Chair Person: Prof. Dr. Cüneyt KOYUNCU	
		Seyfi AKTOPRAK	<b>İktisadi Büyüme Modelleri Kavramları Üzerine Bir İnceleme</b>
		Seyfi AKTOPRAK	<b>Kalkınma Teorileri Kavramları Üzerine Bir İnceleme</b>
		İlhan EROĞLU Sevda BERİGEL	<b>Yoksulluk ve Kurumsal İktisat: Seçili Ülke Grupları Üzerine Bir Analiz</b>
		Şirin BÜLBÜL Ayşe DURGUN KAYGISIZ	<b>Ekollere Göre Beşeri Sermaye ve Beşeri Sermayeyi Etkileyen Unsurlar</b>
16:30 – 17:30	Parallel Session VI	Hall 4 Chair Person: Assoc. Prof. Dr. Galina CHIPRIYANOVA	
		Aristidis BITZENIS Nikos KOUTSOUPIAS Chrysanthi ORAIPOULOU	<b>Entrepreneurship and Career Counseling: A Bibliometric Data Analysis</b>
		Valentina VUČKOVIĆ	<b>The Effect of Corruption on Entrepreneurship in EU Post-transition Economies</b>
		Erhan ATAY	<b>New Renewables Energy Production against Environmental Crises; Mucilage Case versus Hydrogen Economy</b>
		Erhan ATAY	<b>Renewable Energy Does Create Green Work and Skills in the (EU) European Union?</b>

## Sunday Sessions

11:00 – 12:00	Parallel Session I	Hall 1 Chair Person: Prof.Dr. Victoria BELLOU	
		Selma DENEME GENÇOĞLU Ogultumar HAZRETKULIEVA	<b>Web 2.0 Tools for Young Learners: A sample Lesson Plan</b>
		Elsa ZELA, Esmeralda SHERKO Erion SHEHU	<b>ESP, a Communicative Approach in Teaching Business English: A Case Study</b>
		Esmeralda SHERKO Elsa ZELA	<b>AUT University Students and Their Approach towards Business English Module</b>
		Erion SHEHU Elsa ZELA Arjan SHUMELI	<b>The Role of Foreign Language-Display in Advertising</b>
		Selma DENEME GENÇOĞLU Semih SORMAZ	<b>Teaching Vocabulary to Young Learners Using Edpuzzle</b>
		Mehmet Can SANDER Hikmet ASUTAY	<b>Didactic Suggestions for the Use of Fairy Tale Films in German Language Instruction Applying the Example of the Film Cinderella (2011)</b>
11:00 – 12:00	Parallel Session I	Hall 2 Chair Person : Assoc.Prof.Dr.Resül YAZICI	
		Korkmaz KESKENDİR Nurhan TALEBİ	<b>Finansal Teknolojilerin Sigortacılık Sektörü Üzerindeki Etkisi</b>
		Arya AKDENİZ Barış GÖK Utku AKSEKİ	<b>Girdi-Çıktı Analizi: Tarihsel Gelişimi, Teorik ve Matematiksel Yapısı</b>
		Selçuk TEKİN	<b>Deprem Nedeniyle Kurumlara Yönelik Getirilen Ek Vergi Düzenlemelerinin Anayasal Vergileme İlkeleri Yönünden İncelenmesi</b>
		Seval KARDEŞ SELİMOĞLU Resül YAZICI	<b>Yıllık Raporlarda Kurumsal Sürdürülebilirlik Açıklaması: Yıllık Faaliyet Raporu Hazırlama Kılavuzu</b>



11:00 – 12:00	Parallel Session I	Hall 3 Chair Person: Assoc.Prof.Dr. Igor ZDRAVKOSKI Hjaredin KUÇI Kastriote VLAHNA Argona KUÇI	<b>The Influence of International Law on Local Law</b> <b>The Importance of the Law for Private International Law, Concrete Case for Persons with Multiple Citizenships</b> <b>The Direct and Collision Method for the Regulation of Legal-Private Relations with a Foreign Element</b> <b>Implementation of the Most Favorable Law according to the Criminal Code of Kosovo</b> <b>Mediation Procedure in Criminal Offenses</b>
12:00 – 13:00	Parallel Session I	Hall 1 Chair Person: Assoc.Prof.Dr. Mustafa HATIPLER Nalan KANGAL Mustafa HATIPLER Funda SELVİ AVAT Nur KESKİN Gizem SEYHAN Ayla YAZICI Resül YAZICI Cüneyt İPTEŞ Ahmet TABAKOĞLU	<b>Davranışsal Boyuttan TCMB'nin Enflasyonla Mücadele Politikasına Bir Bakış</b> <b>Türkiye'de Enflasyonun Gelir Eşitsizliğine Etkisi Üzerine Bir İnceleme</b> <b>Enflasyonun İş Ahlakı Üzerindeki Etkilerinin Azaltılması Mümkün mü? Düzenleyici ve Denetleyici Kurumlar Perspektifinden Bir İnceleme</b> <b>II. Abdülhamit Döneminde Gayrimüslim Hayvan Sahiplerinin Vergilendirilmesinde Canavar Resmi</b>
12:00 – 13:00	Parallel Session II	Hall 2 Chair Person: Assoc.Prof.Dr. Ulker İMAMALİYEVA Veronica GISCA Anastasia BUGA Veronica GISCA Tonu RENATA Veronica GISCA	<b>The Valences of Derivative Action at the National and International Level</b> <b>Debt Assignment – Way of Transferring Civil Obligations</b> <b>Regulation of the Penalty Clause in the Civil Code</b>

		Arina COSTIN	<b>of the Republic of Moldova</b>
		Veronica GISCA Turcanu ALEXANDRA Simeana BESHI	<b>Theoretical and Practical aspects of the Paulian Action in the Republic of Moldova</b> <b>The Principle of Proportionality Based on the Jurisprudence of European Union Court of Justice</b> <b>The Importance of Alternative Procedures in Civil and Commercial Disputes</b>
		Kastriote VLAHNA Hajredin KUÇI	
12:00 – 13:00	Parallel Session II	Hall 3 Chair Person: Prof.Dr. Ali KABASAKAL	
		Yusuf ESMER Ayşe Nihan ARIBAŞ	<b>İş Yaşamında Dijital Şiddet ve Güncel Örnekler</b>
		Aslı Münevver SOLMAZ Ezgi Fatma Erbaş KELEBEK Esra ALNIAÇIK	<b>Cinsiyete Yönelik Ayrımcılık Algısının İşten Ayrılma Niyeti, İş Tatmini ve Norm Dışı Davranış Üzerindeki Etkisi</b>
		Gökten ÖNGEL	<b>Üretim İşletmelerinde Örgüt İkliminin İş Tatminine Etkisi</b>
		Bahar SUVACI Abla Ali ABDALLH ALI	<b>Örgüt Kültürü ile İş Tatmini Arasındaki İlişkinin Banka Çalışanlarının Örgütsel Bağlılıkları Üzerindeki Etkisinin Belirlenmesi</b>
		Sevcan ÖZTÜRK KILIÇ	<b>Anlam mı Haz mı?: Ankara İli Üzerine Bir Çalışma</b>
13:00 – 13:30	Lunch		
13:30 – 14:30	Parallel Session III	Hall 1 Chair Person: Assoc.Prof.Dr. Emanuela ESMEROVA	
		Visar MALAJ	<b>Determinants of International Trade: Empirical Evidence from the Western Balkans</b>
		Milen Ivanov ZHELEV	<b>Economy: The European Union's Instrument of Influence in the Western Balkans</b>
		Emanuela ESMEROVA Drashko ATANASOSKI	<b>Historical Retrospectives for the General Agreement on Customs and Trade GATT</b>
		Rasim YILMAZ	<b>A Paradigm Shift from a Linear Economy to the Circular Economy in the EU</b>
13:30 – 14:30	Parallel Session III	Hall 2	

	Chair Person: Prof.Dr. Hikmet ASUTAY	
	Coşkun DOĞAN	<b>Kültürel Benzerliklerin Çokkültürlü Yaşama Etkileri Ve Toplum Çevirimenliği</b>
	Coşkun DOĞAN	<b>İnsanlığın Ortak Bir Olgusu Olarak Kültür Ve Kültürün Özellikleri</b>
	Hikmet ASUTAY	<b>Türk-Alman Yazınının Avusturya'daki Ustası Kundeyt Şurdum'un Şiirlerinde Yabancı ve Yabancılık İzleği</b>
	Ulker İMAMALİYEVA	<b>Kültürel Çeşitlilikte Afrika Kültürü</b>
	Elçin ORUCOV	<b>Haydar Aliyev'in Siyasi ve İdeolojik Faaliyetinde Dil Politikası</b>
	Aynur SAFERLİ	<b>Edebiyatta Hayder Aliyev Karakteri</b>
13:30 – 14:30	Parallel Session III Hall 3 Chair Person: Assoc.Prof.Dr. Veronica GISCA	
	Panagiota I. XANTHOPOULOU Alexandros G. SAHINIDIS	<b>Antecedents of Social Entrepreneurial Intention- A Systematic Literature Review</b>
	Ioannis KOUKOUMPLIAKOS Grigorios GIANNARAKIS Lampros SDROLIAS Konstantinos SPINTHIROPOULOS Vasileios TAMATEAS	The Contribution of Corporate Social Responsibility to the Creation of a Safe Business Environment
	Ivana STULEC	<b>Corporate Social Responsibility and Triple Bottom Line in International Business: The Context of Developing Countries</b>
	Rezar KOLAJ Magali MAIRE Petar BORISOV	<b>Social Innovation in Albania: Human Capital, Social Capital and Technological Capital as Antecedents of Social Innovation Capital</b>
14:30 – 15:30	Parallel Session IV Hall 1 Chair Person: Prof.Dr. Nurcan METİN	
	Gönül DEMİR Murat BURUCUOĞLU	<b>Genişletilmiş Teknoloji Kabul Modeliyle Müşteri Memnuniyetini Etkileyen Faktörlerin İncelenmesi: Mobil Yemek Sipariş Uygulamaları Örneği</b>

		Sevi BALOĞLU SEVİNÇ Mahmut Selami AKIN	Online Anlık ve Hedonik Satın Alma Davranışlarında Ölüm Korkusunun Moderatör Rolü
		Özge Selvi KHAZAEİ Devrim DUMLUĐAĐ	Kişilik Özellikleri ve Beklentiler: Gençlerin Tasarruf Davranışı Üzerine Bir İnceleme
		Emir Erhan KELEBEK Ümit ALNİAÇIK	Endüstriyel Pazarlarda Satış Elemanları ve Satın Almacılar Arasındaki İlişkilerde İş Ahlakının Sınırları: Nitel Bir Araştırma
14:30 – 15:30	Parallel Session IV	Hall 2 Chair Person: Assoc.Prof.Dr. Dijana GORGIEVA	
		Julijana SAZDOVA Agim ASANI	Types of Restaurant Service Quality, Expectation and Perception
		Jona MULLIRI	The Factors that Influence Online Shopping in Albania
		Xhelentiona MULLAYMERI Irma TABAKU	The Impact of "Bio" Products, Consumer Preferences, on the Development of the Market Economy in Albania
		András SCHLETT	The Rise of Mechanical Organisations in Agriculture and the Impacts on Humans
		Parashqevi DRAÇI Albana DEMI	Sustainable Tourism Strategies, Community and Development
14:30 – 15:30	Parallel Session IV	Hall 3 Chair Person: Prof.Dr. Seyfettin ÜNAL	
		Miray ÖZDEN	Katılımcı Demokrasinin Bir Aktörü Olarak Vatandaş ve Katılım Süreçlerindeki Sorumlulukları
		Ayşe Cemre YAMAN Fatih Çağatay CENGİZ	Geçmiş ve Gelecek Arasındaki Sosyal Demokraside Sol Popülist Tahayyül
		Saadet Yağmur KUMCU Süleyman Emre ÖZCAN	Emek Teorilerine Heterodoks Bir Yaklaşım
		Ruhangiz ALIYEVA Hanım KULUYEVA	Dijital Ekonomide İşgücü Piyasasının Rolü
		Nihat Kamil ANIL Ayşe ANIL	Endüstri 5.0 ve Toplum 5.0
15:30 – 16:30	Parallel Session V	Hall 1 Chair Person: Assoc.Prof.Dr.	

	Albana GJONI		Objective Arbitrability of Industrial Property Disputes
	Emilija GJORGJIOSKA Dijana GORGIEVA		The Factors that Determine Financial Freedom of a Country: Case of Albania
	Gerta GOGO Fiqiri BAHOLLI Albana GJONI		Are Classic Organisational Theories Still Valid? – How and When to Use a Classic Theory in the World of Rapid Change
	Judit PÓTÓ		Energy Crisis and the Role of Monetary Policies (Intra and Cross-Border Basis)
	Zainab WILLIAMS-ADEYANJU		Moving Minds: Virtual Mobility as a New Form of Academic Mobility
	Anastasia ROMANOVA		
15:30 – 16:30	Hall 1 Chair Person: Prof.Dr. Dilek ALTAŞ	Parallel Session V	
	Sevdiye Ersoy YILMAZ Emine ÇETİNEL		Bir İş Fikrinin Doğuşu: Girişimci Adayları Üzerine Bir Araştırma
	Adviye Aslı DENİZLİ POLAT		Kariyer Uyum Yetenekleri ile Kariyer Stresi Arasındaki İlişkilerin Belirlenmesine Yönelik Bir Araştırma
	Gülşah GENÇER ÇELİK		Konaklama İşletmelerinde Farklılık İkliminin Örgütsel Bağlılığa Etkisi
	Murat TUYSUZ		Sivil Toplum Kuruluşlarında Oryantasyon Eğitimi
	Tolga TÜRKÖZ		Dönüşümcü Liderlik Konulu Makaleler Üzerine Bibliyometrik Bir Analiz
15:30 – 16:30	Hall 2 Chair Person: Prof.Dr. Tatjana SPASESKA	Parallel Session V	
	Emil KOTSEV		Typology of Subordinate Managers: A Problem Solving Perspective
	Aslı GOKSOY		Two Sides to Every Story- Telemedicine Is No Different Research on the Quality and Effectiveness of Telemedicine Interventions from Different Stakeholders' Perspectives
	Ingrid KONOMI		Taxes Promote or Hind Investment (Albanian

		<b>Case)</b>
15:30 – 16:30	Parallel Session V	Hall 3 Chair Person: Prof.Dr. Eketarina ARABSKA András SCHLETT Marietta Balázsné LENDVAI Judit BEKE Vesela ANGELOVA Carole GLYNN
16:30 – 17:30	Parallel Session V	Hall 1 Chair Person: Assoc.Prof.Dr. Alexandra NOVAC Alerta BASHA Diana SHEHU Florian ÇULLHAJ Filip TASKOVSKI Alexandra NOVAC
16:30 – 17:30	Parallel Session V	Hall 2 Chair Person: Assoc.Prof.Dr. Elona FEJZAJI Dafina VLAHNA Dafina VLAHNA Boryana ROBEVA-STOYANOVA Elona FEJZAJI Albana GJONI Etleva MUÇA
16:30 – 17:30	Parallel Session V	Hall 3

	Chair Person: Assoc.Prof.Dr. Emilija GJORGJIOSKA	
	Desislava STOILOVA	<b>The Impact of Public Investment on Economic Growth: Empirical Evidence from Southeast Europe</b>
	Arben KAMBO Defrim CAKA Alma DELIJA	<b>The Relationship between Well-being, Sustainable Well-being, and Foreign Direct Investments. A Case Study for Albania</b>
	Valbon MEHMEDI Igor ZDRAVKOSKI	<b>Analysis of the Financial Statements of WVP Fund Management AD Skopje</b>
	Vasileios TAMATEAS Lampros SDROLIAS Ioannis PAPADIMOPOULOS Grigorios GIANNARAKIS Ioannis KOUKOUPLIAKOS	<b>The Contribution of the National Register of Administrative Procedures named "MITOS" to the Restructuring of the Greek Public Sector</b>

## CONTENTS

The Role of Responsible State Institutions in Providing Protection During the Treatment of Complaints and Disputes from The Employment Relationship in The Republic of Kosovo.....	1
Electronic Payment System in Albania.....	13
Examining the Correlation Between COVID-19 Cases, GDP Per Capita, and Life Expectancy: An Analysis of 174 Countries .....	18
The Relationship Between Well-Being, Sustainable Well-Being, and Foreign Direct Investments. A Case Study for Albania.....	25
Risk analysis of human resources in the farms of intensive rearing of chickens in Kosovo .....	38
Integrating People in the Organization: A Neglected Management Function? .....	50
Digitalization of the Economy: Challenges and Achievements of Fiscalization Implementation in Albania .....	55
The Impact Of Public Investment On Economic Growth: Empirical Evidence From Southeast Europe .....	61
Customers' Perception On The Use Of Modern Electronic Banking Services In The Banks Of The Republic Of North Macedonia.....	68
Lifestyle and Time as Limiting Factors of Online Shopping for Food Products.....	80
Climate change and gender-based impact - The case of Albania .....	87
Establishing The Problems Of Olive Processors In Albania Regarding Other Actors In The System And The Possibility Of Solving Them .....	94
Problematics of Budgeting During Pandemic Situations.....	103
ESP, a Communicative Approach in Teaching Business English : a Case Study.....	107
Historical Retrospectives For The General Agreement On Customs and Trade Gatt.....	114
Typology of Subordinate Managers: A Problem Solving Perspective .....	119
The Leasing Agreement and Possibilities of use among SMEs in the Republic of North Macedonia.....	124
Title of the Article: Foreign Language-Display in Multilingual Advertising.....	132
AUT University Students and Their Approach Towards Business English Module.....	137
The Effects of Foreign Direct Investments on Economic Growth: The Case of North Macedonia.....	142
Presentation of the rate of economic growth for the period 2004-2018, based on data from the State Statistics Office of RSM. ....	145
The Socialist Party of Albania and its rising Populist statecraft. A critique from e normative perspective .....	149
The Changing Role of Empathy in the Complex System of Customer Value .....	157
Taxes Promote or Hind Investment (Albanian Case) .....	162
The contribution of Corporate Social Responsibility to the creation of a safe business environment .....	167
Corporate Social Responsibility and Triple Bottom Line In International Business: The Context Of Developing Countries.....	174
The impact of COVID-19 on trends in funded pension funds.....	183
The Factors That Influence Online Shopping In Albania.....	188
Are Classic Organisational Theories Still Valid? – How and When to Use a Classic Theory in the World of Rapid Change.....	195
Types of Restaurant Service Quality, Expectation and Perception .....	202
Legal Form of Businesses of Small and Medium – Sized Enterprises in the Slovak Republic .....	210
Remote Work in the Context of COVID-19 Pandemic.....	217
Preferences For Local Food Products: The Case of Young Hungarian Consumers.....	224
Improving Service Quality and User Satisfaction in the Internet Environment .....	232
Credit Potencial Of Commercial Banks In Kosovo And Their Impact On Economic Growth.....	239
Economy: The European Union’s Instrument Of Influence In The Western Balkans .....	247
Digitalization of Economic Processes In Anti-Crisis Management During War (By The Example of Ukraine) ....	261



Competencies of Graduates from Educational Institutions in the Republic of Moldova: An Entrepreneurial Perspective.....	268
Antecedents of social entrepreneurial intention- A systematic literature review.....	275
Sustainable Tourism Strategies, Community and Development .....	284
Reasons For Some Attempts To Assess The Digitalisation Of The Banking System .....	293
Macroeconomic Determinants of Economic Growth in Türkiye and Bangladesh: A Time-Series Analysis .....	303
Mali’de Çiftçilerin Sürdürülebilir Tarım Uygulamaları Algısı: Sikasso Bölgesinde Klela İlçesi Üreticileri Örneği ....	312
Consequences Of Climate Changes For Economic Development .....	329
Analysis Of The Financial Statements Of WVP Fund Management AD Skopje.....	336
The Contribution of the National Register of Administrative Procedures named "MITOS" to the restructuring of the Greek Public Sector. ....	345
Theoretical and Practical aspects of the Paulian Action .....	351
The Valences Of Derivative Action at The National and International Level.....	357
Regulation of the penalty clause in the Civil Code of the Republic of Moldova .....	364
Debt Assignment – Way of Transferring Civil Obligations.....	371
Some Conceptual Aspects of Stabilisation Trends In The Framework of Eu Fiscal Regulation.....	379
Determinants of International Trade: Empirical Evidence from the Western Balkans .....	390
The Effect of COVID-19 on the Convergence of the Jordanian Economy towards a Competitive Economy.....	394
The Impact Of "BIO" Products, Consumer Preferences, On The Development Of The Market Economy In Albania .....	400
Kariyer Uyum Yetenekleri ile Kariyer Stresi Arasındaki İlişkilerin Belirlenmesine Yönelik Bir Araştırma.....	407
Türkiye ile Bulgaristan Arasındaki Rekabet Gücünün Seçilmiş Sektörler Bazında Karşılaştırılmalı İhracat Performans İndeksi ile Analizi.....	430
Cinsiyete Yönelik Ayrımcılık Algısının İşten Ayrılma Niyeti, İş Tatmini ve Norm Dışı Davranış Sergileme Üzerindeki Etkisi .....	440
Seçilmiş Yeni Gelişen Ekonomilerde Deniz Ticaretinin Ekonomik Büyüme Üzerine Etkisi’nin Panel ARDL Testi ile Analizi.....	450
Enflasyonun İş Ahlakı Üzerindeki Etkilerinin Azaltılması Mümkün mü? Düzenleyici ve Denetleyici Kurumlar Perspektifinden Bir İnceleme .....	456
Geçmiş ve Gelecek Arasındaki Sosyal Demokraside Sol Popülist Tahayyül .....	463
Çanakkale’de Arıcılığın Mevcut Durumu Sorunları ve Çözüm Önerileri .....	468
Denizli-Acıpayam İlçesinde Büyükbaş Hayvan Sigortası Yaptırma Durumu Üzerine Bir Araştırma.....	476
Örgüt Kültürü ile İş Tatmini Arasındaki İlişkinin Banka Çalışanlarının Örgütsel Bağlılıkları Üzerindeki Etkisinin Belirlenmesi.....	482
Scientific Investigation of the Relationship Between Psychological Well-Being and Optimism Levels of Employees .....	503
An Investigation of the Relationship between Absorption and Motivation in an Organizational Context .....	510
Economic Importance of Water for Sustainable Development and Sectorial Sharing.....	516
Türkiye Hisse Senedi Piyasasının Zayıf Formda Etkinliğinin Doğrusal Olmayan Yeni Bir Birim Kök Testi İle İncelemesi .....	531
İnsanlığın Ortak Bir Olgusu Olarak Kültür ve Kültürün Özellikleri .....	539
Kültürel Benzerliklerin Çokkültürlü Yaşama Etkileri Ve Toplum Çevirmenliği .....	544
II. Abdülhamit Döneminde Gayrimüslim Hayvan Sahiplerinin Vergilendirilmesinde Canavar Resmi.....	549
Çiftçi Kayıt Sistemine e-Devlet ile Başvurunun Desteklemeler Üzerindeki Etkisi: Ezine İlçesi Örneği.....	557
Sürdürülebilir Kent Yaklaşımlarından Topraksız Tarım: Paris ve Barselona Örnekleri.....	565
Küresel Ekonomide Türkiye’nin Deniz Lojistiği Faaliyetlerinin Rekabet Avantajı.....	575
Endüstriyel Pazarlarda Satış Elemanları ve Satın Almacılar Arasındaki İlişkilerde İş Ahlakının Sınırları: Nitel Bir Araştırma.....	582

Renewable Energy Does Create Green Work and Skills in (EU) European Union ?.....	596
New renewables energy production against environmental crises;Mucilage case versus Hydrogen economy	601
The Importance of Blockchain for Businesses in Digital Transformation and A Study on Blockchain Development.....	606
Manisa İlinde Kırsal Kalkınma Yatırımlarının Desteklenmesi Programı Kapsamında Ekonomik Yatırımların Desteklenmesi Programının Tarımsal Ürün İşleyen İşletmeler Açısından Değerlendirilmesi .....	613
Üretim İşletmelerinde Örgüt İkliminin İş Tatminine Etkisi.....	621
Genişletilmiş Teknoloji Kabul Modeliyle Müşteri Memnuniyetini Etkileyen Faktörlerin İncelenmesi: Mobil Yemek Sipariş Uygulamaları Örneği: .....	630
Konaklama İşletmelerinde Farklılık İkliminin Örgütsel Bağlılığa Etkisi.....	637
Süt Sığırcılığında Döl Verimi Parametrelerinden Olan Servis Periyodunun İşletme Gelirine Etkisinin İncelenmesi .....	645
Covid-19 Pandemisinin Ev Dekorasyonu ve Mobilya Seçimi Alanında Pazar Trendlerine Olan Etkisi .....	650
Effects of Brand and Advertising Strategies on Global Marketing.....	660
Elma Ekonomisi ve Pazarlaması .....	671
Türk-Alman Yazınının Avusturya'daki Ustası Kundeyt Şurdum'un şiirlerinde Yabancı ve Yabancılık İzleği .....	681
Hukuk Sistemi Bütünlüğünün Ekonomik Büyüme Üzerine Etkisi: Panel Kanıt.....	686
Türkiye'de Sürdürülebilir Kalkınma Perspektifinden Yenilenebilir Enerji Kaynakları .....	692
Finansal Teknolojilerin Sigortacılık Sektörü Üzerindeki Etkisi.....	698
Endeks Getiri Belirsizliğinin ve Çıktı Büyüklüğünün Teknoloji Endeksi Üzerine Etkisi .....	707
Türkiye ve Kosova'da Dijital Vatandaşlık.....	714
Sivil Toplum Kuruluşlarında Oryantasyon Eğitimi .....	721
Türkiye'de Enflasyonun Gelir Eşitsizliğine Etkisi Üzerine Bir İnceleme.....	729
Hanehalkı Kullanılabilir Gelir Dağılımının Ve Gelir Eşitsizliğinin Yıllar Bazında İncelenmesi: Türkiye Örneği.....	736
Rumeli ve Balkanlardan Türkiye Cumhuriyetine yapılan Göçler ve Bu Göçlere İlişkin 2020 yılı Nüfus Büyüme Tahminleri (Demografik Tahminler).....	745
Kısa Gıda Tedarik Zincirlerinin Avantajları: Gelişmelerini Kısıtlayan Faktörler ve Öneriler.....	757
Invasive Organizations: A New Approach in Management Science.....	764
TRA1 Bölgesi Erzurum, Erzincan ve Bayburt İl Merkezlerinde İkamet Eden Hanelerin Balık Tüketim Davranışlarının Belirlenmesi.....	769
Coğrafi İşaretlerin Yaygınlaşmasında Üretici Örgütlerinin Rolü: Kelkit İlçesi Kuru Fasulye Üreticileri Birliği Açısından Bir Değerlendirme.....	777
The Role of Birds in Turkish Forests in Biological Control .....	784
Investigation of Biological and Biotechnical Control Methods Used in Combating Pests in Turkey Forests.....	792
Economic Crises and The Effects on The Global Economic System .....	801
Bulgaristan'da ve Türkiye'de Hizmet Veren Özel Hastanelerin Dijital Küresel Erişim Bağlamında İncelenmesi .	806
Renewable Energy and Sustainability in the EU .....	817
A Paradigm Shift from a Linear Economy to the Circular Economy in the EU .....	822
What is the Definition of Green Growth? .....	827
Tarım ve Küresel Isınma Etkileşimi ve Etkileşimin Devletin Bütçe Dengesi Üzerindeki Etkileri .....	837
Ticari Limanların Yıllık Performans Göstergelerini Etkileyen Uygulamalar .....	844
Değişim Yönetiminde Serbest Kürsü Yönteminin Bir Liman İşletmesi Uygulama Örneği Üzerinde Potansiyel Verimlilik ve Maliyet Etkileri.....	861
Teaching vocabulary to young learners using Edpuzzle.....	872
Türkiye'de Çeltik Üretimi ve Tarımsal Destekleme Politikalarının Değerlendirilmesi .....	876
Yıllık Raporlarda Kurumsal Sürdürülebilirlik Açıklaması: Yıllık Faaliyet Raporu Hazırlama Kılavuzu .....	880
Meaning or Pleasure?: The Case of Ankara.....	893

Yoksulluk ve Kurumsal İktisat: Seçili Ülke Grupları Üzerine Bir Analiz .....	900
Bir İş Fikrinin Doğuşu: Girişimci Adayları Üzerine Bir Araştırma .....	904
Bütçe Açıklarının Seçilmiş Makroekonomik Değişkenler ve Dış Ticaret Üzerindeki Etkilerinin Karşılaştırmalı Analizi: Türkiye Örneği .....	913
Ekollere Göre Beşeri Sermaye ve Beşeri Sermayeyi Etkileyen Unsurlar .....	923
Dönüşümcü Liderlik Konulu Makaleler Üzerine Bibliyometrik Bir Analiz .....	934
İş Yaşamında Dijital Şiddet ve Güncel Örnekler .....	946
The Effects of the Energy Crisis on House Price in East Mediterranean Countries.....	951
Social Innovation in Albania: Human Capital, Social Capital and Technological Capital as Antecedents of Social Innovation Capital .....	960
Web 2.0 Tools for Young Learners: A sample Lesson Plan .....	965
Didactic suggestions for the use of fairy tale films in German language instruction applying the example of the film <i>Cinderella</i> (2011).....	974
Determinants of Non-Performing Loans: The Case of CEECs Commercial Banks .....	980

<b>ABSTRACTS</b> .....	984
Girdi-Çıktı Analizi: Tarihsel Gelişimi, Teorik ve Matematiksel Yapısı .....	985
Finansal Şeffaflık: Nedir, Ne Değildir? Genel Bir Değerlendirme .....	986
Tüketicilerin Organik Gıda Satın Alımına Yönelik Tutumları: İzmir’den Bir Örnek Olay.....	987
Tüketicilerin Organik Gıda Satın Alımı Üzerinde Sosyo-Ekonomik Faktörlerin Etkisi: İzmir İli Örneği .....	988
Çanakale İlinde IPARD II Kapsamında Çiftlik Faaliyetlerinin Çeşitlendirilmesi ve Geliştirilmesi Programından Fon Kullanımının Değerlendirilmesi .....	989
Katılımcı Demokrasinin Bir Aktörü Olarak Vatandaş ve Katılım Süreçlerindeki Sorumlulukları .....	990
Davranışsal Boyuttan TCMB’nin Enflasyonla Mücadele Politikasına Bir Bakış.....	991
Endüstri 5.0 ve Toplum 5.0.....	992
Kişilik Özellikleri ve Beklentiler: Gençlerin Tasarruf Davranışı Üzerine Bir İnceleme .....	993
Emek Teorilerine Heterodoks Bir Yaklaşım .....	994
Deprem Nedeniyle Kurumlara Yönelik Getirilen Ek Vergi Düzenlemelerinin Anayasal Vergileme İlkeleri Yönünden İncelenmesi.....	995
Online Anlık ve Hedonik Satın Alma Davranışlarında Ölüm Korkusunun Moderatör Rolü .....	996
İktisadi Büyüme Modelleri Kavramları Üzerine Bir İnceleme .....	997
Covid-19 Pandemi Krizi ve Para Politikası Uygulamalarında Niceliksel Gevşeme (QE) Aracının Kullanımı: Gelişmiş Ülke Örnekleriyle Bir Değerlendirme .....	998
The Rise Of Mechanical Organisations In Agriculture And The Impacts On Humans.....	999
Title: Unhappy leaving the young from Albania - a study on the reasons and the influence of government policies on this decision. ....	1000
Moving minds: Virtual Mobility as a New Form of Academic Mobility .....	1001
The Transformation Of The Retail Networks And The Potentials For Relocalisation .....	1002
The importance of the Law for private international law, concrete case for persons with multiple citizenships .....	1003
The direct and collision method for the regulation of legal-private relations with a foreign element.....	1004
Entrepreneurship and Career Counseling: A Bibliometric Data Analysis .....	1005
Two sides to every story- Telemedicine is no different Research on the quality and effectiveness of telemedicine interventions from different stakeholders’ perspectives.....	1006
Edebiyyatda Hayder Aliyev Karakteri .....	1007
Advancing the T-Shaped Business Professional.....	1008
The importance of the arbitration procedure in the resolution of economic-commercial disputes .....	1009
The importance of public borrowing in Kosovo.....	1010
Current aspects of the accounting system of companies listed on the Bulgarian Stock Exchange.....	1011
Haydar Aliyev'in Siyasi ve İdeolojik Faaliyetinde Dil Politikası .....	1012
Objective Arbitrability Of Industrial Property Disputes.....	1013
Implementation of the most favorable law according to the Criminal Code of Kosovo .....	1014
Mediation Procedure in Criminal Offenses .....	1015
Current aspects of the accounting information system for the activity of insurance companies .....	1016
The Factors that Determine Financial Freedom of a Country: Case of Albania .....	1017
The influence of international law on local law.....	1018
The Specifics of the Application of the EU Policies of Smart Specialization in the Agricultural Field .....	1019
The importance of Alternative Procedures in Civil and Commercial Disputes .....	1020
The Recovering Attributes of Self Enhancing Humour as Microbreaks and Employee Performance .....	1021
COVID-19 Pandemic and Internal Migration. A comparative analysis .....	1022
Current aspects of accounting and information provision for effective management of the enterprises from the mining industry in Bulgaria .....	1023

Accounting information as a factor for effective management of energy sector companies .....	1024
The Importance Of Information For Decision-Making In Management Accounting.....	1025
Dijital Ekonomide İşgücü Piyasasının Rolü .....	1026
The Principle of Proporcionality Based on The Jurisprudence of European Union Court of Justice .....	1027
Kültürel Çeşitlilikte Afrika Kültürü.....	1028
The Effect of Corruption on Entrepreneurship in EU Post-transition Economies.....	1029
Energy Crisis and The Role of Monetary Policies (Intra and Cross-Border Basis) .....	1030

## Types of Restaurant Service Quality, Expectation and Perception

Julijana SAZDOVA<sup>1</sup>

Mr.Sc. Agim ASANI<sup>2</sup>

<sup>1</sup> PhD, Faculty of Tourism and Business Logistics, Goce Delcev University, Stip, North Macedonia, e-mail: julijana.sazdova@ugd.edu.mk , ORCID: 0009-0003-1371-1530

<sup>2</sup> University of Tetovo, e-mail: agim.asani@unite.edu.mk , ORCID:0009-0007-1697-2874

**Abstract:** This paper presents the expectations and perception of the quality of hospitality service in a particular hospitality facility that service users expect based on their perception. This is one of the standards based on which the quality of the hospitality service is evaluated.

The expectations and perception of the quality of the hospitality service for the guest, i.e. the user of the hospitality services, start from the impression gained before visiting the hospitality facility to the memories from the previous stay in the restaurant about the quality of the restaurant product in the facility itself. Guests expect and perceive the following types of quality: technical quality, functional quality and emotional quality. The hospitality or restaurant product is complex and represents the function of all tangible, material and immaterial services.

The quality of the restaurant services offered in hospitality establishments is their sustainable development, the one that brings prosperity, while respecting the acceptable capacity and the protection of resources.

In order to determine the expectations and the perception of the quality of the restaurant service, it is necessary to make an analysis through a scientific, methodological and planning approach.

This paper will present the results of the expectations and the perception of the quality of the restaurant service of the guests that was made with guests in the hospitality facilities from the eastern part of the Republic of North Macedonia.

The solutions were based on improving the quality of the restaurant service.

**Keywords:** expectations, perception, technical quality, functional quality, emotional quality

### 1. INTRODUCTION

For the guest who is the visitor of a catering facility, the quality of the services offered in it consists of several elements, starting from the impression acquired before the visit to the memories of the stay in the catering facility. Here we can list the following elements of the quality of services offered in a catering facility:

- a picture of the catering facility before arrival,
- pre-arrival information about catering facilities,
- attractions and attractiveness,
- infrastructure and environment,
- reservation,
- arrival (reception),
- communication during service and
- memories after leaving communication.

From the resident population's point of view, the quality of the services offered in a catering facility is their sustainable development, the one that brings prosperity, while respecting the affordable capacity and the protection of resources. Whether a catering facility chooses standardization according to already established standards or will build its own standard, image and brand, will be decided by the authority that manages the catering facility.

### 2. EXPECTATION AND PERCEPTION OF QUALITY

The variable expectation as a basis for subjective quality assessment mostly depends on the image of the business entity, oral presentation of friends or relatives, price and promotional activities. Expectations for a catering facility are based on the previous stay in the restaurant, conversation with friends, following

comments on social media, networks and other means of pre-arrival information<sup>1</sup>. Guests expect and perceive the following types of quality:

- technical quality - quality of the material that is the basis for the realization of the services (space, technology, equipment, inventory, etc.);
- functional quality - service delivery process from the first contact with the restaurant (direct or indirect); and
- emotional quality - the feeling of being a guest in the restaurant. It represents an additional kind of quality that the guest unconsciously expects and can hardly appreciate, but he certainly feels it.

Perceived quality reflects the difference between expectations and the service provided. The restaurant product is complex and represents the function of all tangible and intangible services, and the way the guest perceives their quality depends on each individual segment in relation to their price. In other words, the guest always compares the perceived service with the price to a greater or lesser extent (depending on satisfaction).

Customers have different demands from each other. Different service personnel will provide the same service in different ways. This high degree of person-to-person interaction makes services heterogeneous. Services can be different every time guests use certain services, they are very dependent on people and their behavior.

A variety of catering services can help attract guests. Namely, it is important to take into account the quality of each individual item that can contribute to raising the quality level of the overall service, taking into account its price. Price is an important segment here, which in most cases plays the role of a scale. It is therefore important to establish a balance between the variety of services, the required quality and the price. The guest's perception of the value for money often varies depending on the guests' different sales channels. Practice has shown that guests who came through different sales channels can feel different quality of service. If we take into account that the price of the service is a numerator with which the valorization is obtained, then there is a justification that real differences exist, although the guest should not, as a rule, feel them.

There are four basic types of guests according to the price they pay:

1. The individual guest pays the highest price for the services, so the expectations of the individual guest are higher than other guests. Relative to group guests, these guests enjoy the most attention from caterers, so loyalty programs often focus only on individual guests, while group guests are neglected.
2. Group guests – pay a price that is higher than the price of the allotment allocation, but lower than the individual one. Caterers will agree that they pay the least attention to the guest in the group because they are part of a group attending a banquet, so caterers often have no knowledge of the individual needs and wants of the guests in the group. A group guest can one day be an individual guest, just as a group guest can be a loyal guest.
3. Guests using Alotman – these are guests who pay the lowest price to the hotel because they come through a travel agency as part of an offer. The guest of the allocation can be an individual or part of a group. Unlike other groups of guests, this type of guest is very carefree about the quality of service, because the quality of service is guaranteed by the agency. If there is a deviation in quality, the guest can request a certain return of the asset in accordance with the contract.
4. MICE (Meetings, conferencing, exhibitions) – the price for guests who regularly stay in the catering facility may be lower by a certain percentage of the full price.

### 3. QUALITY OF RESTAURANT PRODUCTS

The modern approach to the quality of restaurant products implies the need and obligation to define the quality of food and beverages based on objectively and accurately determined data. The quality of restaurant products includes all the parameters that will result in the satisfaction of the guests. One of the main reasons for going to catering establishments is the consumption of food and drinks, hence the need to define these

---

<sup>1</sup> Laškarin, M.: (2015) Menadžment zadovoljstva gosta u hotelijerstvu primjenom programa loyalty, doktorski rad, Fakultet za menadžment u turizmu i ugostiteljstvu, str. 224

terms. Food is a basic requirement for keeping organisms alive.<sup>2</sup> According to the origin, the food products that are consumed are divided into products of vegetable, animal and mineral origin.

Food products in their composition can contain and add various substances to improve certain properties or preserve quality. When analyzing the composition of food, quality parameters from technical-technological, microbiological, health-safe, nutritional and sensory aspects are included, both in the production process and during distribution and sale. These are factors that have a direct impact on food quality, while market and consumer factors have an indirect impact on food quality.

The food safety law defines the terms: food, food regulations, food operator, food for special nutritional use, rules for good production and good hygiene practice, official control, etc. The term food means any substance or product, in a processed, partially processed or unprocessed state, intended to be or expected to be consumed for human consumption. The term "food" includes drinks, chewing gum and all substances intentionally incorporated into food during its production, preparation or processing.<sup>3</sup>

The term food regulations implies law and by-laws that regulate food and food safety, they cover all stages of production, processing and distribution of food, as well as animal feed produced or intended for animals used for food production. A food operator is any natural or legal person who is responsible for ensuring the fulfillment of the conditions prescribed by the food regulations within the food business under his control.<sup>4</sup>

Food for special nutritional use is food that differs in its composition or specific production processes from food intended for normal consumption, is suitable for what is claimed as its nutritional purpose and is distributed in a way that indicates such suitability, meets the requirements of persons who have special nutritional needs due to their health status (metabolism, physiological condition, age and digestive problems).<sup>5</sup>

Rules for good production and good hygiene practice is a system of main work rules that must be ensured in the production and circulation of food, products and materials that come into contact with food and relate to personnel, facilities, equipment, materials, the condition of the materials that are introduced, the documentation, the hygiene maintenance, the production technology and the control systems, in order to minimize the risk of food contamination through production or other human activities.<sup>6</sup> Food operators involved in any stage of production, processing and distribution of food after primary production and associated operations of primary production are obliged to fulfill the general and special hygiene requirements and regulations adopted on the basis of the food safety law.<sup>7</sup>

Quality of restaurant products can be perceived through the following components: gastronomic product, technical-technological aspect, functional aspect, microbiological aspect, health-safe aspect, nutritional and sensory aspect.

A gastronomic product is a specific type of food product that consists of several foods that are integrated into a finished product. This product aims to attract a larger number of consumers (guests) to the catering facility. Through the good specification of the gastronomic product, it is possible to get to know ethnic, social, cultural, national characteristics. From a territorial scope, the gastronomic product can be: urban and rural. Guided by the fact that food is considered part of the culture, the urban gastronomic product can be branded. Consuming this product requires visiting primary and secondary food producers, restaurants and locations where food is produced as the primary purpose of the visit. Through the rural gastronomic product, it is possible to get to know the national cuisine of a country better. National cuisine is best known through cultural heritage, traditions and customs. The quality of the gastronomic product is one of the key factors for assessing the quality of service received in the restaurant, and therefore some authors emphasize the importance of food quality.

---

<sup>2</sup> Ангеловски, К., Стефановска, В., (1994) Познавање на Стоката, за II год. угостителска туристичка струка, „Просветно дело“ Скопје, стр.9

<sup>3</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)

<sup>4</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)

<sup>5</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)

<sup>6</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)

<sup>7</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)



**The technical-technological aspect** of quality includes the properties of the products, the procedures in preparation, the norms and the way of serving the prepared food and drinks. This aspect of quality includes the equipment of the catering facility, that is, the possibility to prepare a certain quality product.

**The functional aspect** of quality is the process of the sale (delivery) of the product (meal) in the restaurant, welcoming the guest, seating and choosing a table, offering and choosing the products (active sale), serving, charging, sending the guests. Good functional quality can compensate for a meal that was completely up to the guests' expectations.

**The microbiological aspect** of food quality indicates whether food and beverages contain a greater number of total microorganisms than permitted and that there are no pathogenic and conditionally pathogenic organisms in the food that cause food spoilage, i.e. food poisoning.

In principle, all food products of animal origin are considered to be primarily contaminated. In addition to the primary contamination of animal products, in the process of their processing, that is, their handling, secondary contamination often occurs. Diseases that are transmitted through food actually occur after the ingestion of food that is contaminated with infectious or toxic agents into the human body. The causative agents of these diseases are infectious microorganisms, which in suitable conditions multiply in food or excrete toxins in it. In almost 90% of cases, these diseases are caused by bacteria, so we usually talk about bacterial alimentary infections and intoxications, but they can also be caused by other infectious agents (viruses, parasites). Reasons for the occurrence of diseases, which often occur in an epidemic form, arise as a result of failures in the technology of food preparation, distribution and storage.<sup>8</sup>

It is necessary to know the prescribed conditions very well in order to prevent the appearance and development of pathogenic microorganisms. Persons who prepare large quantities of food (restaurants, cafes, kitchens and similar facilities) should be health-educated and observe the basic principles of hygienic minimum when handling food (preparation, storage and distribution). They should also undergo special training on the method and procedures in the technology of food preparation and make regular sanitary and health examinations.<sup>9</sup>

**The health and safety aspect** of the quality of food products means the hygienic correctness of the products and the correctness of their composition in terms of energy, building and protective substances that have an impact on the biological value of the products.<sup>10</sup> According to the Law on the Safety of Food and Products and Materials that Come in Contact with Food (Official gazette of RM no. 54/2002) the following food is considered unsafe food:<sup>11</sup>

- food that has expired, or has damaged packaging that can adversely affect the quality of the food;
- food produced or sold deviating from food hygiene requirements and not in accordance with the rules of good production, good hygiene and good agricultural practice;
- food that misleads consumers;
- food that contains pathogenic microorganisms or pathogenic parasites, that is, their developmental forms and secretions or pests that can have a harmful effect on human health;
- food containing residues of pesticides and veterinary drugs that are not permitted or in quantities above the maximum permitted levels;
- food that contains toxic metals, non-metals, other chemical pollutants from the environment, as well as poisons and other substances in a concentration that can have a harmful effect on human health;
- food that contains pathogenic microorganisms or pathogenic parasites, that is, their developmental forms and secretions or pests that can have a harmful effect on human health;

---

<sup>8</sup> <https://www.iph.mk/zaboluvanja-koi-se-prenesuvaat-preku-hrana> (accessed on 30.01.2021)

<sup>9</sup> <https://www.iph.mk/zaboluvanja-koi-se-prenesuvaat-preku-hrana> (accessed on 30.01.2021)

<sup>10</sup> Ristovska,G., Gjorgjev,D., Kendrovski,V., (2007) Food hygiene and environmental protection – Skopje: PHI Republic Institute for Health Care, 78 p. : illustration ; 21 cm,

<sup>11</sup> Ristovska,G., Gjorgjev,D., Kendrovski,V., (2007) Food hygiene and environmental protection – Skopje: PHI Republic Institute for Health Care, 78 p. : illustration ; 21 cm,

- food containing residues of pesticides and veterinary drugs that are not permitted or in quantities above the maximum permitted levels;
- food that contains toxic metals, non-metals, other chemical pollutants from the environment, as well as poisons and other substances in a concentration that can have a harmful effect on human health;

food that is not labeled or if the expiration date cannot be determined from the labeling;

- there is no data from the declaration of the package from which it is sold when it comes to food that is not in original packaging, that is, that is sold in a loose state (bulk);
- food of animal origin and not marked with safety marks in accordance with veterinary health regulations.

The main objective of food safety control is to provide a product that will not endanger human health in any way and to take appropriate legal measures in case of discovery of the deficiency. The measures that will be taken are aimed at determining whether the food is safe or not safe for consumption. If the product is unsafe for consumption, it is necessary to identify and eliminate the cause that led to the production of unsafe food. Employees in catering facilities, especially in the production and serving of food and beverages, are directly responsible for the health of their consumers - guests. Food safety and consumer health are best controlled by implementing the highest hygiene standards or the HACCP food safety control system.

The director of the Food and Veterinary Agency, in accordance with the Minister of Health, prescribes the special requirements for the safety of nutritional supplements, prescribes the way of labeling, additional mandatory information related to the peculiarities of nutritional supplements, the amount, form and type of vitamins and minerals. and certain other substances, after previously obtained consent from the Government of the Republic of North Macedonia. The food operator can produce and put on the market nutritional supplements that meet the special safety requirements only after a previously issued opinion on the product by the Agency. Any new product that falls under the category of nutritional supplements can be put on the market only after a previously issued opinion by the Agency, that it meets the special safety requirements. The Agency keeps a register of products that meet the special safety requirements as nutritional supplements.<sup>12</sup>

**The nutritional aspect** of quality refers to the composition of food. Food is composed of ingredients, chemical compounds that have a certain role in the functioning of the human body from which the body appropriates and uses food and fluids for normal functioning, growth and maintenance, as well as for maintaining the balance between health and disease. Some of these compounds are essential, they cannot be created in the body and must be taken in through food, these are the so-called essential ingredients (iron and calcium, vitamins and certain amino acids).

**Sensory aspect** of quality or product quality assessed by human senses is one of the most important when assessing the quality of a gastronomic product and usually precedes all other quality assessments. In order to be able to do sensory analysis, it is necessary to know: terminology, anatomy and physiology of human senses, sensory assessment techniques, assessment tasks and procedures.

Sensory quality is the overall sensory impression of a sample as assessed using the following sensory evaluation techniques:

- Visual technique - sense of sight,
- Olfactory technique - sense of smell,
- Gustatory or oral technique - sense of taste,
- Palpatory technique - sense of touch and
- Audio technique - sense of hearing.

Sensory analysis allows us to evaluate properties, such as appearance, texture, smell and taste, and to judge the product as sensory acceptable based on observations or to reject it due to the existence of uncharacteristicsensory properties. This is a very important aspect of product quality.

---

<sup>12</sup> <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a> (accessed on 29.01.2021)

Figure no.3 Sensory analyses



Catering establishments should accept modern trends in food, in the process of its preparation and serving. They should take into account the ethical responsibility in the production of the food products and avoid the characteristics of the products that represent potential dangers and uncertainty for the guest-consumers.

#### 4. SERVICE QUALITY GUARANTEE

In order to prove the quality of products and services and the responsibility in their work, businesses often include various guarantees for their products and services in their promotional activities. In this context, the guarantee represents a written contractual obligation of one of the contracting parties to the other that they bear the risk of business activity, that is, they will compensate the damage. According to consumer protection law, a "warranty" is any obligation of the trader or manufacturer ("the guarantor"), undertaken in relation to the consumer, in addition to the legal obligations relating to the guarantee of conformity, to reimburse the price paid, replace, repair, or service in any way the goods, when they do not conform to the specifications, or to any other non-conformity requirement, stated in the warranty declaration or in the relevant advertisement available at the time or before the conclusion of the contract.

Guests in hospitality facilities are only offered a guarantee for the protection of personal data in accordance with the Law on the Protection of Personal Data, while the guarantee for the services provided is usually not practiced. In manufacturing, it is normal to expect a certain guarantee (when buying almost all products). Although the guarantee is one of the key elements of promotional activities, it is rarely or almost never used proactively in tourism and hospitality, as a factor of safety and increase of pleasure. The guarantee of the quality of service in the hospitality industry (if any) is often last and is highlighted in the event of an emergency as a reaction in case of possible dissatisfaction. Quality assurance is rarely seen as an opportunity to draw attention to and reduce the risk between offered and perceived quality. The primary purpose of a hospitality warranty is to address a guest complaint or dissatisfaction, and to a much lesser extent to stimulate interest and sales of services to potential guests. However, if building trust is one of the main goals of the relationship with the guests, then the catering facility is expected to provide trust and take responsibility. In this case, the guarantee of service quality can be freely applied as part of the restaurant operation.

#### 5. ANALYSIS AND RESEARCH ON RESTAURANT SERVICE QUALITY, EXPECTATION AND PERCEPTION

A research can be conducted in two ways, in order to obtain two types of data: quantitative and qualitative data. The difference between these two types of data is that quantitative ones refer to facts such as: answering the questions what, where, how much, how often and so on. These are usually objective (not personal) and controlled. While in qualitative answers the answers are more subjective and describe the thinking - the attitudes of the respondent. In order to achieve the goal of this research, certain questionnaires were made which are intended for guests in the catering facilities in the eastern part of the Republic of North Macedonia. The purpose of this research is to get insightful opinions and attitudes as end consumers of the catering product. Furthermore, the obtained results can be used to create short-term and long-term plans for future development of restaurant operations and at the same time will allow comparative analysis with the same or similar facilities in the destination and beyond, providing theoretical and practical applicability in restaurant operations. This research was conducted in several phases, as follows:

- Preparation of questionnaires on Google Drive platform for creating and piloting questionnaires (before conducting the survey, in order to anticipate the shortcomings in the questions asked, the questionnaires were sent to several guests, where based on their answers, they have undergone some changes in the formulation of the questions.
- Sending the questionnaires to the guests of the hospitality facilities.

- Analysis and interpretation of the obtained results The Google Drive platform is created to automatically summarize the results. After the answering process, it immediately displays the results graphically in a pie or chart and allows individual review of the answered questionnaires.
- Interpretation of the results of the survey questionnaires consists of theoretical description and graphic presentation of each question.

## 6. RESULTS AND DISCUSSION

In the following, an analysis of the obtained results is presented in order to compare the average values of the indicators according to which the analysis of the quality of the hospitality services provided in the hospitality facilities in the eastern part of the Republic of North Macedonia is carried out. The analysis will help in determining the indicators that will give the true picture of the current state of the quality of the hospitality service in the hospitality facilities in the eastern part of the Republic of North Macedonia, the weaknesses in quality management will be determined, by applying research methods in which the guests in hospitality establishments will be covered, which will enable the determination of the quality of the hospitality service in the hospitality establishments in the aforementioned region of the country.

All indicators are evaluated according to the Likert scale ranging from 1 to 5 where (1 - insufficient, 2 - satisfactory, 3 - good, 4 - very good and 5 - excellent). The sum of the obtained values for each indicator is divided by the number of indicators and an average score is obtained which will show what is the current evaluation of the implementation of the quality of the hospitality services provided in the hospitality facilities in the eastern part of the Republic of North Macedonia. At the same time, when interpreting the mean values of the quality of hospitality services, when quantifying the impact factor, the following scheme was applied: 1.00-1.80 (very low); 1.81-2.60 (low); 2.61-3.40 (medium); 3.41-4.20 (tall); and 4.21-5.00 (very high).

Table 1. Total value of indicators by guests

N.	Indicators	
1.	Appearance of restaurants, restaurant equipment, staff	4.5
2.	Ability of the restaurant to provide service reliably and accurately	4.3
3.	Willingness of the restaurant to help guests and provide prompt service	3.9
4.	The experience of the employees in the restaurants and their communication while serving	4.02
5.	Individualized attention that the restaurant gives to its guests	4.38
Average values		4.22

Note:

The impact factor is represented visually by color according to the following legend:

1.00-1.80 (very low)	1.81-2.60 (low)	2.61-3.40 (medium)	3.41-4.20 (tall)	4.21-5.00 (very high)
-------------------------	--------------------	--------------------	---------------------	--------------------------

Table 1 presents the ratings of the individual indicators according to which the quality of hospitality services is determined by the guests in the hospitality facilities that are the subject of analysis. This presentation enables comparison of the quality of hospitality services within the given indicators by the guests. The average rating of the indicators that determine the quality of hospitality services by the guests in the hospitality facilities is 4.22, which means very high quality. According to the respondents, the highest quality is the appearance of restaurants, restaurant equipment and staff, which have a score of 4.5. This is followed immediately by the individualized attention that the restaurant provides to its guests with a score of 4.38, the ability of the restaurant to reliably and accurately provide service with a score of 4.3, the experience of restaurant employees and their communication during service with a score of 4.02 and the lowest score of 3.9 has the restaurant's willingness to help guests and provide prompt service.

## 7. CONCLUSION

This indicates that the guests are dissatisfied with the willingness of the restaurant to help the guests in the choice of services, payment method, etc. and to provide prompt service in serving food and beverages to guests.

To achieve recognizable quality, catering facilities should, first of all, adopt development plans and establish a quality catering model, which will determine the way in which it is necessary to create and sell the catering product.

A catering facility is determined by its model and it does not compete with catering facilities with similar characteristics, but with catering facilities that have the same model. That is why it is extremely important to evaluate the model of the catering facility, as well as the way it works. The elements that need to be evaluated in the catering facility refer to:

- selection of target guests,
- attracting new guests,
- joint relationship of human resources and guests,
- organization, management and operation of a catering facility.

The purpose of the assessment is to determine the direction of development of a catering facility in the future, that is, a way to ensure its long-term sustainability.

## REFERENCES

- Angelovski, K., Stefanovska, B., (1994) Knowledge of the Goods for the II year. hospitality tourism profession, "Prosvetno delo" Skopje, p.9
- Dimitrov, N., Metodijeski, D., (2012) RESTAURANT MANAGEMENT, internal script, Skopje
- Lashkarin, M.: (2015) Management of guest satisfaction in hoteliers by applying loyalty programs, doctoral dissertation, Faculty of management in tourism and hospitality, p. 224
- Ristovska, G., Gjorgjev, D., Kendrovski, V., (2007) Food hygiene and environmental protection - Skopje: PHI Republican Institute for Health Care, 78 p.: illustration; 21 cm
- <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a-zakon> (accessed on 29.01.2021)
- <http://fva.gov.mk/mk/zakon-bezbednost-hrana-pravilnici-odluki#a> (accessed on 29.01.2021)
- <https://www.iph.mk/zaboluvanja-koi-se-prenesuvaat-preku-hrana> (accessed on 30.01.2021)