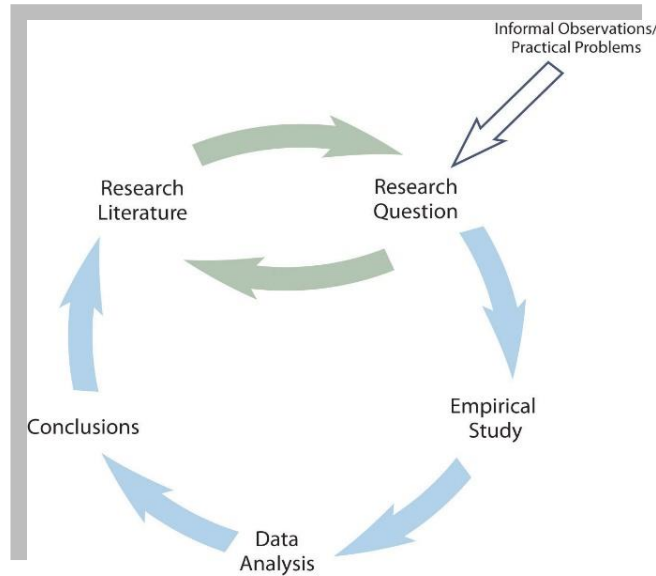


**The 7th International Scientific Conference
Management and law 2024**

**“Modern Challenges in Management, Economy, Law, Security and Information Society”
May 17, Belgrade, Serbia**



BOOK OF ABSTRACTS

Edited by

Faculty of Business and Law "MB" University

Belgrade, May 17, 2024

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ON THE INTERNATIONAL SCIENTIFIC CONFERENCE IN BRIEF

The International Scientific Conference "Management and Law 2024" will be held at the Faculty of Business and Law of the University "MB" in Belgrade, for the seventh time. The topic of the Conference "Management and Law 2024" is: Modern Challenges in Management, Economy, Law, Security and Information Society" It will be held on May 17, 2024.

The beginning of the conference activities will be marked by the first plenary session, which takes place immediately after the official opening of the conference. The plenary session is held in the full format of all participants and guests of the conference. Speakers and presenters in the plenary session will present papers that have resulted from research in key thematic areas and that have potential and significance for application in practice. In addition to the presentation of research results at the plenary session, we will have the opportunity to hear key speakers with their presentations on dominant and significant topics.

The conferences will consist of three dynamic panel discussions/three sections: management, law and information technology which will be led by a moderators, who will encourage an active and broad debate among the participants. The main idea of the conference is focus on the main challenges by developing research methods, namely: achieving a sustainable economy, managing the digital revolution, overcoming the globalization crisis, reducing poverty and inequality and developing effective public policies. The focus of the conference is also on the affirmation of new regional experiences and their application and we believe that the knowledge gained at the conference will be a contribution to promoting sustainability in theory and practice, and that it will be useful to researchers, businessmen, decision makers, professionals and students. An important contribution of the conference is also focus the attention of the public on the search for the most adequate modalities for more efficient use of the indisputable social and economic potentials and to enable a constructive dialogue and consideration of the possibilities for the practical implementation of good practices in the Republic of Serbia.

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UNDERSTANDING MERGER CONTROL IN MACEDONIAN COMPETITION LAW

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Abstract: *This article explores the close relationship between Macedonian competition law and EU regulations, with a focus on concentration as a critical aspect of competition policy. Originating from strategic aspirations for EU membership, Macedonian competition law is deeply influenced by EU standards, particularly regarding merger control, which is seen as a key element of competition law. Both Macedonian and EU competition laws prioritize preventive measures to prevent harmful mergers and acquisitions between enterprises seeking market dominance. Such dominance concentrates market power, which, if abused, can impede effective competition, and innovation, and harm consumer welfare through higher prices, lower quality, and limited choices. Given the limited discussion on market concentrations in Macedonia, this article aims to shed light on competition policy related to preventing harmful concentrations. Using descriptive and analytical legal research methods, it examines mergers and acquisitions in the Macedonian market, legal obligations in cases of market competition disturbances, and evaluates the effectiveness of the control mechanisms. It also analyzes the operations of the Macedonian Competition Authority regarding market concentrations, focusing on notification processes and challenges faced. Through a comprehensive analysis, this paper contributes to a deeper understanding of concentration control mechanisms in Macedonian competition law and provides insights into broader competition policy dynamics, offering valuable implications for policymakers, legal practitioners, and scholars.*

Keywords: *mergers, concentration, competition, market, control*