

AGENDA



UNIVERSITETI I EVROPËS JUGLINDORE
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА
SOUTH EAST EUROPEAN UNIVERSITY

7th International Scientific Conference on Business and Economics (ISCBE)

**COMPLEXO LABORATORIAL
UTAD/CETRAD
VILA REAL, PORTUGAL**

Google Meet Link: meet.google.com/xai-ivov-qnk

Location: <https://maps.app.goo.gl/JNY6zekKW1Z2QWfq6>

24 June 2024 (Monday)

09:00 – 09:30 REGISTRATION

Welcome Session (Room B0.02):

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| 09:30 – 09:40 | Emídio Gomes, UTAD Rector – Welcome Speech |
| 09:40 – 09:50 | Abdylmenaf Bexheti, SEEU Rector – Welcome Speech |
| 09:50 – 10:00 | Carmem Leal, Chairperson – Opening Remarks |
| 10:00 – 10:10 | Hyrije Abazi-Alili, Dean FBE/SEEU – ISCBE 2024: An Overview |

Keynote Speech 1 (Room B0.02):

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| 10:10 – 10:40 | Andreas Kallmuenzer, Excecia Business School, France
<i>“Resilient entrepreneurship and innovation in times of crisis: Pathways forward”</i> |
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10:40 – 11:00 COFFEE BREAK

11:00 – 13:00 PARALLEL SESSION

13:00 – 14:30 LUNCH

Keynote Speech 2 (Room B0.02):

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| 15:00 – 15:30 | Francesco Calabrò, Mediterranea University of Reggio Calabria, Italy
<i>“The role of cultural tourism in the development of inner areas”</i> |
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16:00 – 18:30 PARALLEL SESSION

19:30 – GALA DINNER (Restaurant “QUINTA DO PAÇO”)

Location: <https://maps.app.goo.gl/9LFvrlWf7bmdTHPz6>

PARALLEL SESSION (11:00 – 13:00)

Session 1:

Room C1.01 | 11:00 - 13:00

SUSTAINABILITY AND CIRCULAR ECONOMY

Chairs: Hyrije Abazi-Alili & Carlos Peixeira Marques

Google Meet Link: meet.google.com/duu-qodz-sci

1. TOWARDS SUSTAINABLE RURAL TRANSFORMATION: A LOOK AT SOCIAL INNOVATION LITERATURE
Sara Simões, Hermínia Gonçalves, Carla S. Marques
2. APPLICATION OF TRADE-OFF ANALYSIS IN THE CONTEXT OF AGROECOLOGICAL TRANSITIONS: REFLECTIONS AND ASSUMPTIONS
Sofia Neto
3. SOCIO-PROFESSIONAL INCLUSION AND WELL-BEING POLICIES FOR VICTIMS OF DOMESTIC VIOLENCE
Pedro Joaquim Pereira Azevedo, Hermina Gonçalves
4. EXPLORING SUPPORT NETWORKS, TERRITORIAL DEVELOPMENT, AND SOCIAL INCLUSION IN DISABILITY ENTREPRENEURSHIP
Irisalva Mota, Carla S. Marques, Octávio Sacramento, Rui Silva
5. UNVEILING THE INFLUENCE OF GREEN MARKETING ON CONSUMER BEHAVIOR IN NORTH MACEDONIA: A COMPREHENSIVE ANALYSIS
Teuta Veseli-Kurtishi, Haxhere Dervishi
6. ENVIRONMENTAL SUSTAINABILITY AND ECONOMIC DEVELOPMENT: A PANEL VAR ANALYSIS OF THE DYNAMIC RELATIONSHIP IN WESTERN BALKAN
Ardita Bytyqi, Sihana Hoxha-Shala, Shenaj Haxhimustafa
7. TO ELECTRIFY OR NOT? MANAGING “DRIVERS” OF ELECTRIC VEHICLES ADOPTION IN U.A.E.
Ensar Mekić, Alen Residović

Note: Each author will have a maximum of **10 minutes** to present their paper, including time for Q&A (7+3 minutes).

Session 2:

Room C1.04 | 11:00 - 13:00

INFORMATION AND COMPUTER SYSTEMS, DATA SCIENCE AND ARTIFICIAL INTELLIGENCE

Chairs: Rui Silva & Blerta Abazi-Chaushi

Google Meet Link: meet.google.com/thx-znbj-qfr

1. FINANCIAL LITERACY AND ITS ROLE IN ROBOT-ADVISOR UTILIZATION: THE STATE-OF-THE-ART
Carmem Leal, Carlos Peixeira Marques, Rogério Bessa
2. META-SYNTHESIS AND LITERATURE REVIEW: SMART VILLAGES IN THE EUROPEAN CONTEXT
Lucas Dembogurski, Livia Madureira, Aida Carvalho, Ricardo Jorge e Silva Bento
3. THE APPLICATION OF BLOCKCHAIN TECHNOLOGY IN ISLAMIC BANKING LITERATURE: A PRISMA-COMPLIANT LITERATURE REVIEW
Katerina Fotova Čiković, Damira Keček
4. PREDICTING STUDENT ENGAGEMENT IN VIRTUAL LEARNING ENVIRONMENTS USING ML APPROACHES WITH DATA BALANCING TECHNIQUES
Lediana Shala Riza, Lejla Abazi-Bexheti
5. RECENT TECHNIQUES AND ALGORITHMS FOR CRYPTOCURRENCIES' PRICE PREDICTION: A LITERATURE REVIEW
Haris Haxhimehmeti, Adrian Besimi
6. ENHANCING DECISION-MAKING WITH DATA ANALYTICS: PREDICTING AT-RISK STUDENTS' PERFORMANCE
Burim Ismaili, Adrian Besimi
7. IMPACT OF SOCIAL MEDIA USE AND ENGAGEMENT ON EMPLOYER BRANDING
Valbona Arifi, Veland Ramadani, Shpresa Sylja, Selajdin Abduli
8. ANOMALY DETECTION ON MULTIVARIATE SENSING TIME SERIES DATA FOR SMART AQUACULTURE
Aleksandar Petkovski, Visar Shehu
9. HALF A CENTURY OF ENTERPRISE SYSTEMS: FROM MRP TO ARTIFICIAL INTELLIGENCE ERPs
Blerta Abazi-Chaushi, Agron Chaushi
10. FROM STARTUP TO SCALEUP THROUGH DIGITAL ENTREPRENEURSHIP: THE CASE OF SEEU TECHPARK TENANTS
Neroida Selimi, Anita Dina, Veland Ramadani

Note: Each author will have a maximum of **10 minutes** to present their paper, including time for Q&A (7+3 minutes).

Session 3:

Room B0.02 | 11:00 - 13:00

ENTREPRENEURSHIP, INNOVATION, AND FAMILY BUSINESS

Chairs: Dina Nziku & Chanel Bikorimana

Google Meet Link: meet.google.com/gro-ryyz-mwt

1. CREATIVITY AND INNOVATION: WHAT INFLUENCES ENTREPRENEURIAL ORIENTATION IN CREATIVE INDUSTRIES?
Sofia Rocha e Silva, Anderson R. Galvão, Carla S. Marques, Telma Mendes
2. UNLOCKING INNOVATION: EXPLORING THE DETERMINANTS OF RESEARCH AND DEVELOPMENT USING PANEL DATA ANALYSIS
Elisabete Neves, Beatriz Neves, Lara Tavares
3. THE ROLE OF RELIGION AND RELIGIOUS INSTITUTIONS TOWARDS ENTREPRENEURIAL INFLUENCE IN SUB-SAHARAN AFRICA: A CASE OF BURUNDI
Chanel Bikorimana, Dina Modestus Nziku
4. THE INFLUENCE OF OPERATIONAL MANAGEMENT ON FINANCIAL PERFORMANCE OF PORTUGUESE SMEs
Ruben Nunes, Rogério Bessa, Carmem Leal
5. WOMEN ENTREPRENEURSHIP RESILIENCE IN THE FRAGILE STATE OF BURUNDI POST-CONFLICTS
Dina Modestus Nziku, Chanel Bikorimana
6. INSTITUTIONAL ENTREPRENEURSHIP: INTERVENTION STRATEGIES IN THE DEVELOPMENT OF LOW-DENSITY CROSS-BORDER TERRITORIES THROUGH A TRIPLE HELIX LENS.
Alex Rodrigues, Carla S. Marques
7. ADVANCING MINDSET IN ENTREPRENEURIAL INTENTIONS: A NEW MODEL?
Maria Patrocínia Correia, Carla Marques, Rui Silva
8. KEY FACTORS IN STUDENTS' ENTREPRENEURIAL INTENTIONS
Ricardo Coelho, Gina Santos, Carla Marques
9. EFFECT OF INNOVATIVE COGNITIVE STYLE AND PROACTIVE PERSONALITY ON ENTREPRENEURIAL INTENTION – MEDIATING EFFECT OF GENDER
Jona Hoxhaj, Gadaf Rexhepi, Sadudin Ibraimi
10. THE DOMINANCE ANALYSIS OF INNOVATION ECOSYSTEM ACTORS ON NEW PRODUCT DEVELOPMENT AND FIRM INNOVATION PERFORMANCE
Herolinda Murati-Leka, Veland Ramadani
11. THE “GLASS CEILING” PHENOMENON: A COMPARATIVE ANALYSIS BETWEEN TRANSITION AND DEVELOPED ECONOMIES.
Erbliina Osmani

Note: Each author will have a maximum of **10 minutes** to present their paper, including time for Q&A (7+3 minutes).

PARALLEL SESSION (16:00 – 18:30)

Session 4:

Room C1.01 | 16:00 - 18:30

MANAGEMENT AND MARKETING

Chairs: Gadaf Rexhepi & Carla Susana Marques

Google Meet Link: meet.google.com/piz-ggft-iov

1. EMPOWERING EMPLOYEES: HOW TRAINING AND COMPETENCE MANAGEMENT BOOST PERFORMANCE AND MOTIVATION
Rui Jorge Rodrigues da Silva, Manuel Preza, Carla Marques, Mari Cruz Sánchez-Escobedo
2. PRACTICAL APPLICATION OF KNOWLEDGE IN BUSINESS STUDIES FOR MORE SUCCESSFUL STUDENT INTEGRATION IN THE CHALLENGING ECONOMIC REALITY
Lulzime Nuredini-Mehmedi, Veronika Kareva, Abdylmenaf Bexheti
3. THE IMPACT OF SERVICE QUALITY, TRUST, AND LOYALTY ON SMALL BUSINESS BANKING CUSTOMER SATISFACTION
Rui Jorge Rodrigues da Silva, Mari Cruz Sánchez-Escobedo, Liliana Fonseca, Carla S. Marques
4. THE RELATIONSHIP BETWEEN TECHNOLOGICAL INNOVATION AND PRODUCTION EFFICIENCY IN THE MANUFACTURING SECTOR ACROSS ECONOMIES
Sareh Rotabi, Hyrije Abazi-Alili
5. THE NEXUS OF KNOWLEDGE MANAGEMENT (KM) ENABLERS, KNOWLEDGE MANAGEMENT PROCESSES (KMPs), INNOVATION SPEED, AND ENTREPRENEURIAL PERFORMANCE: A CONCEPTUAL FRAMEWORK
Florinda Zegullaj, Veland Ramadani, Teuta Veseli-Kurtishi, Viktorija Atanasovska-Noveski
6. THE EFFECT OF BRAND IMAGE, OMNI-CHANNEL MARKETING STRATEGIES AND ORGANIZATIONAL CULTURE ON CUSTOMER COMMITMENT IN THE BANKING SECTOR IN NORTH MACEDONIA
Lutfije Ademi, Shpresa Sylja, Selajdin Abdulj
7. THE IMPACT OF STRATEGIC MANAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE - CASE STUDY "TECHNOLOGICAL COMPANIES IN KOSOVO - PRISHTINA REGION
Kaltrina Krasniqi, Shpresa Sylja
8. EVOLVING BUSINESS LANDSCAPE: JOB SATISFACTION THROUGH THE LENSES OF FINANCIAL COMPENSATION AND WORK-LIFE BALANCE
Ensar Mekić, Gordana Banović, Ramo Palalić, Armina Hubana
9. SHARED MENTAL MODELS AND EMPLOYEE PERFORMANCE: LITERATURE REVIEW
Besar Berisha, Gadaf Rexhepi
10. THE ROLE OF CUSTOMER SEGMENTATION & PERSONALIZATION STRATEGIES IN DATA-DRIVEN MARKETING FOR ENHANCING SALES PERFORMANCE AND CUSTOMER RETENTION IN THE E-COMMERCE INDUSTRY
Valbona Arifi, Veland Ramadani, Jusuf Zeqiri, Rasim Zuberi

Note: Each author will have a maximum of **10 minutes** to present their paper, including time for Q&A (7+3 minutes).

Session 5:

Room C1.04 | 16:00 - 18:30

ECONOMICS AND FINANCE

Chairs: Carmem Leal & Viktorija Atanasovska-Noveski

Google Meet Link: meet.google.com/qrc-qzmb-xuo

1. INFORMAL ECONOMY IN VOLUME AND STRUCTURE AND MEASURES TO COMBAT IT: THE CASE OF THE REPUBLIC OF NORTH MACEDONIA
Abdylmenaf Bexheti, Shpresa Alija, Luljeta Sadiku, Viktorija Atanasovska-Noveski
2. A COMPARATIVE ANALYSIS OF CREDIT AND OPERATIONAL RISKS: REGULATORY DYNAMICS AND RISK EXPOSURE IN BALKAN MICROFINANCE INSTITUTIONS
Shpresim Vranovci
3. ROLE OF BANKING SECTOR PERFORMANCE IN RENEWABLE ENERGY CONSUMPTION: A COMPARATIVE ANALYSIS OF OECD COUNTRIES AND THE WESTERN BALKANS
Artenisa Beka, Hyrije Abazi-Alili
4. MACROECONOMIC DYNAMICS AND FDI INFLOWS: A CASE STUDY OF NORTH MACEDONIA
Merita Zulfiu Alili, Nevila Mehmetaj
5. THE IMPACT OF NON-PERFORMING LOANS ON THE PROFITABILITY OF THE BANKING SECTOR: THE CASE OF SOME BALKAN COUNTRIES
Shpresa Alija, Diellza Dibra, Sadudin Ibraimi
6. THE IMPACT OF MERGERS AND ACQUISITIONS ON EFFICIENCY AND PERFORMANCE IN BANKING: EMPIRICAL EVIDENCE FROM CROATIA
Katerina Fotova Čiković, Mila Mitreva, Damira Keček
7. THE ROLE OF EDUCATION ON ECONOMIC GROWTH: AN EMPIRICAL ANALYSIS OF CENTRAL AND EASTERN EUROPEAN COUNTRIES
Yvesa Jusaj, Valmir Zogaj, Gadaf Rexhepi, Hyrije Abazi-Alili
8. STOCK MARKET DYNAMICS AND ECONOMIC GROWTH: EMPIRICAL INSIGHTS FROM G7 NATIONS
Sihana Hoxha Shala, Ardita Bytyqi, Shenaj Haxhimustafa
9. IMPACT OF PUBLIC SPENDING ON NORTH MACEDONIA'S GDP: A FUNCTIONAL CLASSIFICATION ANALYSIS
Arlinda Idrizi, Blerta Abazi-Chaushi
10. CHALLENGES AND OPPORTUNITIES OF USING E-BANKING IN THE REPUBLIC OF NORTH MACEDONIA
Shpresa Alija, Letafete Ibishi, Liridona Seferi

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