



**11:00 OPENING: VICE-RECTOR PROF. DR. DARKO LAZAROV AND DEAN
PROF. DR. OLIVERA GJORGIEVA-TRAJKOVSKA**

Moderator: Prof. Dr. Vesna Georgieva Svrtinov

**1 11:05-11:15 "IMPLEMENTATION OF IFRS 16 AND ITS EFFECT ON
EARNINGS MANAGEMENT"**

Spase Dameski and Prof. Dr. Olivera Gjorgieva-Trajkovska

**2 11:15-11:25 "AI AND AUDIT: EFFICIENT TOOL OR INDISPENSABLE
PARTNER?"**

Melinda Fulop

**3 11:25-11:35 "IS MBI10 THE SUITABLE INDEX FOR THE MACEDONIAN
STOCK EXCHANGE - AN OVERVIEW OF MSE"**

Riste Petrov and Prof. Dr. Elena Veselinova

**4 11:35-11:45 "THE ROLE OF MONETARY POLICY DURING THE GLOBAL
FINANCIAL CRISIS - THE CASE OF NORTH MACEDONIA"**

Prof. Dr. Vlatko Paceskoski and Filip Taskovski

**5 11:45-11:55 "KNOWLEDGE SHARING FOR SUSTAINABLE INNOVATION –
CASE STUDY"**

Liljana Pusova Stamenkova and Prof. Dr. Elenica Sofijanova

**6 11:55-12:05 "THE ROLE OF INSTITUTIONAL INVESTORS IN FINANCING
INFRASTRUCTURE PROJECTS: OPPORTUNITIES AND RISKS"**

Ass. Dr. Mila Mitreva and Prof. Dr. Marija Gogova Samonikov

**7 12:05-12:15 "ANALYSIS OF BEST COMPETITIVE PRACTICES
(BENCHMARKING) IN MARKETING OPERATIONS"**

Ass. Prof. Dr. Monika Arsova and Prof. Dr. Tamara Jovanov Apasieva

**8 12:15-12:25 "PREFERRING E-COMMERCE AND ITS MARKETS THROUGH
THE ROLE OF SPONSORED PROMOTION OF PRIVATE LABELS IN RNM"**

Vladimir Grujovski and Valentina Spasova



- 9 12:25-12:35 "ORGANIZATIONAL CULTURE AND ATTITUDES TOWARDS CHANGE"**
Anita Talaja and Matea Maretić
-
- 10 12:35-12:45 ECONOMIC OPENNESS AND THE SIZE OF GOVERNMENT: POOLED MEAN GROUP APPROACH**
Silvia Golem
-
- 11 12:45-12:55 QUALITY COSTING, ACCOUNTING INFORMATION AND FINANCIAL LIQUIDITY**
Andrijana Rogošić
-
- 12 12:55-13:05 INTERACTIVE RADIO: HOW SOCIAL MEDIA IS CHANGING AUDIENCES AND CONTENT**
Ass.Prof.Dr.Monika Arsova, Prof.Dr. Vlatko Paceskoski and Prof.Dr. Ljupco Davev
-
- 13 13:05-13:15 THE EUROZONE AND THE OPTIMAL CURRENCY AREA THEORY: A CRITICAL EVALUATION**
Prof. Dr. Vesna Georieva Svrtinov and Dragan Krstev
-
- 14 13:15-13:25 FORECASTING INDUSTRIAL PRODUCTION IN THE EUROZONE: A SCENARIO-BASED ANALYSIS USING MACROECONOMIC INDICATORS**
Prof. Dr. Vesna Georieva Svrtinov and Dusko Todevski
-