

University American College Skopje
in partnership with Friedrich Ebert Stiftung – office Macedonia
organizes the Sixth annual international conference on European integration

**CONSTRUCTING EUROPE AS A GLOBAL POWER:
FROM MARKET TO IDENTITY?**

19 May 2011, Hotel Holiday Inn, Skopje

CONFERENCE PROGRAM

9:30-10:00 **Registration**

10:00-12:00 **Opening ceremony**

Opening addresses:

Mr. Ferenc Kékesi, Hungarian Ambassador to the Republic of Macedonia (tbc)

Mr. Dariusz Karol Bachura, Polish Ambassador to the Republic of Macedonia (tbc)

Dr. Ivan Dodovski, UACS Assistant Professor and Chairperson of the Conference Organising Committee

Dr. Heinz Bongartz, Resident representative of the Friedrich-Ebert-Stiftung in the Republic of Macedonia

Official key speakers:

Ms. Jitka Pantuckova, President of the Board of Directors of Ohridska banka - Societe Generale Group (tbc)

Dr. Matthias Waechter, Director of Institut Européen des Hautes Etudes Internationales, Nice, and Adjunct Professor at the University of Freiburg and EDHEC Business School

Dr. Venko Andonovski, Professor at Ss. Cyril and Methodius University, Skopje (tbc)

Master of Ceremony:

Dr. Clarisse Behar Molad, EDHEC Business School, Lille

12:00-13:00 **Lunch**

13:00-16:00 **Working sessions**

16:00-16:30 **Closing plenary session**

Program of the working sessions:

Academic Track I: Identity Reconsidered

Moderator: Dr. Biro Gaspar, Eötvös Loránd University, Budapest

Opening remarks: Aleksandar Krzalovski, Executive Director of the Macedonian Centre for International Cooperation

Rapporteur: Igor Jovanovski, UACS lecturer

13:00 – 14:30

Dr. David McGaffey (USA):

New States: Old Problems

Dr. Andrey Makarychev (Russia):

Multipolarity in Russia and in Europe: the Multiplicity of Meanings

Dr. Özgür ÜNAL ERİŞ (Turkey):

The Role of the European Union in Conflict Management/Prevention in Kosovo with a Comparative Approach

Dr. Ivan Dodovski (Macedonia):

From Xenophobic Fortress to Dystopian Supermarket, or How Balkan Playwrights Imagine Europe

Dr. Ana Tomovska (Macedonia):

Using Education as a Tool for Promoting Common European Identity: Lessons from Different Educational Paradigms

14:30 – 15:00 Break

15:00 – 16:00

Branko Boskovic, MSc (Montenegro):

European Social Model in the 21 Century

Desislava Krалеva, MA student (Bulgaria):

EU Identity – Identities in Formation and Change

Elena Davitkovska, MSc (Macedonia):

The European Administrative Space

Ivan Arsenijević, MSc (Macedonia):

The Limits and Possibilities of a European Identity

Academic Track II: EU Business and Economy in the Global Context

Moderator: Ivan Ivanov, Director of Elieff Center for Education and Culture, American University in Bulgaria (tbc)

Opening remarks: Ms. Aleksandra Nakeva-Ruzin, General Manager of Eurolink Inc. Skopje

Rapporteur: Dr. Miodraga Stefanovska, UACS Associate Professor

13:00 – 14:30

Dr. Tome Nenovski (Macedonia):

The “Ricardo Effect”

Dr. Ninko Kostovski and Elena Klisarovska, MBA (Macedonia):

Cross-Cultural Management of Companies Holding the Answer to EU Cultural Identity Issues. Polycentric not Ethnocentric Culture

Dr. Marjan Bojadziev, Dr. Ilijana Petrovska and Makedonka Dimitrova, MPPM (Macedonia):

Green Economics: Young Generations to Help Achieve Future Sustainability of Europe

Dr. V. S. Gajavelli, Sumir Josan and Mr Tanuraj (India):

European Integration – Meeting the Competitive Challenges

14:30 – 15:00 Break

15:00 – 16:00

Dr. Zoran Sapurik (Macedonia):

New European Union Consumer Protection Legislation and its Implementation in Macedonia

Dr. Nikica Mojsoska-Blazevski, Marjan Petreski, PhD candidate (Macedonia)

Does Cultural Heritage Affect Job Satisfaction: the Eastern-Western Divide?

Elena Makrevska, MBA (Macedonia):

Resilience of the Euro

Petar Taleski, MSc (Macedonia):

Pan-European Pension System, Possibility or Fiction?

Note: Working language of the conference is English.