



Skopje, 15 May 2014

BOOK OF ABSTRACTS

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THE EUROPE OF TOMORROW: CREATIVE, DIGITAL, INTEGRATED
9th annual international conference on European integration
Skopje, 15 May 2014

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Welcome to the 9th annual international academic conference on European integration

THE EUROPE OF TOMORROW: CREATIVE, DIGITAL, INTEGRATED

Thursday 15 May 2014

The UACS one-day conference seeks to explore potential vistas for building a strong European Union – one that capitalizes on creativity, innovation and digital technologies while strengthening its core political values of freedom, solidarity and integration.

Major issues to be addressed include, but are not limited to:

- Investments in the cultural and creative sectors sustain the economic growth, employment, innovation and social cohesion;
- The use of information communication technologies (ICTs), contribute to productivity growth, jobs and competitiveness, improve social inclusion and help reduce the negative impact on the environment;
- Internal problems of consolidation following the adoption of the Lisbon treaty and the European financial crisis;
- Bridging the North-South divide within Europe
- European commitment to the EU future of Western Balkan states and to the European Neighborhood Policy in times of Eurosceptic critique of democratic deficiency
- Economic, political, regional and migration issues concerning the future of European integration

Over the past nine years our Conference has become an important venue for scholars and practitioners dealing with the contemporary European challenges.

Join us and become part of the ever important debate on our common future!

Sincerely Yours,
Prof. Marjan Bojadjiev, PhD
UACS Rector

CONFERENCE PROGRAM

8:45 - 9:15 Registration

9:15 - 10:30 Opening ceremony

Opening addresses:

Theoxaris Lalakos, Ambassador, Head of the Liaison Office of the Hellenic Republic

Ernesto Massimino Bellelli, Italian Ambassador to Macedonia

Stine Klapper, Resident representative of Friedrich-Ebert-Stiftung, office Macedonia

Ivan Dodovski, UACS Assistant Professor and Chairperson of the Conference Organizing Committee

Official key speakers:

Geoff Pugh, Professor of Applied Economics at Staffordshire University, UK: *Innovation Policy Support for SMEs in Traditional Manufacturing Industries: Some lessons from the EU?*

Milica Uvalic, Professor of Economics at University of Perugia, Italy: *The Europe of Tomorrow: Integrating the Western Balkans*

Paul Stepan, Lecturer at University of Salzburg, Chairman of the Austrian Society for Cultural Economics and Policy Studies (FOKUS) and Managing director of *Eurozine: Schumpeters Nightmare: Rewarding Creativity in a Digital Environment*

Master of Ceremony:

Stevo Pendarovski, UACS Associate Professor in International Security and Foreign Affairs

Note: Working language of the conference is English.

10:30-11:00 Coffee break

11:00-13:00 Working session – parallel academic tracks 1 & 2

13:00-13:45 Lunch

13:45-15:45 Working session - parallel academic tracks 1 & 2

15:45-16:00 Coffee break

16.00-16:30 Closing plenary session

Academic Track I: Political Challenges, European Education & Urban Creativity Prospects

Moderator: Ivan Dodovski, UACS Assistant Professor

Rapporteurs: Miodraga Stefanovska, UACS Assistant Professor

Ana Tomovska Misoska, UACS Assistant Professor

Gáspár Bíró: *Digital Europe and Political Understanding*

Robert Hudson: *The Ukrainian Crisis, the Crimean Referendum and Security Implications for the European Union*

Zoran Sapurik, Marko Andonov, Stevo Pendarovski: *The Challenges to the New Perspectives of New European Union Regional Policy Legislation*

Ljupcho Stevkovski: *European Financial Crisis, Youth Unemployment and the Rise of Right Wing Extremism*

Ganka Cvetanova, Veno Pachovski: *E-Democracy Initiatives on Local Level in the Republic of Macedonia, Estonia and Hungary*

Marina Andeva: *Theories and Practical Implications of Cross-border Cooperation: An Instrument for Fostering Integration and Good Neighborhood Relations*

Zlat Milovanovic, Ilijana Petrovska: *The European Higher Education Area and its Prospects*

Jeremy Cripps, Emil Gjorgov: *The Accredited European University of Tomorrow: Accreditation, Creativity, International Recognition*

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Minas Bakalčev, Mitko Hadzi Pulja, Saša Tasić: *Skopje - European City of Tomorrow*

Marija Mano Velevska, Slobodan Velevski, Ognen Marina: *Urban Voids - Creative Strategy and Spatial Challenge for the Cities in Transition*

Ognen Marina, Alessandro Armando, Slobodan Velevski: *The Crisis and Novel Urban Strategies for the Future Development of Turin and Skopje*

Irina Grcheva, Sasho Blazevski, Maksim Naumovski: *Implementation of the European Union Regional Policies in Planning Documents: The Case of Macedonia*

Ljupcho Jovanov, Toni Vasic, Jovanka J. Milenkoska: *Significance of Adolphe Appia in Contemporary Theatrical Space in EU and Macedonia*

Aneta Simovska, Ivana Trajanoska: *Protection of Cultural Heritage in Macedonia and Italy*

Marjana Vaneva: *Today's Macedonian and Slovenian Teachers' Perceptions of Teaching English Grammar*

16.00-16:30 **Closing plenary session**

Academic Track II: Economy and Business in the Era of Creativity and Digitalization

Moderator: Marjan Petreski, UACS Assistant Professor and Research Vice Rector

Rapporteur: Makedonka Dimitrova, UACS Teaching Assistant

Elena Makrevska Disoska, Tome Nenovski: *Competitiveness of the European Union: Pre-crisis Trends and Impact of the Financial Crisis*

Evica Delova Jolevska, Ilija Andovski: *Future Development of the Service Sector in Macedonia: The Impact on the Banking System*

Ninko Kostovski, Jadranka Mrsik: *Does the Adoption of International Financial Reporting Standards Provide Commensurate Benefits to Prospective European Union Countries?*

Aleksandra Branković, Elena Baranenko: *Integration of the Western Balkan's Industry into the EU Internal Market: Recent Trends in Trade in Manufactured Goods*

Jadranka Mrsik, Marko Andonov, Kimo Cavdar: *Regulation of Licensed Industries in Small Economies: Limiting the Number of Participants or Encouraging Competition for Better Service Quality*

Irina Gvelesiani: *Development of "Trust-like" Mechanisms in Today's Bulgaria, Czech Republic and Romania*

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Emilija Tudzarovska – Gjorgjievska: *Towards Knowledge-based Economies: Challenges and Perspectives*

Ana Ristevska: *Selection of Knowledge Management Software Application for Attracting New Customers*

Marsida Ashiku, Daniela Gerdani: *Development of Information and Communication Technologies Market and Use by Albanian Business*

Mishko Ralev, Viktorija Eremeeva Naumoska, Ana Krleska: *Workspace as a Factor of Job Satisfaction in the Banking Industries in Macedonia*

Toni Vasic, Ilijana Petrovska, Selim Indji: *Wine Packaging for the New Consumers' Expectations: Comparative Case Study of Consumers' Perception in Macedonia, Germany and Japan*

Mishko Ralev, Ana Tomovska Misoska, Viktorija Eremeeva Naumoska: *Elements of Workspace as Factors of Workspace and Job Satisfaction in the ICT Sector in Macedonia*

16.00-16:30 Closing plenary session

OPENING CEREMONY – KEY NOTE SPEAKER

Prof. Geoff Pugh, PhD

Staffordshire University, UK

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Innovation Policy Support for SMEs in Traditional Manufacturing Industries: Some lessons from the EU?

In the EU, SMEs in traditional manufacturing industries/sectors account for a high – and in many regions an increasing - share of total employment in manufacturing. Yet SMEs in traditional sectors are relatively neglected by researchers and policy makers. This address argues that SME innovation in traditional sectors comprises multi-dimensional and interrelated product, process, organizational/managerial and marketing innovations, all of which are important in adding value and generating employment. In designing public policy to promote innovation by traditional sector SMEs, the market-failure rationale for subsidizing R&D inputs is less relevant than an innovation systems approach informing a broad range of lower cost policy interventions, which include measures both to promote interactions with new partners (thereby accessing knowledge and opportunities) and to enhance SMEs' capabilities to learn and to innovate (i.e. to commercially exploit knowledge). The address concludes that the most effective policy instruments to promote SME innovation in traditional sectors are demand-led and relatively low cost.

Biography

Geoff Pugh is Professor of Applied Economics at Staffordshire University Business School. Geoff has recently led evaluation projects for both the UK Government (on school performance) and for the EU Commission (on innovation support programs). His particular commitment to the Western Balkans arises from teaching and supervising many former and current MSc and PhD students (supported by the Open Society Foundation) and, most recently, from involvement in research projects supported by the Swiss Agency for Development and Cooperation (SDC). Since December 2011, Geoff has been a member of the Advisory Committee to the Council of the Central Bank of Montenegro.

OPENING CEREMONY – KEY NOTE SPEAKER

Prof. Milica Uvalic, PhD

University of Perugia, Italy

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The Europe of Tomorrow: Integrating the Western Balkans

The EU has set a series of long-term objectives in order to achieve smart, sustainable and inclusive growth, elaborated in detail in the Europe 2020 Strategy. In the aftermath of the global economic crisis, an intense debate has also developed on EU's manufacturing industry, calling for increasing competitiveness of the EU through "knowledge-driven re-industrialization". These objectives are highly relevant for the Western Balkan countries, not only because they are aspiring to become EU member states. Due to conflict, instability and delayed transition, structural change in the Western Balkans has acquired a 'distorted' pattern, with the share of manufacturing value added falling far too quickly, to levels which are not in line with their level of economic development. This has fundamentally contributed to their unsatisfactory export performance, low competitiveness on world markets, slow integration with the EU economy and growth below potential. The South East Europe (SEE) 2020 Strategy, adopted by the Regional Cooperation Council and the region's ministers in Sarajevo in November 2013, sets out the long-term objectives to be pursued over the coming years, drawing on the Europe 2020 Strategy. However, it does not sufficiently take into account some of the structural weaknesses of the Western Balkan economies, which must necessarily be addressed in order to facilitate their future economic and political integration with the EU.

Biography

Milica Uvalic, Ph.D. in Economics (European University Institute, Florence, 1988), Full Professor in Economics, Department of Economics Finance and Statistics, University of Perugia (Italy) (since 2002), previously Associate Professor (since Nov. 1992). M. Uvalic is a major expert on the Western Balkans, particularly on economic development, transition-related economic and institutional reforms and EU integration. Previously she was Member of the UN Committee for Development Policy (2007 - 2012), Public Policy Scholar at the Woodrow Wilson Center in Washington DC (2009) and Assistant Minister for Foreign Economic Relations in the federal government of FR Yugoslavia (January - August 2001), President of the Italian Association for Comparative Economic Studies (2009 – 2011), President of the European Association for Comparative Economic Systems (2004-6) and President of the International Association for the Economics of Participation (1993-95). She has worked as consultant to various organizations, including the European Commission, ILO, UNDP, UNESCO, GTZ, Bertelsmann Foundation, F. Ebert Foundation. She has published extensively on transition-related issues in Central and Southeast Europe.

OPENING CEREMONY – KEY NOTE SPEAKER

Paul Stepan

Managing Director, *Eurozine*

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Schumpeters Nightmare: Rewarding Creativity in a Digital Environment

A crisis is a state in which something ends and something new cannot develop. In the past century the copyright industries were constantly in transformation through various technological innovations. The transformation process goes from sound recording to radio, the development of the film industry, changes in the publishing business and the introduction of copier and private copies to print on demand, the fast diffusion of home cinema and video to various models of pay TV and video on demand services (VOD). All these innovations were technology driven and transformed the copyright industries from within its own structure. Although in some branches the firms have changed after the adaptation of a new technology and in some cases copyright needed rephrasing or minor revisions, technology has never changed so radically that the regulatory effects of the legal frameworks would stop the evolution of the industries. Digitalisation and the decentralised distribution at no cost push the limits of business models in the copyright industries of the last century. Why has the copyright industries failed to renew itself as Schumpeter suggested? This leads to the question of the regulatory impact of copyright law on the failure of the exploiting industries to evolve since the introduction of file sharing and digital distribution. It had been clear from start that copyright law is the attempt to overcome one market failure by another one, but the built in inefficiency was weighed against the positive effects within a particular framework. The question now is, how does it affect the transformation process of the industry structure?

Biography

Paul Stepan was trained as an economist and worked as a research fellow at the Erasmus University Rotterdam for four years. His fields of interests are in cultural economics and economics of copyright specializing on issues of digitalization. Currently he is the managing director of *Eurozine* (www.eurozine.com), a European network of cultural journals as well as an online journal itself.

Academic Track I: Political Challenges, European Education & Urban Creativity Prospects

Moderator: Ivan Dodovski, UACS Assistant Professor

Rapporteur: Miodraga Stefanovska, UACS Assistant Professor

Ana Tomovska Misoska, UACS Assistant Professor

Ivan Dodovski is Dean of the School of Political Science at University American College Skopje. He studied general and comparative literature with American studies, and obtained an MA degree in Macedonian literature and narratology at Ss Cyril and Methodius University in Skopje. He holds a PhD from the University of Nottingham, UK. His recent research in the field of cultural studies is focused on politics and identity representation in contemporary Balkan drama. Dr. Dodovski has edited the volume *Multiculturalism in Macedonia: An Emerging Model* (2005). He has also published academic papers, three poetry books and a collection of short stories.

Miodraga Stefanovska, PhD is Assistant Lecturer at UACS. She graduated at the Institute of Social Work and Social Policy, ss. Cyril and Methodius University, Skopje. She has 9 years of work experience in health and social education with special focus on AIDS prevention in multicultural environment in Macedonia and internationally, particularly in the NGO sector. As a consultant, she offers services in a range of areas relating to Health and Social Development. She represented Macedonia at the UNGASS-Children and HIV/AIDS in New York, 2002. Recent/ongoing activities include support to the development and the implementation of a successful proposal to GFATM for Macedonia and National Strategic Plan on HIV/AIDS (2007-2011).

Ana Tomovska – Misoska obtained her PhD from the School of Education; Queen's University Belfast. Her research interests are concentrated on exploring children's views and interests in different areas of life. She is especially interested in connecting issues of ethnic identity, culture and language with issues of intercultural education and peace education. She has been involved in a number of research projects and initiatives for educational reforms in the Republic of Macedonia and presented her research in national and international conferences. Her recent research work is presented in 'Social Context and the Contact Hypothesis: Perceptions and Experiences of a Contact Program for 10-11 Year Old Children in the Republic of Macedonia' published in C. McGlynn, M. Zembylas, Z. Bekerman and T. Gallagher (eds.) *Peace Education in Conflict and Post-conflict Societies: Comparative Perspectives* (Palgrave Macmillan, 2009).

Prof. Gáspár Bíró, PhD

Eötvös Loránd University, Budapest, Hungary

Digital Europe and Political Understanding*

The notion of political understanding is employed here in two senses. One is the totality of information, impressions, sentiments, and opinions possessed, shared and expressed by people about the domestic and the international political processes. The second, more interesting from our perspective, is what sort of knowledge, beyond the appropriate instincts and reactions, and other personal endowments make somebody a good leader? In transitional societies, and Europe as a whole is a textbook case, the question appears in unprecedented circumstances. It was learned usually afterwards that some leaders misunderstood their roles and have done serious damages before they were out of office. The development in Information Technologies (IT) made things better or worse?

Key words: *digital, leader, knowledge, information, transitional societies*

** This abstract was submitted only a few weeks before the untimely death of our dear colleague and friend Prof. Dr. Gáspár Bíró. He was member of the Program Committee of the UACS International Conference on European Integration, and he greatly contributed to its success in the past several years. We hereby pay tribute to his academic achievements, professional dedication and generous support. He shall be greatly missed by the faculty and students of UACS.*

Biography

The late Gáspár Bíró was professor of International Relations at the Institute of Political Sciences of the Faculty of Law, Eötvös Loránd University Budapest. He was former Rector of University American College Skopje. In 1989, Gáspár Bíró served as Chief Counselor in the Secretariat for National and Ethnic Minorities at the Council of Ministers of the Republic of Hungary, and in the following year he took the post of Director in the Office of the Prime Minister of the Republic of Hungary. He participated as an expert in the UN Commission on Human Rights' Ad hoc Working Group on the Declaration on the Rights of Persons Belonging to National or Ethnic, Religious and Linguistic Minorities, as well as in the Committees of Experts for the Protection of National Minorities in the Council of Europe. In 1992 he served as independent expert of the United Nations Commission on Human Rights on the situation of human rights in Sudan, and in the following year he was appointed as Special Rapporteur of the United Nations Commission on Human Rights on the situation of human rights in this country. In two terms (1998-2004 and 2008-2012) he served as expert and second Vice President of the Advisory Committee on the Framework Convention for the Protection of National Minorities to the Committee of Ministers in the Council of Europe, and between 2004 and 2006 as independent expert member of the United Nations Sub-Commission on the Promotion and Protection of Human Rights. Gáspár Bíró was invited as key speaker to major international conferences, and he authored many studies, including some published by the United Nations Association of the USA (New York, 1994), Institute Universitaire des Hautes Études Internationales (Geneva, 1993), ICES Kandi, Sri Lanka (1997), La documentation Française (Paris, 1999), Central European University, Budapest (1999), Lit Verlag Münster-Hamburg-London (2000), and Martinus-Nijhoff (2013). He also published three books in Hungarian: *The Free Choice of Identity* (1995); *Introduction to the Study of International Political Relations* (1998, second edition 2003); *Democracy and Self-Determination at the Beginning of the 21st Century* (2004). Gáspár Bíró was member of the Editorial Board of the International Journal on Minority and Group Rights

published by Kluwer Law International. On 18 December 18, 1995, the Government of the Republic of Hungary granted Gáspár Bíró the Minorities Award “for his minority protection activities and for preparing the basic concept of the Act on the Rights of National and Ethnic Minorities” adopted by the Hungarian Parliament in 1993 with majority of 96% of the votes. On May 19, 2010, the Senate of University American College Skopje bestowed upon Gáspár Bíró the title *professor honoris causa* for his exceptional contribution to the development of the University and for his outstanding achievements in the political science, the advancement of human rights and the protection of minorities.

Prof. Robert Hudson, PhD

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The Ukrainian Crisis, the Crimean Referendum and Security Implications for the European Union

The establishment of the European Union as a zone of stability and prosperity in Europe is confronted today with new security challenges. For the first time since the end of the Cold War in 1989, the E U finds itself with an unpredictable neighbor on its borders, which has resorted to the use of military force and continues to influence the territorial integrity of a sovereign state. Rather than analyze the actual causes of the Ukrainian crisis, this paper will focus on the potential impact of these events on European security in general and the security of the European Union in particular. Not only are there differences in approach towards the implementation of sanctions, between the EU and the US, there are also different attitudes between different member states of the EU. Does the EU have the stomach for sanctions given the background of the recent financial crisis and the potential for a devastating tit-for-tat trade war? As members of the OSCE monitoring team have been taken hostage and western journalists have been arrested on suspicion of spying, this raises the question, is Europe lurching out of an economic crisis into a new Cold War, which NATO leaders have already designated as Cold War II? Ultimately, what are the wider implications of the Ukrainian crisis on European security?

Keywords: *security, sanctions, self-determination, nationalism, national identity, political and ethnic minorities, European integration, cultural politics, and post-modern states.*

Biography

Robert Hudson is University Professor in European History and Cultural Politics at the University of Derby, Director of the Identity, Conflict and Representation Research Centre, since 2004, former Head of European Studies, and a European Union Jean Monnet Scholar (since 1995). A graduate of the School of Slavonic and East European Studies, University of London, he held a Yugoslav government scholarship as a Post-Graduate Fellow at the University of Sarajevo. In the 1980s he lectured at Exeter College of Art and Design and the University of Rennes (France). Hudson was a faculty member of the EU Marie-Curie - funded European Doctoral Enhancement Program (EDEN) in Peace and Conflict Studies (1997 – 2008). Hudson's research is rooted in the histories and cultural politics of conflicts and post-conflict aftermaths; with a focus on inter-ethnic conflict, the politics of identity formation and the representation of ethnic minorities in Europe. He teaches on European cultural identities and ethnic minorities in Europe at undergraduate and masters' levels.

Prof. Zoran Sapurik, PhD, Marko Andonov, PhD, Prof. Stevo Pendarovski, PhD

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The Challenges to the New Perspectives of New European Union Regional Policy Legislation

The Contemporary European Union is a decentralized community. The Union's regional policy has a long tradition. It is shaped by the EU common legislation. The EU regional policy is primarily directed towards overcoming the disparities in the economic development of various regions, which has strong impact for equalization of the whole EU. The funding for development of various regions has been constantly increasing. In 2006 – 2013, 347 billions of Euros were allocated to the various regions. The EU policy is very dynamic and it is being continuously upgraded. Since the enlargement in 2004 and 2007, the transformation of regional policy has become unavoidable because the economic disparities have significantly deepened. Bigger disparities have caused the need for changes of the EU regional policy legislation. Most recently, in December 2014 a package of new legislation was adopted, with which a new legal framework has been established. It is aimed at providing more effective and efficient management of ERDF, ESF and CH. The new legislation faces with the numerous of challenges. This has a goal to produce further simplification of the procedures related to the regional policy, to strengthen the links of all regional projects with energy efficiency and environmental matters and to enable a more comprehensive use of the economic potentials of various regions. It requires a stronger cooperation between the EU, the member states, and the regions. The main aim of this paper is to analyze the new EU regional policy legislation and to highlight its future challenges and perspectives. The paper also includes a SWOT analysis of the potentials for the implementations of the new legislation, so as to determine the obstacles and potentials for the further strengthening of the regional policy. Further the paper also aims at initiating a wide debate about the future perspectives of this legislation.

Key words: *EU, legislation, cohesion, regional policy, economy, disparities.*

Biography

Zoran Sapurik holds doctoral degree from the Ss Cyril and Methodius University in Skopje and Certificate. His main areas of interest are European Union and Environment. He has published several books and more than twenty papers in the international Journals. He was minister of environment and physical planning in the Government of Macedonia.

Marko Andonov holds a PhD in the field of Business Law from The St. Cyril and Methodius University Skopje. Currently, he is a Dean of the School of Law within University American College Skopje. At the same time, as Assistant Professor, he teaches courses in Company Law, Financial Law and Labor Law. His teaching and research areas are also related with the Securities Law as well as the legal aspects of the investments funds. His work experience includes supervisory position in the Securities and Exchange Commission of the Republic of Macedonia. As an expert, Dr. Marko Andonov has participated in preparation of several bylaws that derive from the Securities Law. Also, he was a member of the working group that prepared the Law on Investment Funds of the Republic of Macedonia. Among other activities, he is elected for educator in the Academy for Judges and Public Prosecutors of the Republic of Macedonia in the fields of Company Law and Labor Law.

Stevo Pendarovski is Associate Professor in International Security and Foreign Affairs at the School of Political Sciences at University American College Skopje. In the 1990s he was an Assistant-Minister for Public Relations and Head of the Analytical and Research Department in the Macedonian Ministry of Interior Affairs. In the last decade he had served as National Security and Chief Foreign Policy Advisor to two Presidents of the Republic of Macedonia. In 2004/5 he was a Head of the State Election Commission. His teaching and research areas include geopolitics, globalization, national security, US foreign policy, EU foreign and security policy, and small states in international affairs.

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European Financial Crisis, Youth Unemployment and the Rise of Right Wing Extremism

The research question of the paper deals mainly with the effects of the economic crisis in the European Union and the possible threats to Western Balkans, such as right-wing extremism. The key point of the research is based on the hypothesis that the rise of right-wing extremism in the European Union is directly a result of the rise of unemployment, especially among young population, being a result of extended effects of the economic crisis. This growth of right-wing extremism in the EU will inevitably have a negative impact on the stability and security of the Western Balkans and the wider region of Southeastern Europe. Namely, with the emergence of the economic crisis, its prolonged and deepened negative effects, such as falling living standards, rising unemployment, lack of prospects for young people etc., a new generation of nationalists and right-wing, opponents of liberal democracy came to life in the Balkans. Those are trying to win power, but on an anti-European and national program orientation. Characteristic of all right-wing extremist movements is the policy of protection of the national identity, populism, hate of speech, homophobia, violence on an anti-migrant and religious base, homogenization of the nation, calling on a higher level of morality, etc. The right-wing extremist group impact usually is increased before and during the elections when the established political parties easily resort to populist and nationalist rhetoric in order to win as many voters as possible. Many of them operate under the spiritual and financial auspices of domestic radical religious communities. Although being marginal groups, the danger arises from their exclusivity, membership of mostly young people who can easily decide to use violent methods. Nationalism and religious extremism are cherished on a daily politics. Through education, culture and in almost every segment of society, the past continues to be forged. The gap between different ethnicities and religions is not decreasing, but is unfortunately increasing. Political parties as a tools of political socialization, rather than advocating the stability and prosperity of the citizens, are the main actors in the separation of citizens in all lines.

Keywords: *European economic crisis, Western Balkan, youth unemployment, right wing extremism, populism, nationalism.*

Biography

Ljupcho Stevkovski holds a PhD degree from the Faculty of Law "Iustinianus Primus" in Skopje, Republic of Macedonia. He has a vast academic and practical knowledge stemming from his rich portfolio. As of 2011 Mr. Stevkovski is an elected Professor at the University "American College" Skopje, teaching War and Diplomacy, Conflicts management, Political culture and Conflict Resolution and Mediation. Additionally, he boasts an impressive track record working for the Macedonian National Security Bodies. His main research interests are related to regional security in the Western Balkans, security sector reforms, conflicts, foreign policy, right wing extremism, terrorism, radical religious groups, energy policy, etc.

Prof. Ganka Cvetanova, PhD, Prof. Veno Pachovski, PhD

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E-Democracy Initiatives on Local Level in the Republic of Macedonia, Estonia and Hungary

The paper evaluates three different types of e-democracy initiatives on local level in the Republic of Macedonia, classified by the elements of the democratic process which they work to enhance: transparency, participation, and deliberation. The paper also attempts to compare the e-democracy initiatives on local level in the Republic of Macedonia with the e-democracy initiatives in Estonia and Hungary as EU Member States. Despite the fact that the investigation in *Comparative Project on Local e-democracy Initiatives in Europe and North America* was focused on one North American and six European countries, for the purposes of our research we have chosen Estonia and Hungary as EU Member States on one hand and Republic of Macedonia as a EU candidate country on the other hand for the following reasons: all of the three countries recently left their communist past, weak democratic institutions, low level of trust in the governments, but also because three of the countries have strong commitment to e-democracy. Methodological approach used in *Comparative Project on Local e-democracy Initiatives in Europe and North America*, served as a basis for our research, which means that the research relies on tripartite typology of e-democracy initiatives in order to provide a framework for classification as well as comparative analysis of the e-democracy practices in the Republic of Macedonia, Estonia and Hungary. In the first stage of our research we analyzed the web portals of the units of local-self governments in the Republic of Macedonia in the period of 2013-2014, with special emphasis on e-democracy initiatives. The second stage of the research was comparative analysis of the existing types of e-democracy initiatives on local level in Republic of Macedonia and e-democracy initiatives in Estonia and Hungary. Investigation uncovered many outstanding local e-democracy initiatives in all of the three countries. However, there is a little evidence that these initiatives have done much to ameliorate before mentioned problems that all of the three countries are still facing, such as: weak democratic institutions, low level of trust in the governments and low level of citizens' participation in democratic processes using ICT as intermediary. The paper also provides some recommendations for improving the e-democracy initiatives on local level and their performance in general.

Keywords: *E-democracy initiatives, local level, transparency, participation, deliberation, e-tools*

Biography

Ganka Cvetanova was born in Skopje, Macedonia in 1968. She graduated from the Faculty of Music Art 1989, completed her MA at the same institution in 1994, got her PhD in Sociology at the Institute for Sociological, Political and Juridical Research (ISPP) at the University Ss. Cyril and Methodius in Skopje in 2006. From 2008 till 2010 she was a visiting professor at the University American College – Skopje. She participated in many domestic and international conferences as a lecturer and moderator. Currently, as an Associate Professor, she heads postgraduate cultural studies at ISPP and teaches Culture and Identity; Ethnic Identity; Cultural Politics and Cultural Institutions; Digital Culture; New Media and Democracy, etc.

Veno Pachovski was born in Skopje, R. Macedonia in 1965. He graduated from Faculty of Natural Sciences and Mathematics, State University Ss. Kiril and Methodius, Skopje, Macedonia in 1989, completed MSc in Mathematics and Computer Science in 2000 and got his PhD in Computer Science at the same University in 2007. Since 2007, he teaches a variety of courses at the University American College – Skopje, mainly within the School of Computer Sciences and Information technology (SCSIT). His fields of expertise include Databases, Information systems and Natural language processing.

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Theories and Practical Implications of Cross-border Cooperation: An Instrument for Fostering Integration and Good Neighborhood Relations

If we portray borders as places for exchange and co-operation instead of barriers, it is straightforward to picture them as resources for re-unification and conflicts' resolution (Del Bianco, 2006). Originated from the will of populations and institutions of different states, institutionalised forms of cross-border cooperation have been development with the main aim to face common problems in border regions and areas. This phenomenon has lead to the concept of Euroregion. The enlarged EU has been encouraging the creation of such forms of decentralisation of power, in the economic and cultural fields in particular. This paper will give an overview of the concept of cross-border cooperation in regards to its many structures, its legal basis and most of all, in reference to its legitimacy and confrontation with state sovereignty and authority. In order to demonstrate its practical implications, the paper will give, as well, some examples from the Upper Adriatic area. It will draw the basic elements and will raise the main concerns behind its legitimacy.

Keywords: *Euroregion; region/regionalism; cross-border cooperation; Adriatic region; Macedonia*

Biography

Marina Andeva is a Researcher and Project Manager at the Institute of International Sociology in Gorizia (ISIG) since 2009. She finished her PhD in Transborder Policies for Daily life and MA in Methods in European Policy Making at the University of Trieste, Italy and her BA in Law at the Faculty of Law "Iustinianus Primus" at the University "Ss. Cyril and Methodius", Skopje, Macedonia.

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The European Higher Education Area (EHEA) and its Prospects

Since its creation in 2010, the European Higher Education Area (EHEA), as a part of the Bologna process, has achieved many successes on the way to the future integration of Europe as a whole in the field of higher education. Most of its 49 members have adopted and implemented reforms of higher education, having in mind sustainable development, a knowledge based society, higher employment, innovation and social cohesion. Our paper is divided into the following four parts: In the first part, we describe the future EHEA through its basic documents adopted by Ministerial conferences of participating states, as envisioned in the Bologna declaration of 1999. The second part deals with higher education in the Republic of Macedonia – a participant of the Bologna process since 2003. The Macedonian Law on Higher Education of 2008 is consistent with the Bologna process, but deals insufficiently with higher education mobility – one of the main themes of the 2015 European Ministerial Conference in Yerevan. The third part deals with good practices in implementation of the Bologna principles in various parts of Europe and beyond. Macedonia, as well as other nations need mobility strategy. Will Macedonia and other countries be able to have 20% of their student body spend a part of their study abroad by 2020? Only with difficulty. The question that remains is, what can be done about it? The fourth part contains some answers to the mobility conundrum by providing recommendations for faster growth of inbound and outbound mobility. The recommendations apply to the EHEA and its member states. The methodology used includes: reviewing relevant documents; using UNESCO and EU statistics; and semi-structured interviews with Macedonian graduate students, colleagues and state officials. These are, in part, a basis of the recommendations.

Keywords: *European Higher Education Area, Bologna process, higher education mobility, foreign students inbound, foreign students outbound, quality of education, higher education in Macedonia, good practices in Europe and beyond, EU exchanges of students.*

Biography

Zlat R. Milovanovic, Ph.D. is a Professor Honoris Causa, formerly Professor and Vice Rector of University American College Skopje. He holds a Ph.D. in International relations from Temple University and Doctorate of Public Law from the University of Nancy, as well as an M.A. in European studies. Formerly he taught International law and Political Science at Boston University Graduate School, Temple University and Glassboro State University. He also lectured and attended international and other conferences in the U.S., Europe and Africa. He has authored publications on many topics and in a host of languages. A member of the American Society for International Law (ASIL), American Political Science Association (APSA) and Austral-Asian Section of the Academy of International law.

Ilijana Petrovska, Ph.D. is an Assistant professor and Vice Dean for Education at School of Business Economics and Management, at University American College Skopje. Her previous ten years of work experience as a marketing manager at Stopanska Banka, and her work in an advertising agency, provide for experienced and interactive lecturing in Marketing, Advertisement, Integrated Marketing Communications and Strategic Marketing classes. She lectures both at graduate and undergraduate level, and is also an active Marketing consultant. She is the President of the Association for better Education. Her research areas are in: integrated marketing communications, marketing, international education, services marketing and social media.

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The Accredited European University of Tomorrow: Creativity, International Recognition

This paper is written to draw attention to the failure of the Bologna process to provide for a European Union set of standards for accrediting European Union universities. First a reflection on the nature and importance of accreditation. Then notes on the demand for transparency and accountability and consideration of problems faced by higher educational institutions. Consideration of the benefits which derive from accreditation will be followed by description of five standards which might move the accreditation introverts in Europe to the more extravert approach being taken by universities in the United States.

Keywords: *university Accreditation, Higher Education, EU Commission on Education and Culture, EU Commission Employment and Social Affairs.*

Biography

Jeremy Cripps apprenticed at PriceWaterhouseCooper. He became Chartered Accountant and then attended Case Western Reserve University in Cleveland, Ohio. Graduating Master of Arts, he became a CPA (Ohio) specializing in Tax Jeremy and then joined a client as European Controller. Married with new family he joined Heidelberg University in Ohio in 1982. Fulbright Scholarships in Zimbabwe and Bulgaria followed by setting up the Business program at the American University in Kuwait. This fall he returned to the classroom in Blagoevgrad.

Emil Gjorgov a PhD candidate utilizes his native language proficiency skills to present professional writing that correspond to his professional qualification in Communication and Negotiation with foreign corporations and universities. He has a Master Degree in Master of Arts in Political Science. His immense success narrative relates to successfully implementing numerous international agreements for cooperation and US accreditation for universities and corporations in the USA. Has great experience in designing and implementing documents for cooperation such as Memorandum of Understanding, Articulation Agreements and Agreement Covenants. Additionally, he is an accomplished international educator and administrator in post secondary and secondary educational institutions with immense experience in educational planning and development. Continuing interest in educational planning and development has led to extensive consultancy in international and Macedonian organizations during establishment and implementation of academic programs.

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Skopje - European City of Tomorrow

The question for the future of the European city is an important issue in the light of less certain, heterogeneous, incoherent urban formations of the modern city. Changing the European historic city as an exclusive entity is facing us with the change not only of the territory of the city and its new regional disposition but even more towards questioning the paradigm of the city itself, its physical composition. The former homogeneous entities become inconsistent landscapes, once distinctive urban elements are now hybrid spatial phenomena. This research questions the way in which the new inconsistent base of the city can now project its future. To achieve this, we will first start with the progressive prototype model of the future city promoted in the controversial book - manifesto "The City of Tomorrow" Le Corbusier. Then we will explore the effects of the modernization processes in the physical structure of Skopje. In the last part through comparative review of selected European city-icons we are going to try to draw the new spatial reality of the European city through which we can base a hypothesis about the new inclusive, creative and integrated city of tomorrow.

Keywords: *city of tomorrow, urban fragment, collective form, analog city, urban fragment, city pockets, urban transformation, Pan-European city, urban morphology*

Biography

Minas Bakalchev is an architect and professor at the University Ss. Cyril and Methodius, Faculty of Architecture, Skopje, dip. Ing. Arch from Faculty of Architecture, Skopje, ms from Faculty of Architecture, University in Beograd, dr. on technical science University Ss. Cyril and Methodius, Skopje. He was co-curator of Macedonian national pavilion on Venice Biennale 2006, and got mention for the project city of possible worlds, With Mitko Hadzi Pulja under the acronym MBMHP work together on architectural projects, workshops, exhibitions. For their works they got many city and national awards. Believes that architecture can change the world in a way the world change us.

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Urban Voids - Creative Strategy and Spatial Challenge for the Cities in Transition

The last two decades worldwide have been marked by enormous socio-political and economic change with a considerable effect on culture as well. The phenomenon of *transition* was intensified and accelerated by the influences of liberal market economy and new informational technologies alongside with the socio-cultural effects such as consumption and mass-media becoming omnipotent machine for production and management. As a consequence the mode of transition was inevitably transferred onto the city. Due to the socio-political shift the urban transition is particularly recognizable in cities in developing countries such as Macedonia. In this manner the city of Skopje represents a valuable and potent resource in the field of urban research. This paper points to the spatial *urban voids* as a tool for restructuring and reinventing new operational coherence for cities in transition. The concept of *urban void* emerges as a creative strategy that sees the 'empty' space as spatial quality which could bring economic and social benefit to the community. Hence the scope and the focus of this research paper is the relationship between the formative narration of the city represented through the planning regulations and market economy in a socio-spatial system of the cities in transition (Skopje) and the existing informal but spatially highly creative potential of the *urban voids* as dialectical amalgam that bridges public and private interests. The method applied follows comparative approach that defines the limits and potentials of local realities and international experiences already engaging *urban voids* as creative strategy. Three cases of spatial development in Skopje are compared with three spatial strategies of *urban voids* already done in European metropolitan context from the city of Pula in Croatia, Horde-Dortmund and Berlin, both in Germany.

Keywords: *city; transition; urban void; socio-politics context; globalization; empty space vs. built space*

Biography

Marija Mano Velevska, PhD in Architecture and Urbanism. She works as Assistant Professor at the Institute of Architectural Design at the Faculty of Architecture, University "St. Cyril and Methodius" in Skopje. The focus of her work refers on learning architecture by combining design practice and architecture theory. She is co-author of the book *Conversations*.

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The Crisis and Novel Urban Strategies for the Future Development of Turin and Skopje

This paper focuses on the issues of effectiveness of the urban plans in the context of the contemporary European cities, considering mainly the subject of physical transformation of public space connected with building development. The comparison between Turin and Skopje aims to highlight the possible role of the urban design tools and planning (especially diachronic visioning), in the future of a sustainable growth of the urban European systems. The strategies of visioning of the urban plans require, to become effective, a strong liability coming from the political power and the economic feasibility: how can we consider the production of plans when this liability is going to lack? The crisis of the building sector in recent years along Europe has underlined some weaknesses of this approach to plans which had been a good instrument in a perspective of economic and physical growth. This paper assumes that the urban plan will continue to be a fundamental instrument for managing the future transformations of our cities, if we will be capable of rethinking it as a device for reassembling and including many other implications, beyond those which are usually considered by drawing the material shape of things. The paper will finally attempt to describe some strategies for rethinking the urban plan visioning from a methodological point of view.

Keywords: *urban plan; urban visioning; implementation; decision-making; sustainability;*

Biography

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Implementation of the European Union Regional Policies in Planning Documents: The Case of Macedonia

In the last twenty years, the spatial development of Macedonia was focused strictly on one area - the Skopje Region. With its center in Skopje (the capital of the country), this small urban region accumulates one-third of the total population, two-thirds of the total GDP and one-third of the total national profit. As a result of this concentrated urban growth, the rest of the country remains spatially and economically underdeveloped. One of the reasons for the misbalanced spatial development of Macedonia is the inconsistent urban and spatial planning in the last twenty years.

In 2002, along with the beginning of the decentralization processes, *The Spatial plan of Republic of Macedonia 2002-2020* was adopted presenting a long-term strategy for balanced and equal regional and economic development of the country. In the years that followed, this plan failed to be accomplished, and consequentially, the spatial structure of Macedonia grew into opposite direction - it became even more centralized than before. In 2009, a new planning document was introduced in order to supplement the existing spatial plan with a solution for overcoming the alarming monocentricity - *The Strategy for Regional Development of Republic of Macedonia 2009-2019*. But instead of offering a solid and clear agenda, the new plan presented a copy of the European Union policy for polycentric development without making any adaptation to the current spatial structure of Macedonia. The paper will explore the implementation of the European Union regional policies within the planning documents of Macedonia (*The Strategy for Regional Development of Republic of Macedonia 2009-2019*) in order to trace and predict the possible impact it could have on the spatial planning practice and development of the country.

Keywords: EU – regional policies – implementation – R. Macedonia

Biography

Irina Grcheva graduated in architecture at the Faculty of Architecture in Skopje, and obtained a Master of Science in Architecture and Design at School of Architecture and Design at the University American College Skopje. She is currently working as a Teaching Assistant at the UAC Skopje. Her research is focused on urban and spatial planning, infrastructures and rural development. She also works on research-orientated projects within different NGOs. In 2013, she wrote several peer-reviewed papers and presented them on international conferences.

Sasho Blazhevski obtained Master of Science in architecture at Faculty of Architecture at Technical University of Delft in Delft, The Netherlands. He is currently holding position of teaching assistant at School of Architecture and Design at University American College Skopje in Skopje. He teaches subjects from the group of Architectural constructions and works on research on Urban morphology of streets. He worked on many public projects in Skopje and other towns in Macedonia.

Maksim Naumovski born in Skopje in 1983. Graduated from the Faculty of Architecture at the Sts. Cyril and Methodius University of Skopje, Macedonia. Awarded Bachelor of Architecture. Completed postgraduate studies at University American Collage, Skopje in 2013. Awarded Master of Architecture with the research: Architecture of behavioral forms, spaces of ambiguity. Since 2010 he is a teaching assistant at the School of Architecture and design at the University American College Skopje. His research focuses on the phenomena of the contemporary city and exterminates the agglomerate as a combination of polyvalent spaces. He works on numerous architecture projects, exhibitions and researches within and outside of the faculty program. Currently he is a PhD candidate at the Technical university of Wien, faculty of Architecture, and institute for urban studies.

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Significance of Adolphe Appia in Contemporary Theatrical Space in EU and Macedonia

Theatrical space is constantly evolving. Usually it is in correlation with the spirit of time, but it often does not treat theater as one building and space. Modern technology, which is increasingly employed in the theater, requires a change in the architectural space (both exterior and interior). Back in the late 19th and early 20th century Adolphe Appia advocated key changes that influenced the creation of new theatrical space. The purpose of this initiative was to make space applicable to the needs and requirements of the new theatrical space. Appia's entire creative life was dedicated to the merging of the auditorium and the stage together in order to enable interaction between the audience and actor(s). Have these changes, which started to be applied in Europe before the II World War, been accepted in the Republic of Macedonia since 1965? This subject is scantily researched in Macedonia, perhaps because the architectural theatrical space is treated as a black box in which some sort of magic occurs. This text will attempt to contribute with the research of the experiences of several important theatre workers (directors, stage designers and theatre analysts), as well as architects. Several theatre buildings will be analyzed (such as Institute Jaques-Dalcroze in Hellerau near Dresden, Royal Exchange Theatre in Manchester, the Macedonian National Theatre in Skopje and Drama Theatre in Skopje) with the use of schemes, drawings, 3D models etc. This study will not only touch upon the physical characteristics of the theatre, but also with the needs of the theatre workers. The results will be compared and contrasted with similar ones done across the EU. Thus, this study will help in the design of new architectural-theatrical spaces in Macedonia in the future, which will follow the EU trends.

Keywords: *architectural space, theatrical space, auditorium, stage, audience, actor.*

Biography

Ljupcho Jovanov obtained his PhD in the field of Culturology from the Institute Euro Balkan Skopje. He is currently holding the position of Assistant Professor at University American College Skopje, Faculty of Architecture and Design, where he teaches subjects in the area of Interior design, stage design and urban furniture. He has worked on a number of theatre, TV and movie stage design projects in Macedonia. He is interested in researching different aspects of the spatial organization such as theatrical and architectural.

Toni Vasic, MA is associate professor at the School of Architecture and Design, University American College Skopje, currently preparing his PhD thesis in field of Cultural Studies at Euro Balkan Institute, Skopje. He teaches the courses of Visual expression, Graphic Design, Art and Design. His interest is aimed at researching and creative works, aspects of visual arts, fine graphic arts, and digital graphic and graphic design. As author he has participated in numerous national and international art exhibitions, graphic design projects etc. He is member of DLUM (Association of Artists of Macedonia).

Jovanka Jovanchevska-Milenkoska, MA, is language instructor at University American College Skopje, currently teaching ESP for architects at the School of Architecture. Her interest is in the area of linguistics and culture, and how both are closely interconnected in language. She currently prepares her PhD thesis in the area of word order and conceptualization in Macedonian and English.

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Protection of Cultural Heritage in Macedonia and Italy

The aim of this paper is to examine the past and current practices, and the future prospects of protection of cultural heritage in Macedonia and Italy. Specific attention is paid to the description between these two countries in terms of the legislative grounds for these activities i.e. preserving, enhancing and access to common heritage; preservation and development of cultural heritage; education, research and training programs. This paper will focus on the variations related to protection of cultural heritage in Macedonia and Italy. The theoretical framework will be derived from two aspects: Cultural heritage as a vehicle of cultural identity, and cultural heritage as a factor in economic development. Furthermore, we consider the importance of EUROMED Heritage as a regional program which fosters the development of cultural heritage in the European Mediterranean area. The results of this study are expected to contribute to the identification of organizational issues related to protection of cultural heritage and cultural identity as fundamental values, and to the promotion of possible measures which should be undertaken on international level.

Keywords: *heritage, culture, comparison, protection, identity*

Biography

Aneta Simovska is a Lecturer of foreign languages at University American College Skopje. She teaches Italian language. She holds MSc from the Faculty of Philology in Skopje. Her profession experience includes more than ten years spent in teaching Italian and Macedonian as a foreign language. Prior to joining UACS, she worked as a Lecturer of Macedonian language at University L'Orientale in Naples, Italy. She also is a translator of Italian language.

Ivana Trajanoska is a Lecturer of English, French, and Intercultural Communication at University American College Skopje. She holds an MA from the University of Montpellier 3, France where she is also a PhD candidate. She has been teaching English and French for more than twelve years and she has published several papers on English Language and Literature and one novel, *Postcards*, in 2008.

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Today's Macedonian and Slovenian Teachers' Perceptions of Teaching English Grammar

Grammar is usually part of a language that is not enthusiastically included in the syllabus, and is, therefore, not comfortably taught by the teachers, so that it is rather forcefully learned by the students. The reasons for this are different: the teachers can feel they lack proper education and experience in teaching in order to teach grammar successfully, sometimes the students' age and their language level can be determining factors in choosing how to teach grammar and which part to emphasize particularly, but it is mainly up to the approach that the teachers should take to present this language segment in a way that, in the end, with grammar being properly integrated in the teaching process, the students learn to use the language accurately and speak it fluently. This paper aims to show the teachers' views on the best ways of teaching grammar, the parts of English grammar that are most difficult for the learners to master, as well as the structures that are easiest to be learned. It presents the situation in Macedonia and in Slovenia, with answers provided by English teachers surveyed online, and with theoretical analysis of the given situations, along with results that aim to give practical implications. Thus, it especially explores the process of teaching English grammar in these two countries from teachers' point of view, by collecting the teachers' perceptions, and by analyzing the findings. The results tend to show and, hopefully, prove that English grammar teaching can be interesting, enjoyable and, for teachers, an extremely rewarding process when the students produce grammatically correct sentences and display educated expression. The findings can be applicable to all English teachers who might reflect on their way of teaching, but also give teacher trainers guidance on what should be emphasized in the teachers' professional development process.

Keywords: *teaching, English grammar, Macedonia, Slovenia*

Biography

Marjana Vaneva, PhD is an Assistant Professor and Dean of the School of Foreign Languages at the University American College Skopje. As a graduated teacher of English who holds MA and a PhD in Linguistics from the "Ss Cyril and Methodius University" in Skopje, she mainly teaches subjects from the field of English grammar to English language students at undergraduate and graduate level. Her research interests are in the domain of applied linguistics, cognitive linguistics, semantics, contrastive analysis, language testing, and morphology. Explorations of word formation processes and the use of metaphor in language are of particular importance to her.

Academic Track II: Economy and Business in the Era of Creativity and Digitalisation

Moderator: Marjan Petreski, UACS Assistant Professor and Research Vice Rector

Rapporteur: Makedonka Dimitrova, UACS Teaching Assistant

Marjan Petreski is Pro Rector for Research and Science at the School of Business Economics and Management within the University American College Skopje. He also chairs the University Research Committee, which is in charge of steering the research work. Marjan specializes in research and teaching in applied macroeconomics. His narrow research focus is exchange-rate regimes and monetary policy and strategy, with particular reference to developing countries. Previously, he has been developing his research skills within the Ministry of Finance and the National Bank of Macedonia.

Makedonka Dimitrova, MPPM from the University of Pittsburgh, teaches entrepreneurship and international management at the University American College Skopje. She also manages RESITA network activities at the University. Dimitrova apart from being scholar and researcher has worked as consultant for E3 International, EnCon Sevices, Booz Allen Hamilton, MPRI, EBRD and The Rendon Group. Her main areas of interest include entrepreneurship and innovations, energy and environment, competitiveness, communications & PR. On the parallel, she is also part time marketing consultant to the EBRD Western Balkans Sustainable Energy Financing Facility.

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Competitiveness of the European Union: Pre-Crisis Trends and Impact Of the Financial Crisis

Over the past two decades, European Union (EU) was holding its positions on the world market competing with USA and Japan, and new rivals such as China and India. But even before the crisis, the productivity growth started slowing down and internal and external balance was imperiled by the different economic structures of the member states. The EU faced with the serious challenges of losing world market positions due to the loss of competitiveness. Even though there are many definitions about competitiveness, summarized meaning ensures higher productivity, higher economic growth and wealth creation. Competitiveness of the EU as a main global trade leader is achieved by the advantages of the existence of the common market. The EU is the world's largest exporter with well positioning in the global value chain. Still, the common market of the EU is fragmented by the domestic producers that do not use the advantages of the economies of scale as a result of not synchronized policies. With the beginning of the economic crisis, many of the structural weaknesses of the Union were revealed. This paper has the aim to point out the risks of lowering the EU competitiveness. The influence of the world crisis on the competitiveness and export performances of the EU is in the focus in order to show at what extent the global downturn may have aggravated previously existing needs for readjustment of the functioning of the Union. Not only that the crisis show that the problems in the European Union were not created recently, but also ask for urgent need of new improved policy in the Union in order to regain the competitiveness strength and performances. In the first section, the trends in the world trade and EU trade are analyzed, from the creation of the European Economic Community to 2010. In the second section the discussions about the indicators of competitiveness will take place. The approach towards the EU competitiveness will be analyzed according to the traditional approaches that consider the successful export performance – either in terms of export growth or export market share – as the ultimate sign of competitiveness and by the standard indicators of cost and price competitiveness. To determine the price competitiveness, the real effective exchange rate is used. Cost competitiveness is analysed by the ULC (unit labor costs) in manufacturing sector and consumer price deflator in order to see the trend of the movement of the real effective exchange rate. In the third section technological competitiveness of the EU compared with the main technological giants (USA, Japan and China) will be elaborated. The methodology of this research is based on quantitative analysis. It will be presented in a form of time series analysis for the case of European Union, concerning the period 1958-2012, and for the indicators of competitiveness 2000-2012 in order to point out the dependence among observations at different points in time. Core suppliers of the needed data will be the Euro stat, International Monetary Fund and UN Comtrade databases. The expected outcome of the research is to summaries the main reasons that contribute to loss of the world trade positions of the EU which will lead to conclusions about the future prospects of the EU and need for high productive strategy.

Keywords: *competitiveness, trade, exchange rate, technology, productivity*

Biography

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Future Development of the Service Sector in Macedonia: The Impact on the Banking System

The aim of this paper is to elaborate how future development in the service sector will affect the banking industry of the Republic of Macedonia. We live in a service society, where services sector represents more than two-thirds of economic activity and four-fifths of growth in recent years in developed EU countries. This trend is evident in Macedonia also, where the service sector represents around 60% from the economic activity. Still, because of the positive correlation with the economic development, further development will result with growth of the service sector. Further liberalization, removing product market barriers still limiting competition in various sub-sectors, allowing more FDI are factors that are indicated by experts that can contribute for further development of the service sector. As a result of the positive effects from EU membership on economic development, it is highly likely to expect further development of Macedonian banking sector. The analysis of GDP growth on more developed east European countries clearly suggest that future development of Macedonian economy will mean future development of the service sector, too. So the main idea behind this paper is to compare the importance of service sector for the economy and the trend of growth for three countries: Macedonia, Slovenia and Austria. Simultaneously by method of comparison will be analyzed the banking systems in certain countries and the effects of developments in the service sector. Slovenia is chosen as part of the sample because of its similarities with Macedonia, but also as a country which is part from EU and can give roadmap about the trend of development of service sector and its impact on the banking system. Austria is part of the countries that are compared, in order to analysis long term trends and expectations about service sector importance and banking system developments. Regarding the banking industry in Macedonia, service sector has the biggest share in the credit portfolio. Especially this is due of the high exposure towards trade. Comparative analysis with developed countries shows that the share of exposure towards service sector is greater in Macedonia. This is mainly due of the lower risk of this credit portfolio, whose average riskiness is below the industry sector and agriculture. Also, in deficiency of strong industrial sector who can export its goods, Macedonian banks are turned towards wholesale and retail trade sectors.

Keywords: *service sector, banking industry, EU, Macedonian banking system, credit portfolio.*

Biography

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Ilija Andovski holds PhD in field of banking. His PhD thesis was on subject: The application of BASEL III in the banking operations with particular emphasis on the financial safety net. Since 2008 he is part of the On-site supervision department at The National Bank of the Republic of Macedonia where he actively participates in on site examinations for assessing the risks to which banks are exposed. He's co-author on several papers in field of economy.

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Does the Adoption of International Financial Reporting Standards Provide Commensurate Benefits to Prospective European Union Countries?

The common set of reporting standards allows for a unified business language when reporting on the financial status of businesses. Standards help to raise the quality of information and the comparability of financial statements. The understanding of financial statements is particularly important for the economies of prospective European Union countries, especially the smaller ones, because their growth is much dependent on the free movement of capital and extensive foreign direct investments. Researchers stress that even though the International Financial Reporting Standards (IFRS) are adopted by most of the developing countries, their business characteristics could limit the ability to accomplish the expected benefits. Formal adoption does not necessarily lead towards unimpeded implementation. This paper presents the perceptions of Macedonian managers` about the IFRS acceptance. First, we survey, a representative sample of Chief Financial Officers from companies listed on the Macedonian stock exchange, and executives and analysts in investment and pension funds. Next, we compare the findings with the results of the similar survey presented in the Association of Chartered Certified Accountants Reports 2011, on the attitudes of their counterparts in America, Europe, Middle East and Asia. Finally, we offer recommendations on further implementation of the Standards in the perspective European Union countries, which in turn will help their inclusion into the overall economic, social and cultural trends of the Union.

Keywords: *financial reporting, International Financial Reporting Standards, small economies, Global Financial Reporting Standards,*

Biography

Ninko Kostovski holds doctoral degree from the Ss Cyril and Methodius University in Skopje and Certificate in Finance and Management from the University of Wisconsin. His areas of interest *inter alia* are management, entrepreneurship, access to finance. He is consultant for many development programs in Macedonia and serves as country representative at the International Advisory Board of the European Business Competence Certificate.

Jadranka Mrsik has Ph.D. in Economics and MBA from the Faculty of Economics at the University St. Cyril and Methodius in Skopje. From the beginning of her professional career, she gained her experience in banking and later in her career she was holding senior management positions at capital market institutions in Macedonia. Jadranka Mrsik has research interests in wide range of topics in finance and capital markets including data from the reformed pension systems, institutional investors and stock exchanges, the development of small exchanges, SME`s financing, accounting and financial reporting.

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Integration of the Western Balkan's Industry into the EU Internal Market: Recent Trends in Trade in Manufactured Goods

The EU accession process of the Western Balkan countries has been accompanied by the major increase in commodity trade with the EU Member States. Consequently, the EU has become the most important trading partner of the WB countries, but the WB's export has been mainly based on low value-added products (resource- and labor-intensive ones). The intention in this paper was to analyze the changes in the dynamics and pattern of trade in products of the manufacturing industry between the Western Balkan region and the EU over the previous couple of years. Particular attention was paid to the changes that occurred in the wake of the recent global economic crisis. For the purpose of the analysis, data on commodity trade provided by the Eurostat were used. Based on the results of the conducted analysis, we have concluded that the region, as a whole, remains to be specialized in the exports of the labor-intensive products, such as garments and footwear, and resource-intensive products, such as metals and wood. When more sophisticated goods, such as machinery and transport equipment, are considered, an increase in the volume of exports, as well as their share, can be observed. It also seems that some of the countries are specializing in the production and exports of certain types of machinery and transport equipment, but we could not observe a common regional pattern.

Key words: export, import, manufacturing, Western Balkan, European Union, commodity trade

Biography

Aleksandra Branković is a research associate at the Institute of Economic Sciences in Belgrade. She has also been engaged on several projects conducted for international organizations (UNDP, UNICEF, OECD), the Government of Serbia and the National Bank of Serbia. She obtained her BSc and MA degrees from the University of Belgrade (Serbia), Faculty of Economics, and is pursuing a PhD degree at the Megatrend University in Belgrade (Serbia), Faculty of International Economics. The topics she is most interested in include international trade, economics of the European Union, economic policies, and sustainable energy policies.

Elena Baranenko is a research associate at the Institute of Economic Sciences in Belgrade. She obtained her BSc and MA degrees from the University of Economics (Prague, Czech Republic), Faculty of International Relations, and is pursuing a PhD degree at the same Faculty. She has been involved in a number of research projects conducted for the Government of Serbia and presented her research in national and international conferences. Her research interests are concentrated on international trade, international economic organizations, economics of the European Union, economic growth and competitiveness.

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Regulation of Licensed Industries in Small Economies: Limiting the Number of Participants or Encouraging Competition for Better Service Quality

Regulation of professions that provide services to the public is necessary to ensure the quality of their services and to protect the interests of their users. However, it can have adverse effects like eliminating or restricting the competition and reducing the transparency. Therefore, establishing a balance between the interest that is supposed to be achieved by regulation and the need to allow competition is becoming more obvious. This is particularly evident when applying regulatory standards in small economies. While the main principles of competition and regulation as developed in major economies are suitable for small economies, the application should be different due to the characteristics of the small and limited markets. The paper will cover three professions - lawyers, accountants and architects as the most numerous and longest present on the Macedonian market. With the review of the regulation of these professions, a comparison with the regulation of these professions in ten new member countries from Central and Eastern Europe (CEE-10) will be done. The purpose of the paper is based on the comparison and the experience in the operation of the regulated professions and industries in Macedonia, to make recommendations for the establishing regulatory systems that will enable protection of public interests and development of these industries.

Keywords: *regulation, licensed industry, licensed profession, self-regulated organizations, competition, small economies*

Biography

Jadranka Mrsik has Ph.D. in Economics and MBA from the Faculty of Economics at the University St. Cyril and Methodius in Skopje. From the beginning of her professional career, she gained her experience in banking and later in her career she was holding senior management positions at capital market institutions in Macedonia. Jadranka Mrsik has research interests in wide range of topics in finance and capital markets including data from the reformed pension systems, institutional investors and stock exchanges, the development of small exchanges, SME's financing, accounting and financial reporting.

Marko Andonov holds a PhD in the field of Business Law from The St. Cyril and Methodius University Skopje. Currently, he is a Dean of the School of Law within University American College Skopje. At the same time, as Assistant Professor, he teaches courses in Company Law, Financial Law and Labor Law. His teaching and research areas are also related with the Securities Law as well as the legal aspects of the investments funds. His work experience includes supervisory position in the Securities and Exchange Commission of the Republic of Macedonia. As an expert, Dr. Marko Andonov has participated in preparation of several bylaws that derive from the Securities Law. Also, he was a member of the working group that prepared the Law on Investment Funds of the Republic of Macedonia. Among other activities, he is elected for educator in the Academy for Judges and Public Prosecutors of the Republic of Macedonia in the fields of Company Law and Labor Law.

Kimo Cavdar, PhD is associate professor at the American College in Skopje. As a professor he worked 5 years and his experience is primarily in the area of civil law and trade law. More than 6 years had worked as a lawyer in his law office. He has published over 25 papers, two textbooks and several comments on civil laws.

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Development of “Trust-like” Mechanisms in Today’s Bulgaria, Czech Republic and Romania

During the previous decades the European legal system has undergone significant changes. Innovative and integrative processes of the globalized world stipulated the emergence of some juridical and economic formations. The given paper is dedicated to the profound study of one of the most urgent questions of today’s juridical world – the emergence and development of “trust-like” mechanisms in such European countries as: Bulgaria, Czech Republic and Romania. It’s a well-known fact, that after the Soviet era, some post-Soviet countries have been “enriched” with certain capitalistic institutions. The most prominent of them is the “trust” – a unique creature of Equity. The concept of “trust” originated in the English Common law during the Middle Ages. It derived from a system employed in that era known as “use of land” or “uses”. “Trust” considered the transference of “trustor’s” property to the “trustee” who managed it for the benefit of the so-called “beneficiaries”. In the beginning of the 19th century, “trust” emerged in the business sphere of the USA, while at the end of the 20th century the growing world-wide importance of the American capital markets stipulated the appearance of “trust-like” devices throughout Europe. Despite some contradictions, different modifications of “trust” “invaded” Bulgarian, Czech and Romanian laws. The given paper studies the evolution of the newly established institutions, predicts their influence on the juridical processes and determines their role in the integration of the 21st century European juridical system. The given research is based on the theoretical data. Its outcomes can be useful for lawyers of different countries of the world.

Keywords: *civil law, common law, mechanism, Post-Soviet countries, trust, trust-like device.*

Biography

Irina Gvelesiani, PhD was born in 1976. Nowadays, she is an Associate Professor of the Faculty of Humanities at Ivane Javakhishvili Tbilisi State University (Georgia). In 2011 Irina Gvelesiani delivered lectures and carried out scientific researchers at Rezeknes Augstskola (Latvia). Since 2000 she has been researching the institutions of “trust” and “law of succession” of some world countries. Prof. Irina Gvelesiani participated in 37 local and international conferences. She is the author of 46 papers.

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Towards Knowledge-based Economies: Challenges and Perspectives

Europe 2020 Strategy was adopted in 2010 as key strategy for boosting the potential of European 'smart, sustainable and inclusive economy' in the global multi-polar world. The adoption of this strategy acknowledged the limitations of the EU Lisbon Treaty in addressing the challenges of the knowledge-based economies and the lack of political support for delivering productivity, economic growth, jobs supply, competitiveness and social inclusion. In line with the key goals of the European Union's growth strategy "Europe 2020," the Western Balkan states faced their need of national and regional strategies for research and innovation, aiming to increase the impact of research and innovation on economic growth and employment opportunities. However, there are several key challenges which remain to be tackled such as: low business expenditures on R&D, outdated research infrastructure etc. In this regard, this paper aims to address the key inhibitors of the progress of the knowledge-based economies and the economic growth of the three Western Balkans and EU candidate countries, Macedonia, Bosnia & Herzegovina and Serbia. The comparative data of Macedonia, Serbia and Bosnia offers insights of the key challenges for fostering the progress of knowledge-based economies such as: low company spending on R&D, insufficient willingness to delegate authority, poor capacity for innovation, insufficient university-industry collaboration, low level of judicial independence etc. The data is based on the latest Global Competitiveness Report 2013-2014 issued by the World Economic Forum and the Western Balkan regional R&D strategy for innovation. The aim of these comparative perspectives is to emphasize the importance of the need of strong governmental support towards the implementation of national, regional and supranational policy instruments and mechanisms as well as the need of good governance platform for developing smart, sustainable and inclusive economies, based on knowledge. In conclusion, few policy recommendations are offered, based on the implemented comparative research.

Keywords: *knowledge-based economy; Europe 2020 strategy; research and development, innovation, Western Balkans; globalization*

Biography

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Selection of Knowledge Management Software Application for Attracting New Customers

Companies are rapidly computerizing all of the business processes in order to get faster, easier and more accurate execution of their tasks. In addition to business processes and activities, companies need to computerize the knowledge they possess about their potential customers, their characteristics, needs and requests. All of these things can be done by using an appropriate knowledge management software application that helps companies to use their knowledge and information effectively. This kind of knowledge and information can be used as a tool in the process of production and sales of products that can attract new customers and satisfy their requests. The benefits of using knowledge management software application in a process of attracting new customers will be explained in this paper. Also few knowledge management software applications that can be used for this purpose will be listed. After the theoretical research, practical research will be done in companies in the Republic of Macedonia and in some other European countries. The research will be descriptive, with the case studies method. The sampling will be intentional in order to be chosen companies with different business activities, from different countries that uses knowledge management software applications. Through this research should be seen the benefits that different companies can get if they are using this kind of software application. The aim of this paper is to contribute for raising awareness in companies in Macedonia about the potential that lies in the knowledge about their customers and the importance of efficient and effective managing with it through knowledge management software application.

Keywords: *knowledge management software application, new customer*

Biography

Ana Ristevska is in her second year of PhD studies of Faculty of Economics-Prilep, Macedonia, department Marketing. She finished her Master studies at Faculty of administration and management of information systems, department Management of information systems in Bitola, Macedonia, where she first completed her Bachelor's degree. During her doctoral studies she has written few papers for conferences and research papers; Her first papers are in the domain of knowledge management, which was her field of research during graduate studies, and now she is focused on the relationship between the customer and the company and the importance of this relation in the market competition. She is working as an Assistant of the general manager in the biggest company for producing ice-cream in Macedonia.

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Development of Information and Communication Technologies Market and Use by Albanian Business

IT has become a key priority of the 21st Century, and its transformative power as an enabler for economic and social growth makes it an essential tool for empowering people, creating an environment that nurtures the technological and service innovation, and triggering positive change in business processes as well as in society as a whole. This theoretical paper describes the evolution of the IT market in Albania, with a focus mostly on the business implementation of IT. The Global Information Technology Report is analyzed and taken into consideration for having a general point of view of the IT usage in Albania. The results of a questionnaire that has been conducted among different types of businesses demonstrate different approaches of IT implementation in the Albanian businesses. Applying mainly quantitative research we show that Albanian business have to use more in IT to benefit in a better way for improving their business processes.

Keywords: *Information Technology, business processes, market, Albania.*

Biography

Dr. Marsida Ashiku is a professor of Corporate Finance, in "Aleksander Xhuvani" University, Elbasan, Albania. After her eleven-year career as a lecturer there, she becomes head of Finance and Accounting Department at Economic Faculty in Elbasan. She is the author of many publications in the field of finance and different papers in conferences held in the country and abroad. Dr. Marsida feels his role as a professor to set a good scholarly as well as personal example and serves a role model for his students. She believes that the model of responsible intellectual inquiry set by a teacher makes an enormous impact.

Daniela Gërdani is a Master of Sciences Candidate in Finance in "Aleksander Xhuvani" University of Albania. Dr. Marsida is the supervisor of her master's thesis and many times they both cooperate in different studies. Her academic interests include Albanian literature and foreign literature. More specifically, she enjoys studying International Finance.

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Workspace as a Factor of Job Satisfaction in the Banking Industries in Macedonia

Motivation and satisfaction of employees, as well as its determinants has been a challenge not only to the business, but to the academic community as well. One part of the academic world underlines monetary rewards as an extrinsic motivation tool, but others said that it has a limited effect on employees' performance and that well designed workspace environment shows better results related to one's job satisfaction that will lead to overall work satisfaction that affects employee's job performance (Ouedraogo and Leclerc, 2013). However, the review of research done in EU companies reveals that although the relationship between workspace and job satisfaction has been investigated from the aspects of sociology, psychology, management sciences, economics, medicine, there is a lack of such research done from an architecture and interior design standpoint (Danielsson and Bodin, 2008). Although there is a rising awareness of the importance of this issue among human resource departments in EU companies, unfortunately knowledge and awareness in Macedonian companies still remains unexamined. The objective of this study is to investigate the relation between physical workspace environment and employees' job satisfaction in the banking industries in Macedonia. Using a specially designed survey based on existing research done in EU companies, the job satisfaction of employees will be evaluated in the context of their workspace. In addition the research will analyze the architectural characteristics of the office building, office layout and office décor. The findings will be evaluated against findings from relevant EU research done in the field, and based on that recommendations will be made on how to increase job satisfaction among bank employee through workspace design.

Keywords: *workspace environment, office space design, workplace satisfaction, job satisfaction*

Biography

Mishko Ralev, (1961 Skopje, Macedonia) obtained his MSc in the field of Architecture and Urban planning from the School of Architecture - University St. Cyril and Methodius, Skopje, Macedonia. He started his career in education by the School of Architecture at the University St. Cyril and Methodius and at the School of Forestry. Since 2007 as one of the founders he joined the School of Architecture at the University American College. As an architect he has worked on number of architectural and interior design projects. Currently he is a PhD candidate at the University Euro Balkan, Skopje, Macedonia.

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Ana Krleska is one of the most ambitious young leaders in Macedonia, attaining professional experience in the field of HR since 2009. Her BA in International Relations and Diplomacy combined with an MBA in Human Resource Management provides a unique mix of theoretical and practical knowledge that she implements working as HR Coordinator at University American College Skopje. She recently became the HR Product Specialist for the UACS Center for Organizational Effectiveness offering practical expertise in the fields of Performance Management, Organizational Culture and Organizational Alignment.

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Wine Packaging for the New Consumers' Expectations: Comparative Case Study of Consumers' Perception in Macedonia, Germany and Japan

This paper is analyzing the customer's behavior towards the wine design in three different countries, Macedonia, Germany and Japan, as countries with different cultural specifics. This research question is already analyzed in developed countries, therefore presenting a customer profile which is influenced from today's social, psychological and global factors. This triggered the question, to analyze how it is perceived in Macedonia and to compare if there are similarities with the EU customer as those from Germany and if there is a bigger difference with the customer from Japan. This will give a hint for the European customer integration and if it is appropriate to design same branding and packaging for these two countries in Europe or for branding of a European product on the global market. Basic research methods of this paper are developed according to theoretical studies from the marketing literature. The research method for this study is quantitative online survey on a sample of 70 Macedonian consumers. The questionnaire is adopted from the German and Japanese authors, providing continuation of the study developed in 2012. The Macedonian survey is conducted in November 2013. Determination of the preferences of wine consumers in Macedonia, Germany and Japan helps in improvement of the wine packaging design. Moreover, developing a packaging design according consumers requirements leads to better communication between the consumer and product by creating long lasting relationship and better economic results, too. This research will provide valuable information not just for the industry, but will present valuable scientific feedback in the area of packaging and how different is the customer perception in EU and non EU countries.

Keywords: *Wine, package, design, consumer, brand, product, social, psychological, global factors*

Biography

Toni Vasic, MA is associate professor at the School of Architecture and Design, University American College Skopje. Vasic is preparing PhD thesis in field of Cultural Studies at Euro Balkan Institute, Skopje. He teaches the courses of Visual expression, Graphic Design, Art and Design. His interested is pointed to researching and creative works and aspects of visual arts, fine graphic arts, digital graphic and graphic design as well. As author he participated of numerous of national and international art exhibitions, graphic design projects etc. He is member of DLUM (Association of Artist of Macedonia).

Ilijana Petrovska, PhD is an Assistant professor and Vice Dean for Education at School of Business Economics and Management, at University American College Skopje, and also Head of the School's Marketing Department. Her previous 10 years working experience as a Marketing Manager in Stopanska Banka, and the work in Advertising Agency, provides experienced and interactive lecturing in Marketing classes at graduate and undergraduate level, and also active consulting in Marketing. She is the President of the Association for Better Education. Her research areas are in Integrated Marketing Communications, Marketing, International Education, Services marketing and Social Media.

Selim Indji obtained her MSc in the field of Graphic design, in the department of Architecture and Design at the University American College in Skopje. She has graduated from Middle East Technical University/Turkey in the field of Industrial Design in the Faculty of Architecture. Since then she has worked in the field of packaging design in the field of chemical industry, worked as web designer and participated in few graphic design workshops.

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Elements of Workspace as Factors of Workspace and Job Satisfaction in the ICT Sector in Macedonia

The strong expansion of the Information and Communications Technology (ICT) industry in the last two decades brought massive changes to the European as well as to the global economy by transforming them from an industrial to a network or knowledge based economic system. Therefore companies make organizational and structural changes to become more efficient and responsive to changing markets and look to the physical facility to reinforce these changes (Wineman and Adhya, 2007). Consequently today's workplace does not only support everyday duties, but the sociocultural wellbeing of employees as well. Corporate investment in job satisfaction, employee wellbeing and organizational commitment become important determinants of organizational success. Although there is numerous research exploiting the link between workspace and job satisfaction in European and worldwide companies (Veitch, et.al, 2007; Wineman and Adhya, 2007; Wolfeld, 2010; Knowght and Haslam, 2010) there is a lack of such research in the Republic of Macedonia. The purpose of this study was to examine the relationship between physical workspace environment and satisfaction of ICT employees. The research was undertaken in two ICT organizations in Macedonia using employee survey. The results show overall high level of satisfaction with the various aspects of the workspace. Although there were no difference in the overall job satisfaction between the employees, those working in individual offices were most satisfied with their privacy that workers in other office types. The physical aspects of the workspace such as: storage space, office aesthetics, access to coworkers, meeting spaces, comfort of the space, privacy and lighting were found to be significantly correlated to the overall workspace satisfaction. The findings therefore point to the importance of paying close attention to workspace design elements as they are connected to the perception of the workspace as important aspect of job satisfaction.

Keywords: *workspace environment, office space design, workspace satisfaction, job satisfaction*

Biography

Mishko Ralev, (1961 Skopje, Macedonia) obtained his MSc in the field of Architecture and Urban planning from the School of Architecture - University St. Cyril and Methodius, Skopje, Macedonia. He started his career in education by the School of Architecture at the University St. Cyril and Methodius and at the School of Forestry. Since 2007 as one of the founders he joined the School of Architecture at the University American College. As an architect he has worked on number of architectural and interior design projects. Currently he is a PhD candidate at the University Euro Balkan, Skopje, Macedonia.

Ana Tomovska-Misoska obtained her PhD from the School of Education, Queen's University Belfast. Her research interests are concentrated on exploring children's views and interests in different areas of life. She is especially interested in connecting issues of ethnic identity, culture and language with issues of intercultural education and peace education. She has been involved in a number of research projects and initiatives for educational reforms in the Republic of Macedonia and presented her research in national and international conferences. Her recent research work is published in C. McGlynn, M. Zembylas, Z.Bekerman and T. Gallagher (eds.) *Peace Education in Conflict and Post-conflict Societies: Comparative Perspectives* (Palgrave Macmillan, 2009).

Viktorija Eremeeva Naumoska, obtained her MSc in the field of Architecture from the School of Architecture - University of Belgrade, Serbia. She is one of the founders of the School of Architecture and Design at University American College Skopje, holding the position of the Dean of the School teaching Architectural Design 1&2 – first cycle of studies and a group of subjects connected to Interior Design – second cycle of studies. She has worked on number of architectural and interior design projects. She is a cofounder of Architectural office TAKT Ing. in Skopje. She participated in many architectural and design exhibitions.