



Seventh annual international conference on European integration
EUROPE 2020: TOWARD INNOVATIVE AND INCLUSIVE UNION
Skopje, 17 May 2012

BOOK OF ABSTRACTS

In partnership with:



University American College Skopje
Treta makedonska brigada 60, 1000 Skopje, Macedonia
www.uacs.edu.mk/conference

Seventh annual international conference on European integration
EUROPE 2020: TOWARD INNOVATIVE AND INCLUSIVE UNION
Skopje, 17 May 2012

Program Committee

Dr. Biro Gaspar, Eötvös Loránd University, Budapest
Dr. Charalampos Tsardanidis, Institute of International Economic Relations, Athens
Dr. Desislava Ljubomirova Boshnakova, New Bulgarian University, Sofia
Dr. Ilijana Petrovska, University American College Skopje
Dr. Ivan Dodovski, University American College Skopje
Dr. Jaka Vadnjal, GEA College for Entrepreneurship, Ljubljana
Dr. Jeremy Cripps, American University in Bulgaria
Dr. Johan G. Wissema, Delft University of Technology
Dr. Mehmet Zeki Ibrahimgil, Gazi University, Ankara
Dr. Stevo Pendarovski, University American College Skopje

Organizing Committee

Dr. Stevo Pendarovski, pendarovski@uacs.edu.mk
Dr. Ilijana Petrovska, petrovska@uacs.edu.mk
Dr. Ivan Dodovski, Chairperson, dodovski@uacs.edu.mk

Conference Secretariat

Elena Klisarovska, MBA, klisarovska@uacs.edu.mk

Partner Institution:

Friedrich-Ebert-Stiftung, office Macedonia, www.fes.org.mk
Dr. Heinz Bongartz, Resident representative of FES Macedonia
Nena Trajkovska, FES Project co-coordinator, e-mail: nenatrajkovska@fes.org.mk

Media partners:



Sponsors:



Welcome to the Seventh international conference on European integration

EUROPE 2020: TOWARDS INNOVATIVE AND INCLUSIVE UNION
Thursday 17 May 2012

In the time of tremendous challenges ever more people on the continent are provoked to reconsider the viability of the pan-European project. The prime goal of the UACS 7th international conference on European integration will be to analyze the key threats to the political and institutional architecture of the Union offering sustainable solutions for Europe at the crossroad.

Researchers are invited to cross-sectional examination of the key drivers behind the negative trends in the various areas from finance, economy, social cohesion and environment to education, media and culture. The basic point of departure is our belief that the nations of Europe possess the capabilities to reshape the Union by 2020 and reinvent the attractiveness of the EU model, which is so far considered the most successful instance of economic and political integration in the history of humankind.

Major issues to be addressed include:

- Europe more deeply integrated in a political, economic and financial areas as a solution to the debt and Euro crises or revival of economic nationalisms on the continent;
- Improving higher educational policies and creation of a knowledge society in order to cope with the global competition;
- Re-shaping of supra-national European institutions, reducing their democratic deficit and consequently containing Euro-skepticism;
- Making multicultural practices an asset, not an obstacle towards building more inclusive communities;
- Western Balkan countries between domestic reform inertia and distracted EU.

The times of crisis have always presented a chance for the brightest to offer the vision and ideas for the better globe. Truly believing that the academic world should spearhead the overall efforts in building more prosperous Europe, we are looking forward to your participation in the one-day program of the conference in Skopje on 17 May 2012.

Join us in thinking ahead for the future!

Sincerely Yours,
Prof. Marjan Bojadziev, PhD
UACS Rector

CONFERENCE PROGRAM

9:00 - 9:30 Registration

9:30 - 11:00 Opening ceremony

Opening addresses:

Mr. Nikola Poposki, Minister of Foreign Affairs in the Government of the Republic of Macedonia

Mr. Jean-Claude Schlumberger, French Ambassador to the Republic of Macedonia

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

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

Official key speakers:

Dr. Corina Stratulat, Policy Analyst of the EU Politics and Institutions program at the European Policy Centre, Brussels:

EU Legitimacy in Danger: Old-fashioned Idea in the Modern Times or Lack of Vision?

Dr. Matthias Kollatz-Ahnen, former Vice President of the European Investment Bank (EIB):

The EU Fiscal Compact and Discussions about EU Growth Initiatives

Master of Ceremony:

Dr. Stevo Pendarovski, UACS Assistant Professor in International Security and Foreign Affairs

11:00-11:30 Coffee break

11:30-13:30 Working session 1

13:30-14:15 Lunch

14:15-15:45 Working session 2

15:45-16:00 Coffee break

16.00-16:30 Closing plenary session

Biography

Dr. Corina Stratulat joined the EPC in 2009 as a Policy Analyst and works in the European Politics and Institutions Program, contributing in particular to the work of the EU Politics and Governance Forum and the Balkans Forum. Part of her EPC activity has involved researching and writing about the EU's institutional developments, especially about issues related to the implementation of the Lisbon Treaty. She has analyzed and spoken for the EPC on various aspects linked to the EU's enlargement policy towards the Western Balkans. Corina holds a Bachelor of Arts (BA) in Integrated Social Sciences from Jacobs University (Bremen, Germany), a Master of Philosophy (MPhil) in Contemporary European Studies from Cambridge University (Cambridge, UK) and a Doctorate (PhD) in Political and Social Sciences from European University Institute (Florence, Italy). Her main research interests include comparative Central and East European politics, parties and party systems, elections, democracy, EU institutions, integration and enlargement.

Dr. Matthias Kollatz-Ahnen joined the European Investment Bank (EIB) in 2006 and is responsible for its lending programs in Turkey, Germany, Austria, Romania and Croatia. He is a former vice-president of the EIB and a member of its management committee; his other responsibilities include EU convergence policies and special EIB transactions, in which energy projects play a prominent role. The EIB has been financing projects in Turkey since 1965 and has invested a total of €15bn across all key sectors of the country's economy; its current lending at end-2009 totaled €2.6bn. Before joining the EIB, Dr Kollatz-Ahnen worked in Germany as managing director and a member of the management boards of Landes Treuhandstelle Hessen (the Hesse state trust agency) and Investitionsbank Hessen (Hesse investment bank). Earlier in his career, he served as head of cabinet in a federal German state ministry in Hesse and as director of the Scientific Forum for Social Democracy in Bonn. He has a degree in physics from the Technical University of Darmstadt and a degree in economics and a doctorate in engineering from the Technical University of Berlin.

Academic Track I: Inclusive Union: Political, Social and Cultural Aspects

Moderator: Prof. Robert Hudson, PhD, Full-time Professor at University of Derby, UK

Opening remarks: Prof. David McGaffey, PhD, Adjunct Professor at Holy Names University Oakland, USA

Rapporteur: Dr. Miodraga Stefanovska, UACS Assistant Professor

11:30-13:30 Working session 1

Prof. Zlat Milovanovic, PhD (USA, Macedonia):
European Citizenship at the Time of Crisis

Dr. Stevo Pendarovski (Macedonia):
Replacing the European Union: Eastern Alternatives Awaiting?

Dr. Goran Ilik (Macedonia):
Federal Union Now: The Spinelli Group Plan for the Termination of the Eurocrisis

Mihail Stojanoski, MA (Macedonia):
Permanent Structured Cooperation as an Institute of the Common Foreign and Security Policy of the European Union and its Significance for Membership Candidate - Countries

Katharina Crepaz, MA (Italy, Austria):
Accession Conditionality as a Tool for Achieving Compliance Regarding Minority Protection Policy – a Rationalist Bargaining Approach

Olimpija Hristova, BA (Macedonia, Hungary):
The Power of Parliaments: Comparative Approach - Macedonia and Switzerland

13:30-14:15 Lunch

14:15-15:45 Working session 2

Dr. Sonja Stojmenska-Elzeser (Macedonia):
Teaching European Literature(s)

Dr. Maja Gerovska Mitev (Macedonia):
Implications of EU2020 Targets and Indicators on Social Inclusion and Poverty in Macedonia

Branko Bošković, MA (Montenegro):
Women as Labor Force: Family and Lifestyle Change in the European Union

Oliver Treidler, MSc (Germany):
Why Europe 2020 is Likely to Be as Unsuccessful as the Lisbon Strategy?

Adriana Mutu, MA (Romania): *Religious Pluralism: Cultural Dimensions of European Integration Policy*

15:45-16:00 Coffee break

Academic Track II: Economy, Business and Innovation in Time of Crisis

Moderator: Prof. Jeremy Cripps, PhD, Full-time Professor at the American University in Bulgaria

Opening remarks: Dr. Marjan Petreski, UACS Research Vice-Dean and Chairman of the UACS Research Committee

Rapporteur: Dr. Ilijana Petrovska, UACS Assistant Professor

11:30-13:30 Working session 1

Prof. Tome Nenovski, PhD (Macedonia):

The Balkan Economic Community as a Prospective Integral Part of the European Union

Dr. David Ramiro Troitiño (Estonia):

The Current Economic Crisis of the EU and the European Economic Government

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

The Transformation of Institutions of the European Union Towards a Stronger Common Economic Policy

Prof. Jeremy Cripps, PhD, Dr. Kevin Feeney (UK, USA, Bulgaria):

Consequences of Sovereign Debt Default

Prof. Jovan Pejkovski, PhD (Macedonia): *Inclusive Growth and Social Cohesion in Europe*

Dr. Jadranka Mrsik, Dr. Dimce Lazarevski (Macedonia):

Reformed Pensions Systems in Central and Eastern Europe: Challenges to Future Safe Pension Benefits

13:30-14:15 Lunch

14:15-15:45 Working session 2

Prof. Marjan Bojadziev, PhD, Dr. Ilijana Petrovska, Dr. Ana Tomovska-Misoska (Macedonia):

Understanding Factors of Innovative Thinking in Advertising Agencies: Case of Macedonian, Slovenian and Serbian Advertising Agencies

Dr. Evica Delova Jolevska, Prof. Tome Nenovski, PhD, Ilija Andovski, MSc (Macedonia):

The Impact of the Accession of Macedonia to the EU on the Banking System

Makedonka Dimitrova, MA, Dr. Jaka Vadnjal (Macedonia, Slovenia):

Should I become an Entrepreneur or an Employee: Dilemmas of Students in Europe

Elena Makrevska, MBA (Macedonia): *Preserving EU Competitiveness*

Dragana Beljanski, MSc, Dragan Janjušić, MA, and Saša Raletić, MSc (Serbia):

Improving Higher Education Policies in Order to Cope with the New Challenges and Global Competition

15:45-16:00 Coffee break

16.00-16:30 Closing plenary session

Academic Track I: Inclusive Union: Political, Social and Cultural Aspects

Moderator: Prof. Robert Hudson, PhD, Full-time Professor at University of Derby, UK

Rapporteur: Dr. Miodraga Stefanovska, UACS Assistant Professor

Opening remarks: Dr. David McGaffey, Adjunct Professor at Holy Names University – Oakland CA (USA)

Biography

David C. McGaffey is Professor of International Relations (emeritus) and an international consultant (President of InterConsultUSA). He is a Fulbright Senior Scholar, and a Senior Adjunct Professor in California. He is currently in Skopje as a Visiting Professor at UACS. Professor McGaffey was a U.S. diplomat for 25 years, until 1991, when he retired to return to teaching and consulting. He is a specialist in negotiations, cultural analysis, organizational behavior, and strategic planning and is the author of numerous books and other publications. He has taught at 12 different Universities on four continents. Professor McGaffey holds a Ph.D. from Johns Hopkins University - School of Advanced International Studies. He also studied at Harvard (Kennedy School), MIT (Sloan School), The University of Detroit, and the Foreign Service Institute.

Robert Hudson is Professor in European History and Cultural Politics at the University of Derby, and Director of the Identity, Conflict, and Representation Research Centre. A graduate of the School of Slavonic and East European Studies, University of London, he held a Yugoslav government scholarship as a Postgraduate 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 is a faculty member of the European Doctoral Enhancement Programme (EDEN) in Peace and Conflict Studies. He has revisited Yugoslavia and its successor states frequently since 1995 and during the 1990s participated on six missions with OSCE (Organisation for Security and Cooperation in Europe) as an election supervisor. He co-edited *Politics of Identity: Migrants and Minorities in Multicultural States* (2000), *Different Approaches to Peace and Conflict Research* (2008) and *Peace, Conflict and Identity: Multidisciplinary Approaches to Research* (2009). He is currently co-editing *Land and Identity* (forthcoming).

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).

Prof. Zlat Milovanovic, PhD

University American College Skopje, Macedonia

milovanovic@uacs.edu.mk

European Citizenship at the Time of Crisis

The Charter of Fundamental Rights of the European Union states that the European Union (E.U). “places the individual at the heart of its activities, by establishing the citizenship of the Union and by creating an area of freedom, security and justice...To this end, it is necessary to strengthen the protection of fundamental rights...” The Charter, together with the Treaty of Lisbon is today a part of the *acquis communautaire*. On the other hand, the economic, financial and political crisis threatens not only the Euro but also the very existence of the E.U. The crisis of the common currency has brought itself to the center of the E.U. attention, while the individual, the citizen of the E.U. remains more or less on the periphery.

This paper is about citizenship, its importance and its future. The Euro has to be saved, definitely, but E.U. citizenship as well. There are several building blocks of citizenship, on national, regional and international level. They are: legal in their character, either as a part of international or constitutional law or – European, they are also psychological, i.e. linked to personal or national identity, social, cultural, philosophical... To be able to protect the citizens, E.U. citizenship has to be protected and, expanded in the future. It should become a real citizenship within a new, federal context. The question is, how can the E.U. or another form of integration become a model for the world, a model attractive globally? What answer is to be given to the American challenge or the challenge of other major powers?

An interdisciplinary methodology will be used here, first of all in the domain of *de lege lata* and *de lege ferenda*. The new needs will require new solutions and projection to the future remains a part of futurology.

Keywords: *Human rights and fundamental freedoms, European citizenship, nationality, dual nationality, identity, ethnic groups, change of identity, European integration, American challenge.*

Biography

Zlat R. Milovanovic is a Professor and Vice Rector for International Affairs at UACS; Ph.D. in International relations, Temple University and Doctorate of Public Law, University of Nancy; M.A. in European Studies. Formerly 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. Publications on many topics and in a host of languages. Member of the American Society for International Law (ASIL), American Political Science Association (APSA) and Austral-Asian Association of International Law.

Dr. Stevo Pendarovski

University American College Skopje, Macedonia

pendarovski@uacs.edu.mk

Replacing European Union: Eastern Alternatives Awaiting?

Protracted crisis in the European Union has substantially augmented lingering euro-skepticism on the continent. Member-countries are desperate to restore the legitimacy of the organization, while descending perceptions about values of the EU integration model among candidates and would be members are real. Inward-looking EU is less engaged in imposing conditionality which has been for more than a decade main instrument in exporting democracy. With the EU gravitational effects largely absent, nationalistic and populist sentiments are gaining ground in some parts of the Western Balkan, advocating alternatives to European integration as regional gate to globalization.

What does the past record of several Eurasian regional organizations imply about their potential to serve as sustainable alternatives to the European Union? Can the regional trends in the wider Euro-Asian area eventually open up alternative perspectives for some of the Western Balkan countries trailing back on their European path? In this article, the performances of a few regional organizations in Eurasia in several domains will be analyzed applying the comparative method. The aim of the paper is to depict different genesis and civilizational background and emphasize structural flaws and comparative weaknesses of these organizations to the European Union, especially in the area of political and cultural values underpinning their engagement.

Keywords: *Crisis, euroscepticism, alternative regional organizations, political values*

Biography

Stevo Pendarovski is Assistant 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.

Dr. Goran Ilik

University St. Clement of Ohrid, Bitola, Macedonia

goran.eu@gmail.com

Federal Union Now: The Spinelli Group Plan for the Termination of the Eurocrisis

This paper analyzes the contemporary processes for redefinition of the European Union, primarily caused by the global economic crisis, the crisis in the Eurozone and the EU's democratic deficit. In this regard, it comes to defining and locating the place of the contemporary European federalism in the political design of the Union, and the need for applying the Community method instead of the intergovernmentalism in solving the problems. Therefore, as a central subject of this paper appears the Spinelli group plan, otherwise a group consisted of the most distinguished European Federalists, who through their actions tend to “push” the federalist paradigm for modeling of the Union. Accordingly, the special attention is given to the document named as: Shadow Council conclusions: A federal step forwards to end the Eurocrisis, where on explicit and declarative way are stipulated the general benchmarks for federalist modeling of the Union, towards the strengthening of its democratic capacity and scrutiny, remodeling of its financial - fiscal policy domain and incentives for installing the European finance minister, as a “pilot” of such policy.

Key words: *European federalism, Spinelli group, Eurocrisis, federal union.*

Biography

Goran Ilik, PhD, works as an Assistant Professor at the Law Faculty within the University St. Clement of Ohrid – Bitola. His fields of scientific interest are: European Union, Ideology, Regionalism and International Relations. Also he is author of the books: “Europe at the crossroads: The Treaty of Lisbon as a basis of the European Union international identity” and “EUtopia: The international political power of the European Union in the ideologization of the post - American world order”.

Mihail Stojanoski, MA

Ss. Cyril and Methodius University, Macedonia

makedonecot@yahoo.com

Permanent Structured Cooperation as an Institute of the Common Foreign and Security Policy of the European Union and Its Significance for Membership Candidate – countries

Permanent Structured Cooperation is a revolutionary new institute introduced in the European Union framework with the Lisbon reform treaty. It provides member states with a tool to improve the long standing problem of foreign and defense policy passivity and irresponsiveness. Though sounding quite progressive, it yet awaits to be implemented, and the road ahead seems full of obstacles. This paper first explains the essence of the institute, than deals with the problems of implementation of Permanent Structured Cooperation, its rewards and would-be hazards, as well as problems to be expected before and during implementation. Accent is being put on the special relation with the NATO alliance that will come to light as soon as Permanent Structured Cooperation comes to existence. The last part consists of an analysis of the impact that Permanent Structured Cooperation will have on candidate countries, especially the Republic of Macedonia, both as a potential reform and a soon - to - be reality.

Biography

Mihail Stojanoski was born in 1987 in Skopje, Republic of Macedonia. He graduated from Iustinianus Primus faculty of law in 2008, and obtained his Masters degree in International Law at the same faculty in 2011, being first in his class and the youngest candidate to receive a Masters degree in the history of the faculty. He currently works as a researcher at the International law cathedra and as an international law advisor for a legal office in Skopje. He writes in the fields of European Union integrations, international law and conflict resolution.

Katharina Crepaz, MMag. Phil.

University of Innsbruck, Austria

katharina.crepaz@student.uibk.ac.at

Accession Conditionality as a Tool for Achieving Compliance Regarding Minority Protection Policy – a Rationalist Bargaining Approach

After a relatively long period of neglect, the EU finally put minority protection policy on its agenda in the early 1990s, as the CEECs were now making their way towards accession and minority issues could therefore have posed a destabilizing threat to the Union as a whole. The importance of ethnic conflicts and their devastating potential for violence became all the more clear during the years of the Balkan Wars, making a commitment to protection and non-discrimination of minorities a vital security interest. The EU therefore made the protection of minorities part of its Copenhagen accession criteria, creating a gap between “old” member states (who often had very neglectful minority policies, e.g. France and Greece), and new members and candidates, who were now under pressure to change their approach in order not to endanger their accession. This paper therefore argues – in accordance with Schimmelfennig & Sedelmeier's (2002) External Incentives Model – that accession conditionality and the promised advantages are what entices states to comply, and that candidates make a rational cost-benefit calculation, in which they often decide to accept the EU's desired policies to profit from the assets of membership. Social learning processes offer much less explanatory capacity – if the adoption of the most appropriate rules was the case, the neglectful “old” member states would have adapted their policies to those publicly endorsed by the EU by now. In order to illustrate these hypotheses, a comparison between Greece as a long-time member and Croatia as a candidate and their respective policy development will be drawn.

Key words: *EU accession conditionality, minority protection policy, rational approach, Greece, Croatia*

Biography

Born in Sterzing/Vipiteno, Italy, in 1986. Mag. Phil. (M.A.) degrees in Political Science and English and American Studies. Currently PhD candidate in Political Science at the University of Innsbruck, Austria. Main research interests include the EU's role regarding minority protection policies and human rights, as well as conditionality as a means of achieving policy compliance in the new candidate states.

Olimpija Hristova, BA

Central European University, Budapest, Hungary

olimpija.hristova@gmail.com

The Power of Parliaments: Comparative Approach - Macedonia and Switzerland

Can the work of Parliaments improve and become what it is meant to be: place of genuine representation of citizens in the modern democracies? It is of vital importance that political scientists address this question, since many indicators point to the democratic deficit in the European countries. The decline in the election's turnouts, participations in public deliberation and party membership all just more pronouncedly challenge the future legitimacy of the democratic institutions of the political system. However, if one carefully follows the current trends in democratic research, namely, quality of democracies and democratic deliberation; Switzerland remains a prime example of a small European consensual democratic state, where states with similar configuration of the political system could look for ideas. In this paper I look at the growing relevance of the Swiss Parliament apparent in its increased quality of deliberation, due to greater research activities and professionalized knowledge backing of Parliament's activities on one hand, and the direct democratic practices on the other as the backbone of its political system. The paper presents a comparative study of particular findings in the work of the Swiss and the Macedonian Parliament regarding their increased importance as democratic institution, calling attention to the lessons that Macedonia can draw from the Swiss practices for improvement of its institutional capacities. The tentative conclusion is that Macedonia has to invest more in research activity concerning the Parliamentary deliberation and legislative procedures in order to increase its relevance as representative institution, reinforced by revitalizing the direct democratic practices.

Keywords: *research, direct democracy, deliberation, Parliament, Switzerland, Macedonia, quality of democracy, institutional design*

Biography

Olimpija Hristova is an MA Political Science student at the Central European University in Budapest. She holds a BA in Political Studies from the Faculty of Law "Justinianus Primus"- Skopje, and a year of exchange at the University of Washington- Seattle, studying International Relations. Her main research interest is in Comparative Politics; particularly comparing democratic institutional design and decentralization reforms in divided societies. Furthermore, she is interested in doing research on Quality of Governance, Political Accountability, Education Policies and Religion using innovative research techniques and methodology, namely combining quantitative and qualitative research. She has also been actively involved in the civil society realm, currently intern at the Balkan Institute for Faith and Culture in Skopje, as well as youth activism.

Dr. Sonja Stojmenska-Elzeser

Institute of Macedonian Literature, Ss. Cyril and Methodius University, Macedonia

elzeser@gmail.com

Teaching European Literature(s)

This paper deals with the question of possibilities of teaching European Literature in the academy. Can we speak about European Literature as one coherent and cumulative teaching field? Evidently, there are problems with defining European identity itself, so the question of European literature is even more complicated and uncertain. Which and whose literary works could be incorporated in the common European literary canon, if such exists at all? Building of such canon must take in consideration many different, mainly unliterary aspects: the pragmatic aspects of literary phenomena, the literary field, market, economy, literary awards, etc. Also, postcolonial aspects are very influential, especially regarding the minor cultures and the hybrid cultures born as result of migrations. On the other hand, there are some moments in the literary history that are very appropriate for European contextualization and others which are not. For example, period of Renaissance, or medieval culture, or the culture of 20th century, can be easily researched on transnational level. But, also there are movements that are local and it is difficult to be observed in the wider European context. Theoretical and practical problems of observing European literature as a whole, based on the principles of inclusion and transculturality and overcoming the eurocentricity, are main points in this discussion.

Keywords: *European literary canon, European identity, European cultural context, eurocentricity, transculturality.*

Biography

Sonja Stojmenska-Elzeser, PhD works in the Institute of Macedonian Literature, as researcher in the Department for Theory of Literature and Comparative Literature. She teaches *European cultural context* in the frames of the postgraduate program of interdisciplinary cultural studies. Has participated in many conferences in the country and abroad and published more than hundred papers in periodical revues for literary science. She was founder and member of the editorial board of the first specialized revue for comparative literature and culture in Macedonia - *Context*. Her scientific works deal with the problems of literary theory and comparative literature. She is member of the Executive committee of REELC/ENCLS, member of ICLA, member of Macedonian Writers Association. Books published (in Macedonian): *Pulsative Phylology: Theoretical and Methodological Principles of Mikhail Bahtin* (1995), *Playwriting: Essays on Literary Ludicism* (2004), *Comparative Slavistics* (2005) *Bite the Apple (Anthology of Macedonian Contemporary Erotic Prose)* (2006), *Comparative Literature: Reader, Theories of Otherness* (2007), *Equilibrium (published in Macedonian and in English, 2009)*.

Dr. Maja Gerovska Mitev

Faculty of Philosophy in Skopje, Ss. Cyril and Methodius University, Macedonia

gerovska@fzf.ukim.edu.mk

Implications of EU2020 Targets and Indicators on Social Inclusion and Poverty in Macedonia

As a European Union (EU) candidate country, Macedonia is formally obliged to comply and adjust its social policies with the new Europe 2020 targets. In the social domain, this implies increase in employment and tertiary education rates, combined with the reduction of poverty and social exclusion. In addition to the targets, the Europe 2020 proposes new indicators according to which progress should be measured. Taking into consideration the negative structural conditions, such as high unemployment and poverty rates in Macedonia, it is expected that the new EU framework will have major implications on the national social policy agenda.

The aim of this paper is twofold. First, by providing comparative data on poverty and social exclusion in the EU member and candidate countries based on Europe 2020 indicators, it strives to show the differences in poverty rates measured according to variety of indicators. Secondly, by applying the Europe 2020 estimations of poverty and social exclusion in Macedonia, it attempts to show differences in poverty rate as well as categories at risk with those generated from the current official data in the country. Apart from these two general aims, this paper also assesses possible implications from the Europe 2020 in relation to strategic redefinitions of the national social policy.

In addition to the literature review and comparative statistical analysis, the work in this paper is also based on the quantitative research, involving representative sample of 1602 households, whose responses formed a basis for calculation of poverty and social exclusion in Macedonia, according to the Europe 2020 indicators.

Keywords: *EU2020, material deprivation, poverty, jobless households, social exclusion.*

Biography

Maja Gerovska Mitev is an Associate Professor at the Institute of Social Work and Social Policy, within the Faculty of Philosophy in Skopje. Her teaching and research interests include: social policy, social inclusion, comparative and global social policy, social policy of the European Union. She is editor in chief of the Journal of Social Policy, bi-annual journal jointly published by the Friedrich Ebert Foundation and Faculty of Philosophy in Skopje. She is a member of the EU Network of Independent Experts on Social Inclusion.

Branko Bošković, MA

University of Donja Gorica, Montenegro

branko.boskovic@udg.edu.me

Women as Labour Force: Family and Lifestyle Change in the European Union

Recent decades have been marked by significant changes in many aspects and gender relations are still being reconfigured. More precisely, one of the areas where changes have become evident is labor force which is now overwhelmed with women and this is especially the case with the European Union. What is more significant is that position of women as labor force is becoming equal to those of men. On the other hand, the issue becomes even more important knowing the possible repercussions this can have, especially on family.

The paper aims to answer the research question of how changes of the labor force in the EU, in the sense that women represent significant part in it, reflect on the family and lifestyle. Traditional family is disappearing and people live different lives with different interests and priorities. Accordingly, the way we live and interact with family members is altered and differs in many ways comparing to previous times when work referred typically to men.

It will be divided into several sections, of which the first will research the role of women as labor force before and now and their changing position. Impact on the economic conditions and independence of women will be assessed as well and will then go on to elaborate how family and lifestyle have changed. The paper will also aim to present different forms of lifestyle that have emerged due to new circumstances and new roles of women. Possible future expectations in the EU will be discussed at the end. The author will use qualitative methods together with the already accessible official data on the EU conditions that can be used for the research. Theoretical base of the problem will also be provided.

Biography

Branko Bošković is an Assistant Professor at the University of Donja Gorica in Podgorica, Montenegro. He received BA at the Faculty of Political Sciences in Podgorica and Master Degree at the Faculty of Arts and Social Sciences in Maastricht, the Netherlands. He is a PhD student at the Faculty of Political Sciences in Belgrade, Serbia. His main fields of research are Sociology and Political Sociology. He has participated many domestic and international conferences and meetings and has also presented papers on different topics in his field of research.

Oliver Treidler, MSc

University of Würzburg, Germany

o.treidler@gmx.de

Why Europe 2020 Is Likely to be as Unsuccessful as the Lisbon Strategy?

In March 2010, the European Commission (2010, preface) introduced Europe 2020 as marking “a new beginning” and having “new tools and [...] new ambition”. The research questions guiding my paper are the following: Does Europe 2020 constitute a new beginning? Does Europe 2020 address the shortcomings of the Lisbon Strategy? Is Europe 2020 likely to succeed?

The recent crisis illustrates that the EU needs to decide on how to address multiple and pressing challenges. As the member states are faced by similar challenges, adopting a common economic strategy appears to be sensible. However, in 2000 the Lisbon Strategy was also launched as an ambitious common strategy. Despite the substantial effort and resources which were invested, the Lisbon Strategy was a failure. The success of Europe 2020 will in large part depend on whether the lessons have been learned.

I conducted a comparative analysis of the two strategies. The analysis of key-documents and publications showed that policy content and implementation mechanism of Europe 2020 closely resemble those of the Lisbon Strategy. Further, I identified the main shortcomings of the Lisbon Strategy and analyzed whether Europe 2020 constitutes an adequate remedy. Here, I particularly focused on the open method of coordination (OMC) and found that many shortcomings of the Lisbon Strategy are likely to persist. Based on my findings, I argue that Europe 2020 is unlikely to succeed, unless significant amendments are made. The paper is of relevance for everyone who is interested in engaging in a critical and informed dialogue regarding European economic strategy.

Keywords: *Lisbon Strategy; Community Lisbon Program; Europe 2020; Open Method of Coordination; Benchmarking.*

Biography

Oliver Treidler, born 1980 in Hamburg, holds an M.Sc in International Economics and European Studies from the Corvinus University of Budapest. Currently, he is writing his PhD thesis on the Lisbon Strategy and Europe 2020 at the University of Würzburg. His thesis supervisor is Prof. Dr. Norbert Berthold. He is a recipient of a scholarship from the Friedrich Naumann Foundation. Previously, Mr. Treidler has worked as an economist in the transfer pricing department of Deloitte and Touche in Hamburg.

Adriana Mutu, MA

The Autonomous University of Barcelona, Spain

Adriana.mutu@gmail.com

Religious Pluralism: Cultural Dimensions of European Integration Policy

The aim of this paper is to point out that European integration and enlargement are challenged by the revitalization of religious heritage. In the context of mass migration, the intensification of inter-civilizational conflicts is highlighting the implications that religious pluralism might have in the development of post-modern societies. The growing tendency is to respond to this challenge by following a more cosmopolitan and religious pluralist mode of European cultural integration. The study attempts to answer the challenge of the impact of ethnic-religious dimension on the transformation of Europe into a complex of multi-cultural and pluri-religious societies.

Keywords: *EU, integration, conflicts, pluralism, religion.*

Biography

Adriana Mutu is a PhD candidate in the field of Political Science at the University Alexandru Ioan Cuza of Iasi, Romania.

Academic Track II: Economy, Business and Innovation in Time of Crisis

Moderator: Prof. Jeremy Cripps, PhD, Full-time Professor at American University in Bulgaria

Rapporteur: Dr. Ilijana Petrovska, UACS Assistant Professor

Opening remarks: Dr. Marjan Petreski, UACS Research Vice-Dean and Chairman of the UACS Research Committee

Biography

Marjan Petreski is the Vice-Dean 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.

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.

Ilijana Petrovska, PhD, is an associate professor and a head of the marketing department at the School of Business Administration, University American College Skopje, lecturing in marketing, marketing management, advertising, integrated marketing communications and e-business at undergraduate and graduate students. Previously she worked as marketing manager in Stopanska bank for six years, and also as account executive in the advertising agency S Team Bates Saatchi & Saatchi for four years.

Dr. Tome Nenovski

University American College Skopje, Macedonia
nenovski@uacs.edu.mk

The Balkan Economic Union as a Prospective Integral Part of the European Union

Together with the IMF and the World Bank, the EMU is the biggest monetary project in the history of mankind. Its goals are reduction of trade costs between its member-states, increase in the convergence in their relations and their economic growth. The main pillars of the monetary institutions were set up for its normal operation. However, the member-countries kept their fiscal sovereignty. The EMU was not a part of a larger political integration of the member-countries. It enabled them to make political decisions on a national level which were not in line with the so-called Maastricht criteria. The outcome of the lack of a political union is: growing budget deficits and continuing growth of the public debt of most of the member-states of the EMU. A debt crisis was created which shakes the basis not only of the EMU but also of the EU. For the first time in its six and a half decade existence, the EU faces an existential crisis. The exit of this condition lies in redesigning of the basic structures on which it stands. This process might be fatal, as well as painful for the EU. In such situation, the Balkan aspiring member-states will have to wait longer to enter the union. In the meantime, to protect their national economic and political tissue, as well as to prepare for the accession in the EU, a regional cooperation and union is a necessity. A Balkan Economic Union in which Serbia, Bosnia and Herzegovina, Albania, Kosovo, Montenegro, Turkey and Macedonia will be a part will help in achieving the goal of entering the EU less painfully, and the Balkan, at last to stop being the “gunpowder barrel”. With application of a quality, historic, comparative and descriptive method, this paper presents the possibilities and opportunities of this model of designing a political and economic picture of the Balkan. The aim of this paper is to show that with such a union, the Balkan countries have a serious chance to overcome, still, the prevalent antagonisms and thus clear the way to their final destination – the EU.

Keywords: *European Union; European Monetary Union; Debt crisis; Balkan Economic Union; cooperation; integration.*

Biography

Professor Nenovski’s professional fields of work are macroeconomics, public finances, banking and monetary policy. He has taken part at numerous domestic and international conferences, symposiums, seminars and round tables. He has published 14 textbooks, among which are: “Money order and banks”, “Creating prices of products and services of corporate banks”, “Credit policy”, “Structure of Public Finances in RM”, “Macroeconomics”, “Public Finance” and “Money and Banking”. He has published about 330 professional works in various domestic and foreign newspapers and magazines. Nenovski was awarded the state awards “Mito Hadzivasilev – Jasmin”, “Goce Delcev” and “23rd October”.

Dr. David Ramiro Troitiño

Tallinn University of Technology, Estonia

perdices57@yahoo.es

The Current Economic Crisis of the EU and the European Economic Government

The article presents the current economic crisis from an historical perspective, analyzing the building of the monetary integration and the common currency. The process is explained pointing out its effects on the European integration and outlining the positive and negative consequences of the introduction of a common currency in the European Union. The investigation continues with a general outlook of the current situation of the countries more affected by the current crisis, Greece, Ireland, Portugal, Spain and Italy. All of them have in common the necessity of extra funding in a context of austerity, plus some national particularities. The author proposes an expansion in the public spending as the only reliable way to stimulate the European economies in crisis. As the Euro meant the end of the monetary independence of the member states it is suggested an innovate solution, the creation of an Economic government in the Union in order to transfer funds from the wealthier states to the countries in troubles. Deeper integration is presented as a necessity for the states in crisis, a necessity for the wealthier states and a must for the European Union.

Keywords: *European Union, Economic Crisis, the Euro, solutions, integration, development of the European building process*

Biography

David Ramiro Troitiño holds a PhD from the University of Salamanca, Spain, on European Union studies 2005. He has been teaching European Union topics since 2003 in different universities: the University of Salamanca, University of Tartu, Concordia University, Audentes University and currently in the University of Technology of Tallinn. He has published 17 international articles about European Union in different countries as Estonia, Latvia, Lithuania, Turkey, China, Russia, Georgia, Spain and Colombia. He has presented papers in 14 international conferences and Congresses in Latvia, Lithuania, Turkey, Russia, Malaysia, Cyprus, Spain and Colombia with presentations about the European Union. He has been adviser to the Ministry Science of Spain during the Spanish presidency of the EU in 2010.

Dr. Zoran Sapurik, Dr. Ninko Kostovski, Elena Klisarovska, MBA

University American College Skopje, Macedonia

sapurik@uacs.edu.mk, kostovski@uacs.edu.mk, elenaklisarovska@gmail.com

The Transformation of Institutions of the European Union towards a Stronger Common Economic Policy

Recent developments in the European Union in the field of economic policy show the need for redefinition of certain aspects of the common activities. The consequences of uncoordinated government spending and fiscal and monetary activities in the member states are evident. It led to large budget deficits in some member states which have caused a range of threats to their macroeconomic stability and to the overall macroeconomic stability of the entire Union. This requires urgent harmonization of the national economic policies if further endangering of the value of the common currency, the euro, is to be avoided. The European Council meeting, in December 2011 and in March 2011, recognized the deterioration of the economic and the financial situation in the EU and called for full implementation of the European Union's New Economic Governance; aiming to increase the confidence in the European economy. The new EU Governance is possible only if common institutions are reformed. The reforms of the EU institutions are expected to yield stronger competencies to influence the implementation of common policies and legislation. The main aim of this paper is to put in the limelight the needs for reforms of the EU institutions for a higher coherence of the common policy to be achieved. The paper focuses on the new Fiscal Treaty of the EU and points out the positive aspects of a fiscal union within the EU. It also emphasized the positive effect of the 25 member states accepting the Treaty which will lead to stronger position of the EU institutions. The history of EU has been studied, as well as other monetary unions such as that of USA, and it seems that both suffer certain volatility. However, it also seems that the more recent and less economically integrated unions are more volatile than the established ones.

Keywords: *economic policy, common policy, EU institutions.*

Biography

Zoran Sapurik, PhD is Associate Professor at University American College in Skopje. He has published several books as well as numerous papers, both in Macedonia and abroad, and participated in many international conferences and congresses. He has been responsible for many research projects, conducted in Macedonia. He is a former mayor, former MP and former minister in the Macedonian government.

Ninko Kostovski holds PhD from Ss. Cyril and Methodius University in Skopje and Certificate in Finance and Management from the Georgetown and the University of Wisconsin. As consultant he is involved in many development programs, implemented by large consulting companies, here in Mk and in Kosovo. He is country representative at the International Advisory Board of the European Business Competence Certificate and advises several companies, institutions and Government units and agencies.

Elena Klisarovska, MBA, is currently a PhD student at the Faculty of Economics in Skopje. She is a lecturer at University American College Skopje and she teaches English as a Second Language; Business Terminology; Report, Proposal and Business Plan Writing; Modern English Language 3 and Business Communication at the School of Foreign Languages. Her areas of research interest currently are the EU, entrepreneurship in Macedonia and the EU, and social entrepreneurship in Macedonia.

Dr. Jeremy Cripps, Dr. Kevin Feeney
American University in Bulgaria
jcripps@aubg.bg, kfeeney@aubg.bg

Consequences of Sovereign Debt Default

This paper examines the issue of sovereign debt default, focusing on the Eurozone. The aim is to identify potential and positive consequences of our current sovereign debt crises and potential for sovereign debt defaults. The issue is crucial in the context of what the Financial Times of London described as “the turmoil confronting the Eurozone today.” With the whole euro area in recession, with youth unemployment in Europe above 10%, resolution of the Eurozone crisis and the consequences of that resolution are matters of “huge importance.”

Historical analysis finds four principle consequences have resulted from prior sovereign debt crises and defaults. These are generally seen to be: first, lost national reputation and reduced national borrowing capacity: second, the exclusion of some national companies from trading in certain markets: third, the impact on the domestic economy relating in particular to the cost of imports: and lastly, the impact on political activity and socio-economic policy. Reviewing the consequences of sovereign debt crisis and default post 1980 this paper considers the potential consequences of sovereign debt default, short and long-term significance, and the possibilities for unexpected consequences. The paper considers the likely magnitude of the output losses and the human costs that may follow on the current Eurozone crisis. The paper finds potential for both positive and negative impacts on the citizens of Europe.

Keywords: *Sovereign Debt Crisis, Sovereign Debt Default, Bond Agreement clauses.*

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.

Kevin Feeney holds a doctorate (D.P.S) in Accounting from Pace University and is licensed as a CPA in New York. Earlier education includes a BA in Economics and a MBA in Accounting from the University of Rochester, and a MS in Information Systems from Pace University. His background includes over 25 years of professional and corporate accounting experience along with a decade of teaching. Prior to joining AUBG, he most recently taught at Franklin and Marshall College in Lancaster, PA, USA.

Dr. Jovan Pejkovski

Faculty of Philosophy, Skopje, Macedonia

pejkovskij@yahoo.com

Inclusive Growth and Social Cohesion in Europe

In the EU strategy 2020 for solving the consequences of the economic crisis three priorities are in the heart of strategic orientations: Smart growth; Sustainable growth and Inclusive growth. The Inclusive growth means empowering people through high levels of employment, investing in skills, fighting poverty and modernizing labor markets, training and establishing social protection systems so to help to the people to anticipate and manage changes, and to build a cohesive society. The Strategy for 2020 presented the part of Inclusive growth and it needs to be emphasized and elaborated separately with aim to show the links and the importance that should be given to these links. Through the method of comparison and analysis of the separate measures the elaboration in the paper will be made.

The focus of this article is to present the links between the EU strategy 2020 and the inclusive growth as a precondition for realization not only the economic effects but also the effects of social cohesion EU and the country form the European continent. The paper will presented the decisions made on the EU level with national policies orientations and the needs for improving the institutional level of coordination between the EU and non EU countries. Also the discussion is to focus the issues which are of great importance for the future development.

The EU should remain open and attractive for all countries which are in the process of the EU integration (like countries from the Western Balkans). Thus their prospective for economic growth and social cohesion will be increased. EU would require modernization, employment education and training policies for reducing structural unemployment, as well as raising corporate social responsibility among the business community.

Keywords: *EU strategy, inclusive growth, social cohesion, structural reforms, financial and fiscal consolidation, employment*

Biography

Jovan Pejkovski was born in Skopje in 1953, he is full time professor. In the domain of scientific and professional interest of prof. Dr. Jovan Pejkovski are the fields of Economy of the European Union, Modern Economic Systems, Entrepreneurship, Economic Development and Social Development. He is Head of the Institute for Social Work and Social Policy at the Faculty of Philosophy, University of St. Cyril and Methodius Skopje. By 2009 at the University American College Skopje, he held lectures on the subjects of the European Union Economics and Entrepreneurship on the Faculty of Business Economics and Organizational Sciences. He has published over 150 scientific and professional papers.

Dr. Jadranka Mrsik, Dr. Dimce Lazarevski
University American College Skopje, Macedonia
jadranka.mrsik@uacs.edu.mk, lazarevski@uacs.edu.mk

Reformed Pensions Systems in Central and Eastern Europe: Challenges to Future Safe Pension Benefits

The objective of this paper is to examine and analyze empirically whether the Central and Eastern Europe countries` reformed pension systems are providing adequate and safe pensions. Starting in 1990s, most Central and Eastern European countries radically reformed their pension systems. In that period there were initiated many studies arisen by the significant optimism, where the advantages of the reforms were presented.

The 2008 financial crisis made a negative impact on the reformed pension systems. As a response to these impacts the policy makers in few of those countries decided to set up different measures: increasing or reducing the pension contribution for alleviating the fiscal deficit or encouraging the employment, adapting the contribution rate and allowing individuals to switch back to the old system. These last changes in the pension systems have triggered the following question: How much and in which way the implementation and experiences gained with the functioning of the reform pension system will have impact in the future pension adequacy and sustainability of the pension system?

Keywords: *reformed pension systems, financial crisis, sustainability of pension systems, government measures, pension contributions, pension benefits*

Biography

Jadranka Mrsik is currently working as dean of the School of Law at the University American College Skopje. She joined the UACS in 2009 and she teaches Financial markets and institutions, Financial statement analyses and Basis of accounting at the School for Business Economics. She obtained her PhD at the University "Ss. Cyril and Methodius" in Skopje, Faculty of Economics. The most of her career she was mainly on the senior positions in the financial sector as at the bank (Komerzijalna banka, Skopje), stock exchange (Macedonian Stock Exchange) and private pension fund (KB Prvo penzisko drustvo).

Dr. Dimche Lazarevski is professor of the Business School at the University American College-Skopje, and also a Head of the Financial Cathedra, with a previous position as a member of the Board of directors in the first Investment Fund Company in Macedonia where he also worked as a portfolio manager. He has published and presented several articles and papers, mainly in the area of financial, investment and portfolio management and financial markets and institutions. He has been working on several projects with European Commission, EPTISA, BAR ECE, etc. He is also working as an expert trainee on different topics related with Corporate Finance, Financial Entrepreneurship, Portfolio analysis and management.

Dr. Marjan Bojadziev, Dr. Ilijana Petrovska, Dr. Ana Tomovska

University American College Skopje, Macedonia

provost@uacs.edu.mk, petrovska@uacs.edu.mk, tomovska@uacs.edu.mk

Understanding Factors of innovative thinking in Advertising agencies: Case of Macedonian, Slovenian and Serbian Advertising agencies

Increasing pressure for innovations is present in nowadays' business, coping with financial crises, which places higher importance on creativity. The Innovation is in the center of the Europe 2020 strategy for growth, and European Council has recognized the need for urgent action in the field of innovation. And it is not just innovation in production, but especially innovative thinking seen as creativity, that is a priority for each company, institution or at a personal level. Creativity contributes towards higher competitiveness in the globalized market. This paper explores the creativity as a fuel for innovativeness in advertising agencies in three countries in the Balkan region. The advertising agencies are tightly connected to creativity since they do not produce creative ideas for themselves, but focus on creative outputs for companies and institutions as their clients. In an attempt to understand the determinant of creativity this paper employs the methodology developed by Grant and Berry (2011). The paper uses sample of employees from Macedonian, Serbian and Slovenian advertising agencies, demonstrating the connection of creativity with the intrinsic and prosocial motivations, and taking into account specific organizational and individual factors influencing creativity at advertising agency level. As such, it will contribute to understanding of innovative thinking and enhancement of innovative ideas at advertising agencies and companies as their clients.

Keywords: *innovation, creativity, advertising agency, intrinsic and prosocial motivation.*

Biography

Prof. Marjan Bojadziev, PhD, is Rector, CEO, and full time professor at the University American College Skopje. His main areas of interest include finances, entrepreneurship, organizational behavior, and strategic planning. He used to hold top management positions at the Macedonian Bank and the Inter Falco Holding Company. He is a Harvard School of Business Trainee and EFER Alumni.

Ilijana Petrovska, PhD, is an associate professor and a head of the marketing department at the School of Business Administration, University American College Skopje, lecturing in marketing, marketing management, advertising, integrated marketing communications and e-business at undergraduate and graduate students. Previously she worked as marketing manager in Stopanska bank for six years, and also as account executive in the advertising agency S Team Bates Saatchi & Saatchi for four years.

Ana Tomovska 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.

Dr. Evica Delova Jolevska, Prof. Tome Nenovski, PhD, Ilija Andovski, MSc
University American College Skopje, National Bank of the Republic of Macedonia
evicadj@uacs.edu.mk, nenovski@uacs.edu.mk, iandovski@yahoo.com

The impact on the banking system from the accession of Macedonia in the EU

The aim of this paper is to examine the impact on the banking system from the accession of Macedonia in the EU. EU enlargement is a complex process with enormous impact on the economy of the new member countries. The financial system of the new member country and the banking system as a part of it face with the challenge of integration in the EU financial system. The best evidence of the EU accession impact on the banking system is the analysis of the basic characteristics of banking systems on the countries that became members in the last 20 years. The future banking development in new EU member countries will very likely follow some main patterns known from the old EU members. In a way banks from candidate countries can see their own future by observing the current developments in Western European banking. The process of restructuring in the banking system through consolidation which leads to increased concentration was one of the main drivers of changes. The existence of this process in new EU countries will be examined together with the structure of Macedonian banking system. It is important to examine whether significant efficiency improvements were achieved in the banking systems of the new EU countries and are they result from the bigger market power or some other factor. Also, there were changes in the funding sources of the banks from the new EU countries with a lot of potentials for alternative funding possibilities. The financial crises made these potentials to evaporate, but on long term horizon, those opportunities will appear again. The low level of financial intermediation in new EU countries leaves space for increasing the range of financial services and their scope. Associated with the previous, a further enlarge of the market share on non-bank financial intermediaries in new EU members can be expected.

Key words: *European Union, banking sector, financial system, new member countries, funding, financial intermediation*

Biography

Evica Delova-Jolevska, PhD is associate professor at University American College, Skopje for subjects in field of banking and quantitative methods. She teaches Banking, Statistics and Mathematics for business at the undergraduate level, as well as Banking risks at the graduate level. She is Manager of Off-site Supervision and Licensing Department at the National bank of the Republic of Macedonia. Author of several professional articles in economic and financial magazines, mainly in the area of banking and author of the books: "Money and banking" (co-author Tome Nenovski, 2012), "The basics of statistics" (2008) and "Basics of statistics: Exercises" (2009), published by UACS.

Professor Nenovski's professional fields of work are macroeconomics, public finances, banking and monetary policy. He has taken part at numerous domestic and international conferences, symposiums, seminars and round tables. He has published 14 textbooks, among which are: "Money order and banks", "Creating prices of products and services of corporate banks", "Credit policy", "Structure of Public Finances in RM", "Macroeconomics", "Public Finance" and "Money and Banking". He has published about 330 professional works in various domestic and foreign newspapers and magazines. Nenovski was awarded the state awards "Mito Hadzivasilev – Jasmin", "Goce Delcev" and "23rd October".

Ilija Andovski is Master of Science in Monetary Economics. His theses for the doctoral studies are accepted on the Faculty of Economics at Ss. Cyril and Methodius University, Skopje with subject: "The application of Basel 3 in the banking operations with particular emphasis on the financial safety net". He's supervisor in the On-site supervision department at the National Bank of the Republic of Macedonia and co-author on several papers in field of economy.

Makedonka Dimitrova, MA, Dr. Jaka Vadnjal

University American College Skopje, Macedonia, GEA College of Entrepreneurship, Ljubljana, Slovenia
dimitrova@uacs.edu.mk, jaka.vadnjal@gea-college.si

Should I become an Entrepreneur or an Employee: Dilemmas of Students in Europe

Although extensive research evidence has been available on different scopes of entrepreneurship and within this field also about choosing entrepreneurship as a career option, not much has been revealed about intentions and motives of possible successors of family businesses. For the future aspects the children of entrepreneurs – business founders may have three options: to found their own companies, to find jobs elsewhere and become employees or to inherit and success their parents' family businesses. By using the theory of planned behavior it will be investigated how three potential prototypes differ from the viewpoint of locus of control, self-efficacy, independence and innovativeness. The propositions will be explored in a quantitative matter through survey among senior students of different schools on college and university level in the two respected countries Macedonia and Slovenia. Students with family business experience tend to show higher level of ambitions and motivation that their colleagues with no family business background. However, it is very likely, that family business successor would not choose the path of their family business continuation but would prefer to pursue own ventures. Certain differences are expected to be revealed between the attitudes of students in the two countries. We believe that the suggested topic will provide recommendations for improving higher education policies and making multicultural practices.

Keywords: *Entrepreneurship, career, students, family business, Macedonia, Slovenia*

Biography

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 Services, 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.

Jaka Vadnjal graduated in engineering, mastered in entrepreneurship and holds Ph. D., all from University of Ljubljana. He is associate professor at GEA College of Entrepreneurship. He authored twenty scientific articles and participated at numerous conferences worldwide covering topics in the field of entrepreneurship which is his main research interest. He is also co-author of five scientific books. He teaches part time at three other universities also outside Slovenia.

Elena Makrevska, MBA

University American College Skopje, Macedonia

makrevska@uacs.edu.mk

Preserving EU Competitiveness

The competitiveness of European Union (EU), as a global trade actor is achieved through combination of three elements: investments into research and development, technology based industry and functioning of the Internal Market. But the recent economic crisis, revealed a number of structural weaknesses of the Union which caused lowering of the competitiveness on the global markets. This paper has the aim to identify the underlying reasons for decreased competitiveness and point out the future challenges for the EU. Even though EU has sizeable advantage in higher value added economic activities as a result of high level of innovations and research and development, in the recent years USA is gaining competitiveness over primary innovations. Also, EU technology based industry which uses highly educated workforce creates disadvantage of the EU in commoditized markets where price plays the most important role. That created emerging opportunities for low costs productions. China has become global leader in labor intensive manufacturing based on a comparative advantage in cheap labor, and it is increasing the quality and the share in the sectors which have traditionally been important to the European economy such as industrial machinery, automotives, computer equipment and certain chemicals. As a result of that, EU is losing the dominant position in emerging markets such as ASEAN, South America, the Middle East and Africa. Finally, the third element, the Internal market is fragmented between national manufacturers who lacked economies of scale, still not harmonized national policies and increased usage of barriers to trade (especially during the economic crisis), which again has an influence on the lower EU competitiveness on the world market.

Key Words: *Internal market, EU competitiveness, Economic crisis*

Biography

Elena Makrevska is a PhD student at Ss. Cyril and Methodius University in Skopje. She is an assistant at the UACS in Skopje on the Faculty of Business administration. She holds an MBA on Finance and Banking. Throughout the years, she has participated in domestic and international conferences and meetings and has also presented papers on different topics in her field of research.

Dragana Beljanski, MSc, Dragan Janjušić, MA, and Saša Raletić, MSc

Court in Novi Sad, College of Professional Studies in Business Management and Communication, Serbia
beljanskid84@yahoo.com, dragan.janjušic@gmail.com, rsasaca@hotmail.com

Improving Higher Education Policies In Order to Cope With the New Challenges and Global Competition

Lagging, in the economic sense, behind USA and Asia, rising unemployment, high costs of pensions in the national framework of member states, are some of the reasons why the European Union developed a strategy for economic development which is based on knowledge and scientific research. Namely, the European Union saw a way out of the recent crisis in improving the higher education system and in increasing the number of educated people. In this paper, the authors emphasize the relevance of higher education and its role in raising productivity not only in the national framework of each country, but also on the global level, i.e. the level of the EU. The paper discusses the main issues of the Bologna Declaration, the Lisbon Strategy, Europe 2020 Strategy, and the programs implemented by the European Union to raise the level of higher education system, to recognize foreign diplomas and to increase the mobility of students and lecturers. In a comparative approach the paper shows how Erasmus Mundus and Tempus programs are used in Serbia, Croatia and Slovenia. The authors chose to compare these three countries considering that Croatia recently gained the status of candidate for EU, that Serbia still has not gained the candidate status, while Slovenia has been in the EU since 2004. The research was done on the basis of the old status of countries because more recent data were not available to the authors. The research problem is set in the form of the question: "Which country, Serbia, Croatia or Slovenia, makes more use of European educational programs?" The conclusion of this work, as well as the empirical part, contains suggestions for the improvement of higher education and Lifelong Learning Program, i.e. their application.

Keywords: *Higher Education Policy, Lisbon Strategy, Europe 2020 Strategy, Bologna Declaration, Lifelong Learning Programmer*

Biography

Dragana Beljanski is PhD student, Faculty of Law in Novi Sad, Republic of Serbia. She is employed in Court in Novi Sad. She has published scientific papers at international conference CCEDEP. In 2009 she gained European Movement scholarship.

Dragan Janjušić is PhD student on the last year, University of Educons, Sremska Kamenica, Republic of Serbia. He is teacher at the College of Professional Studies of Management and Business Communication in Sremski Karlovci. He has published scientific papers at national and international conferences and participated in projects about implementation of ISO standards and HACCP standards in seven companies in Serbia.

Saša Raletić is a PhD student, last year, Faculty of Economics, department of Marketing, University of Novi Sad, Serbia. She participated in national and international conferences and has published twenty scientific works and articles. She is involved in three projects: „European Competiveness Index of Serbia”, “Transformation of the social identity of Serbia in the crisis and its impact on the European integration” and “Strengthening the dialogue between civil society of Serbia and EU” and she was a trainee in government of the AP Vojvodina in program for students. She is teaching assistant at the College of Professional Studies of Management and Business Communication in Sremski Karlovci.

Media partners:



Sponsors:

