



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

THE EUROPE OF TOMORROW: CREATIVE, DIGITAL, INTEGRATED

Skopje, Thursday 15 May 2014

Hotel Aleksandar Palace

CONFERENCE PROGRAM

8:45 - 9:15	Registration
9:15 - 10:30	Opening ceremony
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

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: Rewarding Creativity in the Digital Age*

Master of Ceremony:

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

Note: Working language of the conference is English.

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 Blazeovski, 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*

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

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*