

**4th INTERNATIONAL SCIENTIFIC CONFERENCE: KNOWLEDGE BASED SUSTAINABLE
ECONOMIC DEVELOPMENT- ERAZ 2018**

Sofia, Bulgaria, *Sofia City Hotel*

June 7th, 2018

www.eraz.org.rs

CONFERENCE AGENDA

9:00 – 9:30	Registration
9:30 – 11:30	Nikolina Vrcelj , Association of Economists and Managers of the Balkans, Belgrade – Serbia Christian Tanushev , <i>Vice-Dean for International Cooperation</i> , Faculty of Management and Administration, University of National and World Economy, Sofia, Bulgaria
<i>Conference opening ceremony</i>	
<i>Distinguished guests</i>	DEVELOPING A PROJECT MANAGEMENT CULTURE IN INSTITUTIONS OF HIGHER LEARNING Daniel Seelhofer, Zurich University of Applied Sciences, Stadthausstrasse 14, CH-8401 Winterthur, Switzerland Christian Olivier Graf, Zurich University of Applied Sciences, Stadthausstrasse 14, CH-8401 Winterthur, Switzerland Selina Guhl, Zurich University of Applied Sciences, Stadthausstrasse 14, CH-8401 Winterthur, Switzerland
<i>Conference hall: Sofia</i>	IMPACT OF BIH'S EXTERNAL TRADE WITH CEFTA AND THE EU ON GDP Dijana Grahovac, Central Bank of Bosnia and Herzegovina, Vidovdanska 19 Banja Luka, Bosnia and Hercegovina Senad Softić, Central Bank of Bosnia and Herzegovina, Maršala Tita 25 Sarajevo, Bosnia and Hercegovina
	FACTOR STRUCTURE OF ALLEN & MEYER'S ORGANIZATIONAL COMMITMENT SCALE: AN INVESTIGATION OF THE FIT BETWEEN MULTIDIMENSIONAL SCALE ANALYSIS AND FACTOR ANALYSIS RESULTS Asli Beyhan Acar, Istanbul University, School of Business, Avcilar Campus/ Istanbul-Turkey Nil Selenay Erden, Istanbul University, School of Business, Avcilar Campus/ Istanbul-Turkey
	OECD MEMBERSHIP CHALLENGES FOR CROATIAN TOURISM; SUSTAINABLE PERSPECTIVES Jasmina Gržinić, Juraj Dobrila University of Pula, Croatia, Faculty of Economics and Tourism "Dr. Mijo Mirković", Zagrebačka 30 52100 Pula Croatia
	MANIFESTATIONS AND SIGNIFICANCE OF "WORK EXPERIENCE" IN THE ORGANIZATION Mária Héder, Károly Ihrig Doctoral School of Management and Business, University of Debrecen, Hungary, H-4032 Debrecen, Egyetem ter 1.
	CROSS-BORDER UNFAIR COMPETITION CASES IN ONLINE ENVIRONMENT – THE EU CONFLICT-OF-LAWS PERSPECTIVE IN TERMS OF LEGAL CERTAINTY AND PREDICTABILITY Iveta Rohová, Masaryk University (Faculty of Law), Javůrek 132, Javůrek, ZIP 664 83, Czech Republic
	COMPARISON BETWEEN MNCS AND DOMESTIC COMPANY ON TRAINING AND DEVELOPING EMPLOYEES IN SERBIAN CONTEXT Marko Slavković, Faculty of Economics, University of Kragujevac, Serbia Marijana Simić, Faculty of Economics, University of Kragujevac, Serbia
11:30-12:00	Coffee break

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<p>12:00-14:00</p> <p><i>1st plenary session</i></p>	<p>ADAPTING A COMPANY'S STRATEGY IN THE DIGITAL TRANSFORMATION ERA</p> <p>Christian Tanushev, University of National and World Economy, 1700 Sofia, Student Town, UNWE</p>
<p><u>Conference hall: Sofia</u></p> <p>Moderators:</p>	<p>INTERDISCIPLINARY UNDERSTANDING OF A CRISIS: IMPLICATIONS FOR CRISIS COMMUNICATION</p> <p>Albena Björck, ZHAW School of Management and Law, Stadthausstrasse 14, 8401 Winterthur, Switzerland</p>
<p>1. Petar Stankov, Dept. of Economics, University of National and World Economy, Sofia, Bulgaria</p>	<p>CORPORATE GOVERNANCE AND PERFORMANCE OF SME SECTOR IN KOSOVO</p> <p>Saxhide Mustafa, Riinvest Institute, Lidhja e Prizrenit street no.56, Pristine</p>
<p>2. Nevena Vrcelj, Association of Economists and Managers of the Balkans, Belgrade, Serbia</p>	<p>TO BE MACHO OR NOT TO BE THAT'S THE MATTER</p> <p>Ekrem Tufan, Çanakkale Onsekiz Mart University, Çanakkale School of Applied Sciences, Terzioğlu Yerleşkesi Çanakkale 17100 Turkey</p> <p>Sezer Deniz, Çanakkale Onsekiz Mart University, Faculty of Tourism, Terzioğlu Yerleşkesi Çanakkale 17100 Turkey</p> <p>İrem Ceylan Karagöz, Balıkesir University, Faculty of Tourism</p> <p>Erhan Eren, Çanakkale Onsekiz Mart University, Faculty of Tourism</p> <p>Duygu Nedret Tüter, Çanakkale Onsekiz Mart University, Faculty of Tourism</p>
	<p>NETWORK AND KNOWLEDGE SYSTEMS IN INDUSTRIAL AND TOURISM CLUSTERS</p> <p>Tulay Guzel, Çanakkale Onsekiz Mart University, Turizm Fakültesi, Terzioğlu Yerleşkesi Merkez Çanakkale 17100 Türkiye</p> <p>Tarik Yalcinkaya, Çanakkale Onsekiz Mart University, Turizm Fakültesi, Terzioğlu Yerleşkesi Merkez Çanakkale 17100 Türkiye</p>
	<p>YOU ARE WHAT YOU PERCEIVE AND EAT</p> <p>Ekrem Tufan, Çanakkale Onsekiz Mart University, Çanakkale School of Applied Sciences, Terzioğlu Yerleşkesi Çanakkale 17100 Turkey</p> <p>Atila Yüksel, Adnan Menderes University, Faculty of Tourism, Bayraklıdede Mah. Adalılar Sitesi Üstü, Turgut Özal Bulvarı 4. Sokak No:3, 09460 Kuşadası/Aydın</p> <p>Funda Eriş, Çanakkale Onsekiz Mart University, Terzioğlu Yerleşkesi Çanakkale, 17100 Turkey</p> <p>Aydan Taştan, Çanakkale Onsekiz Mart University, Terzioğlu Yerleşkesi Çanakkale, 17100 Turkey</p>
	<p>INCOME ELASTICITY OF HEALTH EXPENDITURE: SOME EMPIRICAL EVIDENCES FOR BULGARIA</p> <p>Nikolay Atanasov, Medical University Plovdiv, Faculty of Public Health, Department of Health Management and Health Economics, Bul. Vasil Aprilov, 15A Plovdiv, 4002, Bulgaria</p>
	<p>OFF-ROAD TOURISM: AN ALTERNATIVE WAY FOR SUSTAINABLE TOURISM IN ÇANAKKALE, TURKEY</p> <p>Figen SEVİNÇ, Bartın University, Bartın Vocational School, Bartın, Turkey</p> <p>Erol DURAN, Çanakkale Onsekiz Mart University, Faculty of Tourism, Çanakkale, Turkey</p>
	<p>THE STRUCTURE OF MARGINAL COSTS: A PEDAGOGICAL REVIEW</p> <p>Petar Stankov, Dept. of Economics, University of National and World Economy, Sofia, Bulgaria, J.K. Studentski grad, 1700 Sofia, Bulgaria</p>
<p>14:00-15:00</p>	<p>Lunch</p>

15:00–17:00	FOREIGN DIRECT INVESTMENT AND REGIONAL DEVELOPMENT IN BULGARIA: A PANEL DATA ANALYSIS FOR THE PERIOD 2008-2016
<i>2nd plenary session</i>	Iva Raycheva, University of National and World Economy, 1700 Sofia, Students' City "Hristo Botev"
<i>Conference hall: Sofia</i>	INVESTIGATION OF STEADY-STATE OPERATION OF ENVIRONMENTAL CLIMATIC CHAMBER MEASURING TEMPERATURE AND RELATIVE HUMIDITY
<i>Moderators:</i> 1. Hristina Oreshkova, University of National and World Economy (UNWE), Sofia, Faculty of Finance and Accounting	Iska Kolaveri Spahiu, General Directorate of Metrology (DPM), Autostrada Tirane-Durres, km8, Kashar, Tirane, Albania Dhurata Premti, University of Tirana, Faculty of Natural Sciences, Department of Industrial Chemistry, Bulevardi Zog I , Tirane, Albania Floran Vila, Academy of Sciences of Albania, Shëtitorja Murat Toptani, Tiranë 1000, Albania Anisa Dhroso, University of Tirana, Faculty of Natural Sciences, Department of Industrial Chemistry, Albania
2. Nikolina Vrcelj, Association of Economists and Managers of the Balkans, Belgrade, Serbia	PERFORMANCE EVALUATION OF AN EXPERIMENTAL SYSTEM MEASURING ETHANOL CONCENTRATION Erinda Piluri, General Directorate of Metrology, Highway Tr-Dr, Km 8, Kashar, Tirane, Albania Hasime Manaj, Faculty of Natural Sciences, University of Tirana, Boulevard Zogu I, Tiranë Ilijan Malollari, Faculty of Natural Sciences, University of Tirana, Boulevard Zogu I, Tiranë Irakli Premti, Polytechnic University of Tirana, Square Mother Tereza, Tiranë Distribution Channels in Tourism Modern Approach Cuneyt Mengu, CEO of Mercan Tourism&Lecturer in Istanbul University, Cumhuriyet Street No125/1 Harbiye-Sisli Istanbul / Turkey
	CHANGING ROLE OF CFOS Sinan Cifci, Galatasaray University, Istanbul, Ciragan Cad. No:36, 34349 Ortakoy/Istanbul
	DYNAMICS OF LOANS AND DEPOSITS IN BULGARIA AND THE EURO AREA IN THE PERIOD 2007–2017 Aglika Kaneva, Department of Finance, UNWE, 1700 Sofia, Student Town, Bulgaria
	INFORMATION AND COMMUNICATION TECHNOLOGIES IN SERBIA: GROWTH AND UNEVEN SPATIAL DEVELOPMENT Aljoša Budović, University of Belgrade - Faculty of Geography, Studentski trg 3/III, Belgrade, Serbia Vojislav Dedanski, University of Belgrade - Faculty of Geography, Studentski trg 3/III, Belgrade, Serbia
	DEVELOPING E-BANKING PLATFORM IN CONTEMPORARY WORLD Zarko Radjenovik, University Goce Delcev, Stip, Macedonia Tatjana Boshkov, University Goce Delcev, Stip, Macedonia
	WILL THE INTERNATIONAL ACCOUNTING STANDARDS BOARD'S DECISION TO INTRODUCE 'THE EXPECTED LOSS MODEL' UNDER IFRS 9, CONTRIBUTE TO GREATER TRANSPARENCY OF FINANCIAL STATEMENTS INFORMATION? IS IT TRUE OR IS IT TOO EARLY TO ADDRESS THE QUESTION? Hristina Oreshkova, University of National and World Economy (UNWE), Sofia, Faculty of Finance and Accounting

	<p>FOREIGN DIRECT INVESTMENT IN MACEDONIA – IS THERE DISCRIMINATION IN PRACTICE? Biljana Petrevska, “Justinianus Primus Faculty of Law”, University “Ss. Cyril and Methodius”, Skopje, Macedonia, Bul. Goce Delcev 9b, 1000 Skopje, Macedonia</p>
	<p>UNBUNDLING THE ROLES OF INSTITUTIONS AND HUMAN CAPITAL IN DEVELOPMENT: A GLOBAL EVIDENCE Soner Gokten, Baskent Universitesi Baglica Kampusu, Isletme Bolumu, Fatih Sultan Mahallesi, Eskisehir Yolu 18.km, 06790, Etimesgut, Ankara, Turkey Furkan Baser, Ankara Universitesi Uygulamalı Bilimler Fakultesi 50. Yıl Mah. Munzeviler Cd. No: 87 06590 Cebeci, Cankaya, Ankara, Turkey Pınar Okan Gokten, Gazi Universitesi Iktisadi ve Idari Bilimler Fakultesi, Uluslararası Ticaret Bolumu, Emniyet Mahallesi, Muammer Bostancı Cad. No:4, 06500 Besevler, Ankara, Turkey</p>
	<p>SECURITY IN GLOBALIZED WORLD: THINKING BEYOND THE STATE Bülent Sarper Ağır, Adnan Menderes University, Faculty of Economics, Merkez Kampus, Merkezi Derslikler İi, Kat:2, Aydın/Turkey</p>
	<p>THE USE OF TWITTER AS A MARKETING TOOL BY TOUR OPERATORS IN ANTALYA Nur Undey Kalpaklioglu, Halic University, Sutluce Mah. Imrahor Cad. No 82 Beyoglu Istanbul/ Turkey Egemen Gunes Tukenmez, Halic University, Sutluce Mah. Imrahor Cad. No 82 Beyoglu Istanbul/ Turkey</p>
	<p>EXAMINING WORKAHOLISM IN THE CONTEXT OF MANAGERIAL POSITION Emrah ÖZSOY, Sakarya University, Management Faculty</p>
	<p>COMPARATIVE RISK ANALYSIS OF HUNGARIAN AND ROMANIAN TRADE AND SERVICE COMPANIES Tibor Tarnóczy, University of Debrecen, Faculty of Economics and Business, Institute of Accounting and Finance, Debrecen, Hungary Edina Kulcsár, Partium Christian University, Faculty of Economics and Social Science, Department of Economics, Oradea, Romania</p>
	<p>BIOLOGICAL TREATMENT AND BEST MANAGEMENT PRACTICES ON FOOD INDUSTRY WASTEWATER IN ALBANIA Anisa Myrtaj (Rexhepi), University of Vlora, Faculty of Technical Sciences, Sheshi Pavaresia, Sklele, Vlore, Albania Ilirjan Malollari, University of Tirana. Faculty of Natural Sciences. Department of Industrial Chemistry; Bulevardi "Zogu I", Tirana, Albania Luljeta Pinguli, University of Tirana. Faculty of Natural Sciences. Department of Industrial Chemistry; Bulevardi "Zogu I", Tirana, Albania</p>
17:00	Conference closure