FTU CONFERENCE INSCOSES 2022

University “St Kliment Ohridski” - Bitola
Faculty of tourism and hospitality - Ohrid

XVI International Scientific Conference on Service Sector – INSCOSES 2022
Faculty of Tourism and Hospitality - Ohrid

BOOK OF ABSTRACTS

Ohrid, September 16-17, 2022

Conference supporters:

ОПШТИНА ОХРИД

Labino Sound Ohrid

Hotel Millenium Palace

CIP - Каталогизација во публикација
Национална и универзитетска библиотека "Св. Климент Охридски", Скопје

338.48(062) 33(062)

INTERNATIONAL Scientific Conference on Service Sector – INSCOSES (16 ; 2022 ; Ohrid)
Book of abstracts [Електронски извор] / XVI International Scientific
Conference on Service Sector – INSCOSES 2022 Faculty of Tourism and Hospitality - Ohrid,
September 16-17, 2022 ; [editor Cvetko Andreeski].
- Ohrid : Faculty of tourism and hospitality, 2022

Начин на пристапување (URL):
https://conference.ftu.uklo.edu.mk/wp-content/uploads/2022/09/BOOK-OF-ABSTRACTS_INSCOSES-2022.pdf.

- Текст во ПДФ формат, содржи 56 стр. - Наслов преземен од екран. – Опис на изворот на ден 09.09.2022 год. - Фусноти кон текстот

ISBN 978-608-4676-19-5

а) Туризам -- Собири б) Економија -- Собири

COBISS.MK-ID 58113029

FTU Conference **INSCOSES 2022**

XVI International Scientific Conference on Service Sector
Book of Abstracts

Conference Topics:	✓ **Tourism** ✓ **Hospitality** ✓ **Gastronomy** ✓ **Finance, Risk management and Insurance** ✓ **Customs and Logistics**
Publisher:	Faculty of tourism and Hospitality Kej Makedonija 95, 6000 Ohrid
About Publisher:	Prof. Cvetko Andreeski, PhD, Dean
Editor:	Prof. Cvetko Andreeski, PhD, Dean
Phone:	+389 76 355 504
E-mail:	ftu@uklo.edu.mk; conference@ftu.uklo.edu.mk
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PREFACE

Faculty of Tourism and Hospitality - Ohrid has a long tradition of organizing International Scientific Conferences in the fields of tourism and service management. The 16th International Scientific Conference INSCOSES 2022 is being organized in 2022. Conferences are organized every two years, which indicates a tradition longer than 30 years. The last five conferences are organized through a special website dedicated to the needs of this conference. All information and published papers from the last five conferences can be found on the conference website: https://conference.ftu.uklo.edu.mk/. It serves as a mini repository and witness to what was worked on and presented at the conference. On this occasion, I would like to express my gratitude to all the participants of the INSCOSES 2022 Conference, as well as to all those who supported the organization of the conference.

On behalf of the Organizing Committee of the conference,

Dean,

Prof. Cvetko Andreeski, PhD

Topics: TOURISM & HOSPITALITY, GASTRONOMY AND NUTRITION

Measuring The Quality Of Services In Tourist Facilities In The Zlatibor District Using The Servqual Model

Sladjana Vujičić[1]
Zorana Nikitović[2]
Milan Gavrilović[3]
Mirjana Radović Marković[4]

Key words:

Tourist services; Quality; SERVQUAL model

Abstract: *Satisfying the needs of users is the basic task of every organization that strives for long-term and sustainable business. Research by many authors has shown that the level of quality of delivered services is directly related to the satisfaction of the users of those services. As with all services, the quality of tourist services requires good and careful planning. Tourism, as an economic activity, is very important, which is indicated by the fact that in the most economically developed countries in the world, an average of 65% of the total number of employees is employed in the tourism sector.*

This paper gives the results of empirical research aimed at measuring the quality of services in tourist facilities of the Zlatibor district using the SERVQUAL model.

[1] Faculty of Business, Economics and Entrepreneurship, Belgrade, Serbia, sladjanakonto@gmail.com
[2] Faculty of Business, Economics and Entrepreneurship, Belgrade, Serbia, zorana.nikitovic@vspep.edu.rs
[3] Faculty of Business, Economics and Entrepreneurship, Belgrade, Serbia, milan.gavrilovic@vspep.edu.rs
[4] Faculty of Economics and Engineering Management, University Business Academy ,Novi Sad, Serbia, mradovic@gmail.com

Tourism, Space And Strategy

Dejan Đordjevic[1]
Vladislav, Marjanovic[2]
Aleksandar Manasijevic[3]

Key words:

Tourism; Space; Planning; strategy

Abstract: *Tourism and space are closely related phenomena, so the development of tourism in a certain space must be strategically planned, taking into account all the characteristics of that space. In this sense, this paper points out the importance of the concept of strategic spatial planning and strategic planning of tourism development, which aim to achieve development effects in the field of tourism, but with the organization, arrangement and even development of certain spatial units (regions and local environments) in accordance with their development potentials. At the same time, it should be borne in mind that strategic spatial planning and strategic planning of tourism development depend on market opportunities, available tourism potential and socio-economic goals of a national economy, and are in the function of tourism development, but also maximizing positive and minimizing negative socio-economic effects of tourism to the area. Therefore this paper points out the role and importance of integral strategic planning in the process of tourism development while respecting not only the economic but also the social and ecological components of the development process.*

[1] Faculty of Economics, University of Niš, Niš, dejan.djordjevic@eknfak.ni.ac.rs
[2] Faculty of Economics, University of Niš, Niš, vladislav.marjanovic@eknfak.ni.ac.rs
[3] Faculty of Economics, University of Niš, Niš, aleksandar.manasijevic@eknfak.ni.ac.rs

Éclairs As Top Pastry Delicacies And Their Comprehension By The Macedonian Gastronomic Audience

Kliment Naumov[1]
Gabriela Rakičević[2]
Kliment Arnaudov[3]

Key words:

Pastry; Confectionery; Pâte à choux; Éclairs

Abstract: *The so called Éclair paste or Choux paste or Pâte à choux in French or Brandteig in German (Contemporary Cook, 1965) is an essential dough for the realization of different pastry and confectionery products such as the Éclairs, Paris-Brest, Cream puffs, choux pastry lattice, choux pastry pralines, mini cream puffs, mini eclairs, croquembouches, batons de Jacob, cygnes, religieuses, arlequins, couronnes, chouquettes, and choux florentines. This kind of dough is also used for certain oriental sweets like tulumba and some Spanish-Portuguese specialty churros. The Pâte à choux is consisted of water or milk, butter, flour, salt, and eggs. Even though this kind of pastry seems very simple to be realized, there are certain rules that need to be strictly followed. The final intention of this paper is to check if the Macedonian gastronomic audience has a real knowledge about éclairs.*

[1] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality - Ohrid, kliment.naumov@uklo.edu.mk
[2] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality - Ohrid, gabrielarakic@yahoo.co.uk
[3] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality - Ohrid, klimentmiko@gmail.com

Offering Gluten-Free Meals On Restaurant Menus

Kliment Arnaudov[1]
Kliment Naumov[2]

Key words:

Gluten allergy; Celiac disease; Menu; Gluten-free label; Restaurant

Abstract: *For many people, gluten is harmless, and a normal part of their everyday diet. A gluten-free diet excludes any product made with gluten, or for those with severe allergies, any product processed or cross-contaminated with items containing gluten. Some of the restaurant guests are diagnosed with celiac disease and can't consume food that contains gluten. Hence, there is a visible need to implement gluten-free meals in the menus.*

The menu is the single most important sales and marketing tool available to a restaurant. A well-designed menu communicates much more than just a list of available food items.

Offering gluten-free meals and labeling them in the menu is one way to attract and to keep satisfied many of the guests and tourists. Ohrid as a tourist destination should offer a variety of options for the tourists with specific diet needs and that is a good way to enrich the tourist offer.

[1] Faculty of Tourism and Hospitality, Ohrid, kliment_miko@yahoo.com
[2] Faculty of Tourism and Hospitality, Ohrid, klimentje@hotmail.com

An Overview Of Tourism Industry Bail Out Measures In Slovenia During The Covid-19 Epidemic

Darko Pirtovšek[1]
Urška Nadja Senica[2]

Key words:

COVID-19; Tourism; ACP; Analysis

Abstract: *This expertise aims to present and analyze the bailout measures for salvaging the economy during the global pandemic COVID-19 in Slovenia in 2020 - 21, with an emphasis on the tourism industry. Based on the data obtained, the authors of the article sought to determine whether the Government of the Republic of Slovenia has tackled bailing out of the tourism sector in the right way or not and whether its measures to mitigate the effects of the epidemic have been successful or not. The government has tackled the problem of salvaging both the entire economy and, in particular, the tourism industry over ten so called Anti-Corona Packages (ACPs), which sought to ensure the liquidity of the economy (tourism) and the preservation of jobs. The analysis showed that the measures taken were timely and well-targeted, placing Slovenia at the very top of countries which dealt best with the aftermath of the COVID-19 pandemic.*

[1] Professional Education Centre Brežice, Vocational college, Bizeljska cesta 45, 8250 Brežice, Slovenia, darko.pirtovsek@guest.arnes.si
[2] Professional Education Centre Brežice, Vocational college, Bizeljska cesta 45, 8250 Brežice, Slovenia, urska.senica@sicbrezice.si

Quality Of Gastro Tourist Offer During Covid-19 - Predictions From Rural Households Of Vojvodina

Drago Cvijanović
Tamara Gajić
Dragan Vukolić

Key words:

Gastrotourism; COVID-19; Development; Quality; Rural Vojvodina

Abstract: *The period during the COVID-19 pandemic brought major changes, mainly in terms of large losses for all economic activities, including all forms of tourism and hospitality. The aim of this paper was to investigate the possible effects of certain predictors on the future development and quality of gastro tourism products in Vojvodina. The survey included a total of 225 domestic visitors, in rural households. Also, the aim was to determine whether gender has a moderating role in the predictive validity of total gastro quality, based on food quality factors and guest relations. The results obtained by processing in the SPSS model, 26.00, macro Process.spss, version 4.0, undoubtedly show a positive attitude of consumers when it comes to predicting better development of quality gastronomic services, and that gender statistically significantly moderates the relationship between food quality and guest and total gastro quality.*

Content For Foreign Language Teaching For Gen Z Students Of Tourism

Elena Cickovska[1]

Key words:

Foreign language teaching; Higher education; Tourism; Content; Gen Z

Abstract: *This article deals with the procedure of choosing content and suggests topics for teaching foreign languages (FLT) to generation Z students in the field of tourism in higher education, according to the action-oriented approach and specific principles for FLT at non-linguistic universities. The changeable variables for selecting themes and topics for student-centered and market-oriented FLT are assessed by a qualitative study with interviews in foreign language classes (N 87) in North Macedonia in 2021, and by global occupational needs through research of literature and online resources about current and future trends of the tourism industry, both influenced by generational characteristics. Topics like 'Responsible travel to untouched areas', 'Marketing through digital Gen Z influencers', 'Employment in special business units for targeting Gen Zs', are identified. Elaborated are also the additional requirements for choosing content as providing comprehensible input and facilitating tasks, involving use of digital technology, staring with one's own country.*

[1] Faculty of Tourism and Hospitality, Ohrid, elena.cickovska@uklo.edu.mk

Encouraging Sustainable Tourism Development In Mediterranean Through Consumeless Plus Project: The Case Study Of Istria County

Kristina Brščić[1]
Katarina Lovrečić[2]
Tina Šugar Korda[3]

Key words:

Sustainable tourism;
Istria County;
ConsumeLess Plus;
ConsumeLess model,
ConsumelessMed label

Abstract: *The Mediterranean area is one of the most important tourist destinations in the world, so the importance of planning tourism and its effects in this area is needed. The benefits of tourism are primarily valued in economic terms, but tourism can positively impact local or regional socio-cultural life and the local environment. In order to achieve these positive effects, in recent years, the principles of sustainable tourism have been implemented in the governance of tourist destinations in different ways. However, applying theoretical principles of sustainable tourism in practice is not a simple job. The example of the EU project Interreg Med ConsumeLess Plus is one example of how to bridge this gap. ConsumeLess Plus is a capitalization project of the ConsumeLess project, which transfers created ConsumeLess model to four new regions in the Mediterranean. The paper aims to present the application of the ConsumeLess model in Istria County.*

[1] Institute of Agriculture and Tourism, Poreč, kristina@iptpo.hr
[2] Institute of Agriculture and Tourism, Poreč, Faculty of Tourism and Hospitality Management, Opatija, katarina@iptpo.hr
[3] Institute of Agriculture and Tourism, Poreč, tina@iptpo.hr

The Importance Of Knowing The Basic Principles Of Heat Treatment Of Food In A Modern Way

Ivica Zdravković[1]
Ančica Dimitrijević[2]
Slobodan Glišić[3]

Key words:

Heat treatment; Types of heat treatment; Behavior of foods in heat treatment; Scientific facts; Culinary practice; Meat; Food technology

Abstract: *In recent years, culinary experts have been actively searching hand in hand for methods of heat treatment, preparation of meat, which will contribute to increasing the quality of taste but also reducing the negative consequences for human health. Starting from the assumption that taste is the basic starting point and that we have to meet modern medical requirements I will provide a balance of mutual satisfaction in this paper. The paper shows the results how much we know and apply the principles of food processing and preparation in the area of the coastal zone of Montenegro. Scientific facts will work in favor of culinary requirements.*

[1] Akademija strukovnih studija Južna Srbija, ivicazdravko1984@gmail.com
[2] Akademija strukovnih studija Južna Srbija, dimitrijevicancica@gmail.com
[3] Akademija strukovnih studija Južna Srbija, glisictfl@gmail.com

The Impact Of Covid-19 Pandemic On Tourism Development In Western Balkan Countries

Snežana Radukić[1]
Marija Petrović-Ranđelović[2]
Jelena Petrović[3]

Key words:

COVID-19; Western Balkan countries; Tourism development; Economic growth

Abstract: *The COVID-19 pandemic is the cause of the global health crisis, economic downturn and financial crisis. The tourism was the most affected industry because moving and travel restrictions put in place. The purpose of this paper is to analyze the impact of COVID-19 on tourism development in Western Balkan countries. The aim of this paper is to analyze whether it exists the difference impact of COVID-19 on tourism development of Western Balkan countries. The results of research indicate that COVID-19 was the most important impact on tourism development of observed countries during this century. In 2020, the Western Balkan countries recorded the decrease of number of foreign tourists and tourism receipts, but the same time recorded the increase of receipts per tourist. At the same time, the results indicate that tourism and death rate have significant impact on the economic growth of Western Balkan countries.*

[1] Faculty of Economics, University of Niš, Niš, snezana.radukic@eknfak.ni.ac.rs
[2] Faculty of Economics, University of Niš, Niš, marija.petrovic@eknfak.ni.ac.rs
[3] Faculty of Science and Mathematics, University of Niš, Niš, jelena25@pmf.ni.ac.rs

Increasing Tourism Opportunities For Crossborder Destinations – Case Of Pelagonija Region

Ivanka Nestoroska[1]

Key words:

Tourism; Tourist destinations; Cross-border regions

Abstract: *Cross-border regions face challenges how to encourage and promote cooperation between the countries to which they belong. In this regard, as most common approach is the use of their potentials in order to improve the overall socio-economic development of the regions. The co-operation marks a number of examples of initiatives that are often within the framework of certain international cross-border co-operation programmes.*

Among the specific goals of the programs, including the promotion of sustainable economic development in cross-border regions, priority is given to encouraging tourism by improving the attractiveness and promoting tourism in the regions. In this context, the opportunities for development of the regions as recognizable tourist destinations are increasing, not only in the cross-border regions but also in the wider regional environment. This approach is with aim to achieve increased competitiveness and increased employment opportunities of local population.

[1] Faculty of tourism and hospitality-Ohrid, "St. Kliment Ohridski" University-Bitola, ivanka.nestoroska@uklo.edu.mk

Quality Of Services And Guests Satisfaction In The Restaurant

Julijana Sazdova[1]
Ljupco Janevski[2]
Momcilo Conic[3]

Key words:

E-service;
Requirements;
Expectations; wish

Abstract: *Taking into account the importance of quality for the relationship quality of service - customer satisfaction - loyalty, all in order to avoid or reduce mistakes and make efforts to continuously improve quality, each company should conduct quality control, i.e. to identify deficiencies. Quality improvement activities should be continuous and uninterrupted because, although a certain result is achieved (desired quality), it should be maintained and improved through numerous innovations. Due to the simultaneity of production and consumption in restaurant services, it is more difficult to notice the mistake before it is too late, i.e. before the guest notices it. On the other hand, the cost of introducing a quality system is an investment in the future of the company.*

[1] SOU„Kole Nehtenin“Shtip, julijana.sazdova@yahoo.com
[2] Director at Agency for Promotion and Support of Tourism of the Republic of North Macedonia, Skopje, ljupco.janevski@gmail.com
[3] momcilo.conic@gmail.com

The Impact Of Organizational Commitment On Turnover Intention Of A Employees In Serbia

Nenad Mihajlov[1]
Snežana Mihajlov[2]

Key words:

Organizational commitment; Affective commitment; Normative commitment; Continuance commitment; Turnover intention

Abstract: *The main goal of the research is to examine the relationship between the dimensions of organizational commitment and the turnover intention among employees in Serbia. The research was conducted among 234 employees in companies engaged in tourism and hospitality. The structured questionnaire was used and distributed during October 2021. The results of the research show that the variables of turnover intention and the dimensions of organizational commitment are in a statistically very significant negative correlation. The paper finds a significant and strong relationship between two of the dimensions of organizational commitment i.e. affective and continuance commitment and turnover intention of employees in Serbia. However, no significant relationship was found between the normative commitment and turnover intention. The paper adds existing knowledge about the organizational commitment as the antecedents od turnover intention.*

[1] Academy of Professional Studies South Serbia, Department High business School Blace, nenadmihajlov@hotmail.com
[2] Academy of Professional Studies South Serbia, Department High business School Blace, snezanamihajlov@hotmail.rs

Social Media And Spa Tourism Before And During Covid-19

Sandra Dramićanin[1]
Goran Perić[2]
Momčilo Conić[3]

Key words:

Social media; Spa tourism; COVID-19

Abstract: *As COVID-19 pandemic has left great consequences on all economic activities, social media has served as a vastly helpful communication tool for most industries, including tourism. The spa destinations are trying to attract tourists by changing the way of using social media while adapting to the new situation. The aim of this paper is to analyze the social media used in the promotion of spa tourism. The authors compare two different phases: pre-COVID-19 and during COVID-19 using data collected from 126 owners of tourist accommodation in spas destination. The research showed that during the period of COVID-19, the respondents most often use Instagram and Booking, they post the content most often once a week using photos and text. In addition, the results show that the respondents emphasize the location and price (in the pre-COVID-19), but during the COVID-19 pandemic, they put importance on health safety and cleanliness.*

[1] University of Kragujevac, Faculty of Hotel Management and Tourism Vrnjačka Banja, Serbia, sandradramicanin@hotmail.com
[2] Academy of Professional Studies South Serbia, Department of Business Studies Blace, Serbia, goran.peric@vpskp.edu.rs
[3] Academy of Professional Studies South Serbia, Department of Business Studies Leskovac, Serbia, conic.momcilo@vpsle.edu.rs

Comparing Seasonal Patterns Across Main Inbound Tourism Countries In North Macedonia

Cvetko Andreeski[1]
Biljana Petrevska[2]

Key words:

Seasonality; Inbound tourism; Gini index; Theil index

Abstract: *The study measures the level of seasonality among top six inbound countries in tourism market in North Macedonia. The Gini and Theil indexes, as well as the correlation values for each of the selected countries, are computed and compared to show the differences between them. An overnight of tourists from Albania, Bulgaria, Poland, Serbia, the Netherlands and Turkey from 2011 to 2019 is the primary variable. The research found that the Netherlands has the greatest seasonality, followed by Poland. The seasonality in neighboring countries (Albania, Bulgaria, and Serbia) is significantly lower. Turkey has been added to this group. The study suggests boosting tourism marketing to Turkey, which has low seasonality and accounts significant portion of total foreign overnights, as well as maintaining smooth campaign to neighboring countries with lower seasonality. Furthermore, a discussion is open on creating new strategies for attracting tourists from the Netherlands and Poland out of the main season.*

[1] Faculty of Tourism and Hospitality – Ohrid, St. Kliment Ohridski University – Bitola, North Macedonia, cvetko.andreeski@uklo.edu.mk
[2] Faculty of Tourism and Business Logistics, Goce Delčev University – Štip, North Macedonia, biljana.petrevska@ugd.edu.mk

The Impact Of Media Convergence On The Recruitment Process Within Tourism Catering Companies

Branislav Sančanin[1]
Jasmina Poštin[2]
Aleksandra Jagodić Rusić[3]

Key words:

Human resources; Recruitment; Media; Social networks

Abstract: *The integration and immersion of different media has changed their business philosophy fundamentally, and consequently, in the field of employment, the manner and organization of the work of numerous tourism catering companies. A common element to the media and tourism catering companies is that they are motivated to exploit all available resources, aware of the fact that the focus of their strategy is no longer individual channels and media, but differentiated target groups with their various habits, needs and opportunities. The aim of the paper is to focus on the impact of media convergence on the improvement of the recruitment process within tourism catering companies in the Republic of Serbia. Research has indicated a need for a more rapid transformation of the human resources management function, in order to strengthen its strategic role and significance in tourism catering companies.*

[1] Union - Nikola Tesla University, Belgrade, Faculty of Management, Sremski Karlovci, Serbia, e-mail: branislav.sancanin@famns.edu.rs
[2] Union - Nikola Tesla University, Belgrade, Faculty of Management, Sremski Karlovci, Serbia, e-mail: jasmina.postin@famns.edu.rs
[3] Union - Nikola Tesla University, Belgrade, Faculty of Management, Sremski Karlovci, Serbia, e-mail: aleksandra@rusic.rs

Exploring The Possibilities For Rural Tourism Development In The South-West Planning Region Of The Republic Of N. Macedonia

Michael Risteski[1]
Sasho Korunovski[2]
Maja Georgioska[3]

Key words:

Rural tourism; Tourism development; Tourist valorization; South-west Planning Region

Abstract: *This paper is the result of the conducted research activities in the preparing of a Sub-strategy for Rural Tourism in the Republic of N. Macedonia in 2019 in which the authors were directly involved. The research involved determining the current state of rural tourism through situation analysis and valorization of various rural tourism potentials. This resulted in specifying concrete values and spatial units for the development of rural tourism. The goal of this paper is to diversify the region's current tourist offer, as well as to create new tourism values for promoting rural tourism development.*

[1] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality, Ohrid, Republic of N. Macedonia, michael.risteski@uklo.edu.mk
[2] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality, Ohrid, Republic of N. Macedonia, saso.korunovski@uklo.edu.mk
[3] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality, Ohrid, Republic of N. Macedonia maja.georgioska@uklo.edu.mk

The Role Of Nutrition In Achieving Hormonal Balance In Women

Angela Pasquale[1]
Natalija Uršulin - Trstenjak[2]
Ivana Matošević[3]

Key words:

Nutrition; Diet; Hormonal balance; Hormones; women

Abstract: *Proper nutrition of a complete daily meal contains 50% whole foods, 25% protein, 25% complex carbohydrates, probiotics, 20-30g of fiber, moderate physical activity, and proper sleep and relaxation, with the addition of natural stimulants for optimal hormone function, the basis for a happy and long life is the hormonal balance. Hormones are substances that are released into the bloodstream from glands or organs and affect cell activity elsewhere, so the goal of this paper is to prove that a woman are particularly sensitive to hormonal changes and their body weight tends to vary. For researching is use a questionnaire "Women's awareness of the relationship between diet and hormonal status" who is created with the aim of collecting data on women's understanding of the impact of hormones on the body, eating habits and attitudes about the dietary impact on the appropriate work of hormones.*

[1] University "St. Kliment Ohridski" - Bitola, Faculty of Tourism and Hospitality, Ohrid, Republic of N. Macedonia, avasileska@yahoo.com
[2] University North, University Center Varaždin, Republic of Croatia, natalija.ursulin-trstenjak@unin.hr
[3] University North, University Center Varaždin, Republic of Croatia, natalija.ursulin-trstenjak@unin.hr

The Influence Of Brand Elements On Loyalty In Health Tourism Destinations: Case Study Of Prolom Banja

Goran Perić[1]
Vedran Milojica[2]
Milena Podovac[3]

Key words:

Brand destination;
Destination image;
Destination quality;
Destination awareness;
Destination loyalty

Abstract: *The purpose of this research is to test the impact of destination brand elements (image, quality, and awareness) on loyalty in the context of Prolom Banja as a health tourist destination. The research was conducted on a statistical sample of 172 respondents. The authors distributed a questionnaire online through the official Facebook profile of Prolom Banja. The impact of destination brand elements on loyalty was tested by using multiple regressions. Research results showed that destination quality and destination awareness make a uniquely significant contribution to destination loyalty prediction, i.e. a positive impact of predictor variables (quality and awareness) on destination loyalty was identified. Also, the findings show that the image of the destination does not make a significant unique contribution to the prediction of destination loyalty. The results were discussed; implications and limitations were presented, as well as recommendations for future research.*

[1] Toplica Academy of Applied Studies, Business School Blace, Blace, goran.peric@vpskp.edu.rs
[2] PAR University College Rijeka, Rijeka, vedran.milojica@gmail.com
[3] University of Kragujevac, Faculty of Hotel Management and Tourism, Vrnjačka Banja, milena.podovac@kg.ac.rs

Knowledge Networks: Effects On Tourism Destination Competitiveness

Branko Nikolovski[1]

Key words:

Tourism destinations; Networks; Knowledge diffusion; Entrepreneurship

Abstract: *Tourism market shelves contain composite products and thus requirement for alliances and collaboration between various local actors is very high. We can easily illuminate an argument that in the global tourism market, destinations are those players that compete for more costumers, not individual business operators. In this sense, innovation becomes crucial for building competitiveness, and leads as to understanding of how destinations source, share and use knowledge. Once we utilize the destination as a network of stakeholders (i.e. network system nodes- enterprises, government bodies, destination management organizations, etc.), it becomes clear that destination functions by the movement of information and investment through the network. In itself, this is an innovative notion of a destination because underlines managing knowledge across complex network systems as a crucial to this process. In this paper we are examining the benefits of knowledge network configuration linked to the competitive performance of destinations.*

[1] University St Kliment Ohridski - Bitola , branko.nikolovski@uklo.edu.mk

Topics: CUSTOMS AND LOGISTICS & FINANCE, RISK MANAGEMENT AND INSURANCE

Threats Of Trade In Counterfeit Pharmaceutical Products

Irena Kikerkova[1]
Katerina Toshevska Trpchevska[2]
Igor Kikerkov[3]

Key words:

Counterfeit pharmaceutical products; Trade in counterfeit pharmaceutical products; On-line trade; International regulative on intellectual property rights, TRIPS

Abstract: *Many authors point out to severe negative implications that trade in counterfeit medical products may cause to a national economy. It does not only create negative implications from the illegal exploitation of intellectual property rights under the TRIPS Agreement, but also creates serious threats to the economic growth, life, health and safety of citizens and undermines good governance, the rule of law, as well as citizens' trust in government.*

The outburst of the COVID-19 pandemic at the beginning of 2020 had a strong impact upon the increment of on-line trade in goods, as well as upon on-line trade in pharmaceutical products. Different criminal networks used the COVID-19 pandemic for widening the scope and the scale of their operations in on-line trade in unauthorized or fake pharmaceuticals for medical treatment of different medical conditions including COVID-19.

Having on mind the gravity of the problem of global trade in counterfeit pharmaceutical products, the authors of this paper pay due attention to the correct definition on falsified medical/pharmaceutical products; provide literature review and a brief review of actual international and multilateral regulative on intellectual property rights relevant for pharmaceuticals and the exemptions thereof; make an analyses of actual global trends and greatest traders of falsified pharmaceutical products; and finally present concluding remarks.

[1] UKIM, Faculty of Economics – Skopje, irena@eccf.ukim.edu.mk
[2] UKIM, Faculty of Economics – Skopje, katerina.toshevska@eccf.ukim.mk
[3] UKIM, Faculty of Medicine, Skopje, igor.kikerkov@medf.ukim.edu.mk

The Role Of Customs In Combating Environmental Crime

Marina Malish Sazdovska[1]
Svetlana Nikoloska[2]
Mihajlo Sviderski[3]

Key words:

Environmental crimes; Customs Administration; Security

Abstract: *Environmental crime poses a serious threat to security in general, and to the protection of the environment and nature in particular.*

There are a number of illegal activities that greatly pollute all ecosystems, water, soil and air, and thus can directly cause serious and severe consequences for the health of the entire living world. As a result of pollution and other harmful effects, human life is endangered, but also the flora and fauna. Numerous bodies and institutions within their competencies and authorities undertake measures and activities for prevention and repression of environmental crimes. These include the criminal police, uniformed police, inspectorates, judicial bodies, but customs also play an important role in combating environmental crime, both nationally and internationally. Namely, most often this type of crime is cross-border, with international characteristics and that is why the Customs Administration of the Republic of North Macedonia has an important role in finding out, proving and clarifying these crimes. Internationally, a number of special operations to combat environmental crimes are being undertaken by Interpol, Europol, and the World Customs Organization.

The authors of the paper review the environmental crime and the manner in which the competent authorities in the Republic of North Macedonia are engaged in its suppression, with special reference to the Customs Administration, but also present information on the role of the World Customs Organization in combating this type of crime.

[1] Faculty of Security – Skopje, UKLO, marina.msazdovska@uklo.edu.mk
[2] Faculty of Security – Skopje, UKLO, svetlana.nikoloska@uklo.edu.mk
[3] PhD candidate Faculty of Security – Skopje, UKLO

The Impact Of Covid-19 On Consumers Behavior And E-Commerce Growth In Serbia

Toma Dašić[1]
Ljubica Janjić[2]

Key words:

COVID-19; Consumers; E-commerce; Serbia

Abstract: *Global e-commerce market is growing from year to year, although in most countries it is a very low share of total sales. Online shopping in Serbia is growing slowly, but data show that Serbian customers are spending more and more time using online applications and social networks. Online shopping has risen in value by 28% in 2021 compared to the year 2020. On the other hand shopping in stores, recorded a value increase of only 3.1%. The COVID-19 pandemic has changed consumers' habits and behavior, as well as the organization and business of companies in Serbia. E-commerce in Serbia has doubled in 2020 as a result of lockdown, compared to the year before the COVID-19 pandemic. The paper present data on accelerated development of e-commerce as an activity that facilitates Serbian trade. The aim is to highlight the role that e-commerce has in changing consumer behavior during the crisis.*

[1] Academy of Professional Studies South Serbia, Leskovac, Serbia, dasic.toma@vpsle.edu.rs
[2] Academy of Professional Studies South Serbia, Leskovac, Serbia, janjic.ljubica@vpsle.edu.rs

Risk In Supply Chain Management

Aneta Risteska Jankuloska[1]
Miroslav Gveroski[2]
Fanka Risteska[3]

Key words:

Supply chain; Supply chain management; Risk

Abstract: *The supply chain consists of many activities and organizations through which the suppliers' material moves up to the end buyer. During its movement, the materials pass a long way, starting from the raw materials suppliers, through the producers, operations, logistic centers, warehouses, transport companies, wholesalers, retailers, to the final buyers. Sometimes, the supply chains go beyond the end buyers, in the sense of recycling waste materials and their use as raw materials. Complexity and disintegration are emerging as major challenges in supply-chain risk management. It has become more difficult to identify risks as supply-chain operations have fallen into the hands of outside service providers, and are therefore less visible. The risks, their identification and impact depend on the position of the companies in the chain, and on the level of analysis they can carry out. The paper will provide an analysis of the potential risks and models for risk management in the supply chain. The paper also highlights the key problems faced by supply chains during the pandemic, and some recommendations for overcoming them will be given.*

[1] Faculty of Economics – Prilep, aneta.risteska@uklo.edu.mk
[2] Faculty of Economics – Prilep, miroslav.gveroski@uklo.edu.mk
[3] Faculty of Economics - Prilep, fanka.risteska@uklo.edu.mk

Integrity In Customs Administrations-The Case Of Republic Of Macedonia

Danijela Miloshoska[1]
Larisa Vasileska[2]

Key words:

Integrity; Corruption; Customs; Customs Administrations; Macedonia

Abstract: *Customs Administrations operate in four main areas: revenue collection, community protection, trade facilitation and national security. To fulfill their tasks a high level of integrity is necessary. Integrity can be defined as a positive set of attitudes which foster honest and ethical behavior and work practices (WCO 2012b, p. 4). The lack of integrity in Customs causes revenue reduction, reduction of foreign investments, increased trade costs, barriers to international trade and reduction of public trust in government institutions.*

The economy of the Republic of Macedonia is highly dependent on international trade, especially imports. This allows businesses to have direct meetings with customs officers, which provides an opportunity for corruption. Promoting integrity enables customs administrations to archive their long term-goals and mission. The main objective of this paper is to analyze integrity and corruption in Customs Administrations with special emphasize on the Republic of Macedonia.

[1] University St. Kliment Ohridski – Bitola, Faculty of Tourism and Hospitality – Ohrid, Republic of Macedonia, dancesmilevska@yahoo.com
[2] University St. Kliment Ohridski – Bitola, Faculty of Tourism and Hospitality – Ohrid, Republic of Macedonia, larisa.vasileska@uklo.edu.mk

Influence Of Educators' Perception Of Gen Z Students In Higher Education

Elena Cickovska[1]

Key words:

Higher education; Gen Z students; Educators' attitude; Reciprocal influence

Abstract: *The article aims to reveal the relationship between educators' misperception of Gen Z students as a generation, educators' attitude, instructional behavior, students learning engagement and performance. Presented are the results of two complementary qualitative studies conducted at the same higher education institution with educators (N 35) and students (N 184) in 2020 and 2022. Both groups report inadequacy and dissatisfaction in the others behavior, in the teaching process and communication. Referenced with findings from other research the results indicate that students' unrecognized generational characteristics and preferences lead to a reciprocal adverse influence on educational engagement of both, students and professors, and thus affects the learning outcomes. In order to break the vicious circle, educators need to familiarize with the characteristics of the students' generation and need guidance to optimize communication and implement a student-centered teaching approach.*

[1] Faculty of Tourism and Hospitality, Ohrid, elena.cickovska@uklo.edu.mk

Illicit Trafficking Of Cultural Heritage Items As An International Crime: Characteristics And Responses

Larisa Vasileska[1]
Danijela Miloshoska[2]

Key words:

Illicit trafficking;
Cultural heritage;
Customs legislation;
INTERPOL;
International treaties

Abstract: *Modern crime knows no borders, and criminal groups from one country easily connect with similar groups or organizations from other countries, so that it takes on a new dimension in the criminal world. Cross-border crime has become a key security issue for policymakers and law enforcement agencies. Their efforts have increasingly shifted from the domestic scene to the international arena and transnational crime. The term transnational crime now belongs to the everyday vocabulary of not only criminologists, but also policy makers, law enforcement officials and the public.*

One popular thesis related to organized crime claims that the illegal trade in cultural heritage goods is the third most typical form of illegal trade - right after drugs and firearms. According to ECOSOC the illicit trade in cultural heritage goods is often carried out in the same criminal circles as the illicit trade in drugs, arms and other illegal activities. This paper will focus on the problem of illicit trafficking of cultural heritage items as an international crime, its concept, characteristics and international response to this crime.

[1] University St. Kliment Ohridski – Bitola, Faculty of Tourism and Hospitality – Ohrid, Republic of Macedonia, larisa.vasileska@uklo.edu.mk
[2] University St. Kliment Ohridski – Bitola, Faculty of Tourism and Hospitality – Ohrid, Republic of Macedonia, dancesmilevska@yahoo.com

Autonomous Delivery Robots And Their Contribution During The Pandemic

Anton Vorina[1]
Tina Ojsteršek[2]
Danilo Pušnik[3]

Key words:

Autonomous; Delivery; Robots; Pandemic

Abstract: *In this research paper, we present autonomous delivery robots and their contribution during the pandemic. The paper introduces two autonomous delivery robots in more detail. These are Starship and Scout. Starship is under the company Starship Technologies, and Scout is part of Amazon. Both robots have made a significant contribution to the field of autonomous delivery robots. During the pandemic, the need for these robots was further highlighted. In the future, these robots will appear everywhere, and there will be even bigger upgrades on them - this is just the beginning of the era of autonomous robots as we see them now. We found out that both robots are in broad use on many fields. Scout is about two times heavier, four times faster in speed and can carry 27% more freight in comparison to the Starship robot.*

[1] Ekonomska šola Celje, Višja strokovna šola, Mariborska 2, 3000 Celje, Slovenia, anton.vorina@escelje.si
[2] Ljudska univerza Velenje, Titov trg 2, 3320 Velenje, Slovenia, tina.ojstersek@lu-velenje.si
[3] Šolski center Slovenj Gradec, Višja strokovna šola, Koroška ulica 11, 2380 Slovenj Gradec, Slovenia, daniel_pusnik16@yahoo.com

Non-Performing Loans And Banks' Profitability: Evidence From North Macedonia

Tatjana Spaseska[1]
Dragica Odzaklieska[2]
Aneta Risteska-Jankuloska[3]

Key words:

Banks; Non-performing loans; Return of assets; Return of equity; Net interest margin

Abstract: *One of the basic preconditions of establishing dynamic economic development is founding a stable and contemporary banking system. Namely, the commercial banks are the backbones of the financial system of each country, especially in developing countries such as North Macedonia where the capital market is in initial phase of development. Consequently the banks' loans are the main source for financing the businesses which in turn contributes to the economic development of the countries.*

Loans play dominant role in banks' activities and they are related with credit risk. Therefore, the banks usually want it to be a performing one, since its nonpayment leads to incidence of huge loss. Consequently, the quality of credit portfolio determines the performance of the banks and it is a crucial factor affecting the profitability of individual banks and the entire banking sector.

In the relevant literature, one of the most commonly used proxies of banks' credit portfolio quality is non-performing loans ratio (NPLs). Regarding this, the main objective of the paper is to investigate the relationship between the non-performing loans and banks' profitability in the Macedonian Banking System.

[1] Faculty of Economics – Prilep, tatjana.spaseska@uklo.edu.mk
[2] Faculty of Economics – Prilep, dragica.odzaklieska@uklo.edu.mk
[3] Faculty of Economics – Prilep, aneta.risteska@uklo.edu.mk

Ibank -The Future Of The Online Banking

Stevcho Dimeski[1]
Marina Blazhekovikj Toshevski[2]

Key words:

FinTech; E-banking; Ibank

Abstract: *The bank industry has changed a lot in recent years thanks to the growth of FinTech. The internet has revolutionized the way we do banking. Online banking allows customers to bank from anywhere at any time. It is fast, convenient and secure. FinTech companies have created new, better ways to provide banking services and products to consumers and businesses. This state has forced traditional banks to change the way they operate in order to stay competitive. IBank is the future of online banking. It is an intelligent system that provides personalized recommendations and advice based on your unique financial situation. IBank makes online banking easier and more efficient. For Generation X, the traditional way of delivering products and services from banks to customers (consumers) is through a single distribution channel, which is a physical visit to the bank branches. But generational change also implies challenges to the demands of new generations. Applying FinTech to the banking industry from an innovation and customer selection industry has grown into one of the factors for the survival of a specific bank. The subject of research in this paper is the application of technology in the banking industry as well as the influence of the fin tech industry in the process itself, complemented by an analysis of acceptance by end users, individuals and legal entities. The same compared to the conditions and processes in RNM.''*

[1] Stopanska banka AD Skopje, Internatonal Slavic University G.R Derzhavin, Sveti Nikole, Stevco.dimeski@msu.edu.mk, Stevco.dimeski@stb.com.mk
[2] Faculty of Information and Communication technologies - Bitola, marina.blazekovic@yahoo.com

The Impact Of The Macroeconomic Factors Over The Profitability Of The Banking Sector In Republic Of North Macedonia

Berkan Imeri[1]
Evica Delova-Jolevska[2]

Key words:

Banks; Profitability; Macroeconomic factors; ROAA

Abstract: *Monitoring and assessment of the profitability of banks and the banking sector as a whole, presents a serious challenge, especially in the environment in which they operate today. The needs and demands of the clients are constantly increasing and changing, as well as the regulatory requirements, which influence the banking operations process, their efficiency and effectiveness. The purpose of this research is to analyze the performance of the banking sector in the Republic of North Macedonia, considering the trends of 15 Banks in banking industry between 2009 and 2019. This research considers an empirical model by applying various methods, in order to perceive the results of the sector and to identify trends in the key indicators and the macroeconomic factors affecting the performance. For the empirical model it is used secondary data on the performances for the banking sector published by the NBRM, as well as data from the banks' financial statements. The results show a strong connection of the profitability, inflation and average net salary growth, and weak connection between the profitability and GDP growth, where the reference rate of the CB Bills as a factor is statistically insignificant.*

[1] University American College Skopje, Berkan.Imeri@halkbank.mk
[2] University American College Skopje, jolevski2001@yahoo.com

Banks' Business Model And Their Profitability. The Case Of The Republic Of North Macedonia

Ljube Jolevski[1]
Snezana Dicevska[2]

Key words:

Banks; Loans; Deposits; Business model; Profitability

Abstract: *In conditions of significant change in the financial markets and the environment, the analysis of banks business models is an important tool for better understanding of the risks to which banks are exposed in their operations. The comprehensive analysis of the business model shows how and in what way the bank operates, i.e. makes a profit in the short term. Also, this analysis gives a complete picture of how the bank will operate in the future under the influence of long-term strategic decisions of the bank and changes in the business environment.*

It is an indisputable fact that Macedonian banks apply traditional banking, with dominance of lending activity. With application of cluster analysis were identified two groups of banks with different strategies for business activities: banks that are more focused on corporate lending and banks that are more focused on household lending. Thereby, were used data for the period from 2010 to 2019 and on that basis was performed a comparative analysis of the performance. The analysis confirmed that banks that are more focused on household lending show better performance and lower risk.

The analysis unequivocally showed that in addition to the traditional performance indicators (ROA and ROE, banks should increasingly use the RWA (Risk Weighted Assets) and RoRWA (Return on Risk Weighted Assets) indicators which incorporate the risk element, enabling more accurate measurement of their profitability. Significant changes in the business models of banks can be expected in the future, primarily due to the health crisis, which, among other things, accelerated the changes in digitalization initiated by the fin tech industry.

[1] ljubejol@yahoo.com
[2] University ,,St. Kliment Ohridski'' – Bitola, Faculty of Tourism and Hospitality - Ohrid, sdicevska@yahoo.com

The Major Macroeconomic Trends in the Western Balkans

Mirjana Radović-Marković[1]

Key words:

Macroeconomics; Economic growth; Employment; Productivity; Investments; Depts; Business dynamism

Abstract: *Macroeconomics is crucial to understand each country's development indicators and predict the short-term and long-term their consequences on the performance of economies. The research has been divided into key sections: economic growth, employment, productivity, investments, depts, and business dynamism. In the paper is concluded that is needed the new approach to regional cooperation and new strategy creation related to political and macroeconomic stability in the Western Balkans countries. All this must be accompanied by structural reforms.*

[1] University Business Academy, Novi Sad, Serbia, mirjana.radovic.markovic@bba.edu.rs

The Importance of the Application of Economic Principles in Insurance

Vladimir Njegomir[1]
Dragan Stojić[2]

Key words:

Insurance; Economic principles; Solvency; Profitability; Reinsurance

Abstract: *Insurance companies are exposed to a number of risks. They financially compensate the damages by indirectly protecting the insured from the realization of risks. The whole process is based on economic principles in accordance with which insurance premiums and fees must correspond to accepted risks, while maintaining compliance with regulatory requirements, maintaining the trust of policyholders and other stakeholders. The aim of this paper is to provide an overview of the most important economic principles that insurance and reinsurance companies must apply if they want to survive and develop, to maintain the trust of policyholders, the state, reinsurers and other stakeholders.*

[1] Faculty of Law and Business Studies, Novi Sad, vnjegomir@gmail.com
[2] Faculty of Economics, University of Novi Sad, dragan.stojic@ef.uns.ac.rs

Basic Economic Indicators and Economic Well-being

Vera Karadjova[1]
Aleksandar Trajkov[2]

Key words:

GDP per capita; Poverty; Inflation; Economic well-being; Happiness Index

Abstract: *The paper reviews some of the basic economic indicators that reflect the three essential macroeconomic problems (economic growth, inflation and unemployment) and correlates them with economic well-being expressed through the happiness index.*

Having in mind the basic premise of the economy as a science to manage limited resources in order to meet unlimited human needs, the question that arises is when people feel well, have a feeling that they have "quality" life, and when they feel happy. Although the question of well-being has been of interest to economic science since its inception, the answer to what makes people happy is more of a philosophical than an economic question and difficult to measure and answer. Well-being depends on a huge number of economic, but also on a number of non-economic variables. In addition to the economic indicators that show the level of economic development, the standard of living, employment and unemployment, the poverty rate and the inflation rate, an indicator is needed that will show the personal perception of quality of life. The level of well-being and happiness have a strong expression of a subjective experience and are determined in addition to economic, also by other non-economic factors (psychological, sociological, philosophical, cultural, etc.).

Taking into account the complexity of the subject and the spatial limitation of a paper of this kind, a regression analysis was done in it, using data on GDP per capita, PPP (current international $), Inflation, consumer prices (annual %), Poverty gap at $1.90 a day (2011 PPP) (%), and Happiness Index for 67 countries in the world. The analysis is based on data from 2019 as the last year for which data is available, and in which there were no restrictions of any kind.

[1] University "St. Kliment Ohridski" - Bitola, Faculty of tourism and hospitality – Ohrid, vera.karadjova@uklo.edu.mk
[2] University "St. Kliment Ohridski" - Bitola, Faculty of tourism and hospitality – Ohrid, aleksandar.trajkov@uklo.edu.mk

Big Data Analytics for Insurance

Jovica Stanković[1]
Jelena Z. Stanković[2]

Key words:

Big Data Analytics; Digitalization; Insurance

Abstract: *Availability of large amount of data from different data sources and implementation of Big Data Analytics (BDA) in insurance industry transformed the insurance product lifecycle. The rapid change is evident throughout the whole insurance product lifecycle: from the product design, underwriting and pricing, their marketing and distribution, through to claims processing and the ongoing management of customer relationships. The adoption of new technologies, especially for data collection and advanced analysis, represents a significant competitive advantage in the insurance market. Therefore, in this paper the impact of the BDA usage on insurance sector is analyzed and potential benefits and risks associated with the use of BDA are presented.*

[1] Faculty of Economics, University of Niš, Niš, Serbia, jovica.stankovic@eknfak.ni.ac.rs
[2] Faculty of Economics, University of Niš, Niš, Serbia, jelenas@eknfak.ni.ac.rs