Faculty of Economics and Social Studies
International Burch University

CONFERENCE PROGRAM

**Thursday, 18th of May**

08:30 – 10:00  REGISTRATION
10:00 – 10:40  OPENING CEREMONY
10:40 – 11:00  KEYNOTE SPEECH
11:00 – 11:15  COFFEE BREAK
11:15 – 12:15  PANEL SESSION
Moderator: Tim Clancy
Nedeljko Pinezić
Adrian Neal
Sanela Klarić
12:15 – 13:15  LUNCH
13:30 – 15:00  SESSION 1, 2
15:00 – 19:00  FREE TIME

**Friday, 19th of May**

09:30 – 11:00  SESSION 3, 4, 5
11:00 – 11:15  COFFEE BREAK
11:15 – 12:45  SESSION 6, 7, 8
13:00 – 14:30  LUNCH BREAK
14:30 – 16:00  SESSION 9, 10, 11
16:00 – 19:00  CONCERT – CLOSING CEREMONY
BEST PAPER AWARD

**Saturday, 20th of May**

09:00 – 18:00  SOCIAL FUN TRIP
18th of May  
13:30 – 15:00 SESSION 1 / Business Simulation Room (315)

QUALITY OF EDUCATION AND INTELLECTUAL CAPITAL: ANALYSIS OF THE COMPETITIVE POSITION OF UNIVERSITIES  
Dino Arnaut  
Faculty of Economics, University of Zenica, Bosnia and Herzegovina

VIRTUAL CLUSTER – A REVOLUTION IN THE DISTRIBUTION OF AGRICULTURAL PRODUCTS  
Senadin Plojović  
Technical Faculty „Mihajlo Pupin“, Republic of Serbia  
Enis Ujkanović  
Šemsudin Plojović  
Suad Bećirović  
University of Novi Pazar, Republic of Serbia

EFFECTIVE TEAM COMMUNICATION ROLE IN PROJECT IMPLEMENTATION SUCCESS  
Ionela Gavrila-Paven  
Malina Cordos  
1 Decembrie 1918 University of Alba Iulia, Romania

NEW MODEL OF CORPORATE GOVERNANCE - SCHEDULE FOR NEW ECONOMIC THEORY  
Halil Kalač  
Faculty of Law, University of Travnik, Bosnia and Herzegovina

ERP SYSTEM IN DIGITAL ENVIRONMENT: A COMPREHENSIVE BIBLIOGRAPHY REVIEW OF THE LITERATURE IN PERIOD 2010-2015  
Mirza Suljić  
JP Elektroprivreda d.d. – Sarajevo, ZD Rudnici „Kreka“ d.o.o. – Tuzla, Bosnia and Herzegovina  
Edin Osmanbegović  
Faculty of Economics, University of Tuzla, Bosnia and Herzegovina

13:30 – 15:00 SESSION 2 / SASE Room (324)

ANALYSIS USING BRANDS IN THE SMALL AND MEDIUM ENTERPRISES IN ROMANIA  
Carmen Adina Pastiu  
Silvia Stefania Maican  
1 Decembrie 1918 University of Alba Iulia, Romania

BRAND IMPACT ON CONSUMER PURCHASE OF DOMESTIC PRODUCTS  
Emir Murselović  
International Burch University, Bosnia and Herzegovina
ATTITUDES OF LOCAL RESIDENTS TOWARD CONSUMING DOMESTIC PRODUCTS
Berin Bozalija
Teoman Duman
International Burch University, Bosnia and Herzegovina

THE INFLUENCE OF TURKISH TV DRAMAS ON SAUDI CONSUMERS
Amer Aljammazi
Istanbul University, Turkey
Hilal Asil
Turkey

RESEARCH PAPER ON MARKETING REGARDING COCA-COLA
Sara Dedej
Speranca Reka
Rea Gegaj
Epoka University, Albania

19th of May
9:30 – 11:00 SESSION 3 / Room Travnik (327)

REVIEW OF SOCKS INDUSTRY IN BOSNIA AND HERZEGOVINA: CASE OF SOCKS FACTORY „KLJUČ“ D.O.O.
Hanefija Selek
Ensar Mekić
Emina Mekić
International Burch University, Bosnia and Herzegovina

MEASURING INDIVIDUAL ENTREPRENEURIAL ORIENTATION AND INTENTION OF UNIVERSITY STUDENTS: A COMPARATIVE STUDY OF FEAS STUDENTS
Alba Kruja
Epoka University, Albania

THE IMPACT OF OPEN SOURCES LEARNING PROGRAMMES ON THE OVERALL SATISFACTION RATE OF LECTURERS IN UNIVERSITIES
Hasan Metin
University for Business and Technology, Albania

MEASURING QUALITY OF SERVICES AT HEI: CASE OF PRIVATE UNIVERSITY IN BIH
Amina Kahriman
Ajdin Mekic
Kemal Djug
Ensar Mekic
International Burch University, Bosnia and Herzegovina

“EFFECTS OF REWARD SYSTEM ON MOTIVATION OF EMPLOYEES IN SMALL AND MEDIUM ENTERPRISES (SME) IN FEDERATION OF BOSNIA AND HERZEGOVINA”
Adna Idrizović
International Burch University, Bosnia and Herzegovina
9:30 – 11:00 SESSION 4 / SASE Room (324)

STOCK MARKET CORRELATIONS BETWEEN BRIC COUNTRIES
Bora Kokalari
Ugur Ergun
Epoka University, Albania

THE EFFECT OF DETERMINING FACTORS ON WORKING CAPITAL REQUIREMENTS FOR NON-FINANCIAL FIRMS
Şeyda Kadayıfçı
Ali Coşkun
International Burch University, Bosnia and Herzegovina

LEGAL REGULATION OF FRANCHISING CONTRACT
Milena Kavarić
Mediterranean University Faculty of Law, Montenegro

FDI DETERMINANTS IN DEVELOPED, DEVELOPING AND LESS DEVELOPING COUNTRIES
Dirseo Pasha
Epoka university, Albania

THE SIGNIFICANCE OF NON-MONETARY INCENTIVES AND ITS EFFECTS ON EMPLOYEE MOTIVATION: A CASE OF CIVIL SERVICE EMPLOYEES IN BOSNIA AND HERZEGOVINA
Emir Srna
M. Sait Dinc
International Burch University, Bosnia and Herzegovina

9:30 – 11:00 SESSION 5 / Business Simulation Room (315)

SHARING ECONOMY IN WESTERN BALKANS: POTENTIAL FOR RURAL DEVELOPMENT
Admir Čavalić
Faculty of Economics, University of Tuzla, Bosnia and Herzegovina

THE INFLUENCE OF NATURAL CAPITAL ON DEVELOPMENT OF RURAL AREAS
Nataša Tandir
Merdžana Oblarić
Sanela Klarić
International Burch University, Bosnia and Herzegovina

THE EFFECT OF TECHNOLOGY AND INNOVATION IN THE INCREASE OF THE OVERALL ECONOMIC PERFORMANCE IN ALBANIA
Emanuela Buci
Denada Krosi
Epoka University, Albania
HUMANITARIAN INTERVENTION IN THE CASE OF SYRIA
Sara Dedej
Speranca Reka
Rea Gegaj
Epoka University, Albania

RURAL BUSINESS DEVELOPMENT: CASE OF ALBANIA
Anisa Berisha
Brian Selenica
Epoka University, Albania

THEORY IN ACTION; NEOCLASSICAL REALISM IN THE CASE OF UKRAINE CRISIS
Bera Arslan
Epoka University, Albania

11:15 – 12:45 SESSION 6 /Room Travnik (327)

RURAL BUSINESS IN ALBANIA: AGRICULTURE, ADVANTAGES, OBSTACLES IT FACES AND HOW TO OVERCOME THEM
Dajana Hoxhaj
Epoka University, Albania

THE YOUTH’S PERCEPTION OF MIGRATION IN BOSNIA AND HERZEGOVINA
M.Sait Dinc
Kanita Jahić
Šejla Kočan
International Burch University, Bosnia and Herzegovina

RURAL BUSINESS DEVELOPMENT IN THE BALKAN REGION: HOSPITALITY AND TOURISM MANAGEMENT
Gejsi Bendo
Epoka University, Albania

SME's THE BACKBONE OF THE ALBANIAN ECONOMY
Suada Dajci
Amela Dalipaj
Epoka University, Albania

11:15 – 12:45 SESSION 7/SASE Room (324)

Polina Ananchenkova
Academy f Labor and Social Relations, Russian Federation

URGENCY OF THE ADAPTATION FOR THE STRATEGY FOR RURAL DEVELOPMENT OF BIH
Sanela Klarić
Nataša Tandir
Merdžana Obralić
International Burch University, Bosnia and Herzegovina
MODELS OF LINKING RECREATIONAL TOURISM AND AGRIBUSINESS TROUGH USE OF ICT
Šemsudin Plojović
Suad Bećirović
University of Novi Pazar, Republic of Serbia
Senadin Plojović
Technical Faculty „Mihajlo Pupin“, Republic of Serbia
Enis Ujkanović
University of Novi Pazar, Republic of Serbia

HOSPITALITY AND TOURISM MANAGEMENT IN SARAJEVO
Jusuf Listo
Teoman Duman
International Burch University, Bosnia and Herzegovina

COMPLEXITY VIEW ON INNOVATIONS IN TOURISM PLANNING AND THEIR IMPLICATIONS ON RURAL REGIONS DEVELOPMENT
Vasja Roblek
Higher Institution Physiotherapeutica, Slovenia
Danijel Drpić
Vedran Milojica
Faculty of Tourism and Hospitality Management, Croatia

HOSPITALITY INDUSTRY AND PERFORMANCE. CASE OF DURRES COASTLINE
Vjosa Ferizi
Epoka University, Albania

11:15 – 12:45 SESSION 8 / Business Simulation Room (315)

WHICH CHARACTERISTICS INFLUENCE CUSTOMER LOYALTY CREATION IN RETAIL SUPERMARKETS
Jonida Xhema
Hasan Metin
University for Business and Technology, Albania

THE IMPACT OF eWOM IN SOCIAL MEDIA ON CONSUMER PURCHASE DECISIONS
Merve Turkyilmaz
International Burch University, Bosnia and Herzegovina

IMPLEMENTATION OF TQM IN LOCAL GOVERNMENT USING QUALITY MANAGEMENT SYSTEM IN ACCORDANCE WITH ISO 9001 AND CAF SELF ASSESSMENT MODEL
Mirza Ćelik
Dževad Šašić
Faculty of Public Administration, University of Sarajevo, Bosnia and Herzegovina

THE IMPACT OF ALBANIA IMPORTS ON INNOVATION, IT AND PRODUCTIVITY
Rejhana Mucaj
Mirza Berdica
Elvira Meti
BALKAN’S ON ROLLER SKATES
Lea Dede
Epoka University, Albania

19th of May
14:30 – 16:00 SESSION 9 / Travnik Room (327)

AN EMPIRICAL STUDY OF THE RELATIONSHIP BETWEEN FINANCIAL LITERACY AND TOLERANCE TOWARDS FINANCIAL RISK AMONG ENTREPRENEURS IN BOSNIA AND HERZEGOVINA
Jasmina Okičić
Damir Selimović
Faculty of Economics, University of Tuzla

THE DETERMINANTS OF SMES’ FINANCING OBSTACLES IN EMERGING ECONOMIES
Ali Coşkun
Mirgul Nizaeva
International Burch University, Bosnia and Herzegovina

MEASURING FINANCIAL INCLUSION IN WESTERN BALKAN COUNTRIES – A COMPARATIVE SURVEY
Meldina Kokorović-Jukan
Amra Babajić
Faculty of Economics, University of Tuzla, Bosnia and Herzegovina
Amra Softić
Faculty of Economics, University of Tuzla
Indirect Taxation Authority of BiH, Bosnia and Herzegovina

DETECTION OF FINANCIAL STATEMENT FRAUD USING BENEISH MODEL
Elvisa Buljubasić
Sanel Halilbegović
International Burch University, Bosnia and Herzegovina

EUROISATION AS A PROMOTIONAL CREDIT IN ALBANIA
Edra Bala
Epoka University, Albania

14:30 – 16:00 SESSION 10 / SASE Room (324)

ETHICAL CLIMATE, JOB SATISFACTION AND AFFECTIVE COMMITMENT RELATIONSHIP IN THE SHOES MANUFACTURING SECTOR
Mehmet Gencoglu
M.Sait Dinc
International Burch University, Bosnia and Herzegovina
SIGNIFICANCE OF EXPATRIATES FOR THE COMPETITIVENESS IN THE INTERNATIONAL CONSTRUCTION MARKET WITH AN EXAMPLE OF STRABAG CONCERN
Fata Miljković
International Burch University, Bosnia and Herzegovina

IMPACT OF AGRICULTURAL POLICIES ON RURAL DEVELOPMENT AND INCREASE OF COMPETITIVENESS OF AGRICULTURE OF BOSNIA AND HERZEGOVINA WITH A SPECIAL EMPHASIS ON ACHIEVEMENT OF REFORM GOALS
Sanja Kavaz Hukić
Public Institution Bosnian Cultural Centre Tuzla Canton, Bosnia and Herzegovina

BUSINESS ETHICS IN ALBANIA, CHALLENGES AND SOCIAL AWARENESS
Kei Hysi
Lumturi Kalluci
Epoka University, Albania

ATTITUDES AND BEHAVIOURS OF YOUNG ADULTS TOWARD MUSIC IN RETAIL ENVIRONMENTS IN BOSNIA AND HERZEGOVINA
Azra Pohara
Teoman Duman
International Burch University, Bosnia and Herzegovina

VIOLENCE AGAINST WOMEN: ALBANIAN CASE
Sabina Gjylsheni
Salih Ozcan
Epoka University, Albania

14:30 – 16:00 SESSION 11 / Business Simulation Room

INTERNATIONAL RELATIONS AND POLICY DEVELOPMENT OF THE REPUBLIC OF MACEDONIA
Aneta Stojanovska-Stefanova
University Goce Delcev-Stip, Macedonia

THE ROLE OF PUBLIC RELATIONS IN THE HUMANITARIAN DIPLOMACY AMIDST NATURAL DISASTERS IN DEVELOPING COUNTRIES: THE CASE STUDY OF RED CROSS OF FEDERATION OF BOSNIA AND HERZEGOVINA AND 2014 SOUTHEAST EUROPE FLOODS
Haris Magrdžija
Nedim Čelebić
International Burch University, Bosnia and Herzegovina

THE IMPACT OF FAR-RIGHT POLITICS ON THE SOCIAL INTEGRATION OF REFUGEES INTO EUROPEAN SOCIETY
Nihad Ahmić
Adis Maksić
International Burch University
A GENERAL OVERVIEW OF EUROPE OVER TIME
Argita Pema
Epoka University, Albania

HOW TO FIGHT WITH POORNESS IN BOSNIA AND HERZEGOVINA
Haris Nikšić
International Burch University, Bosnia and Herzegovina

16:00 CLOSING CEREMONY – MOTIF ROOM (1st floor)
- CONCERT
- BEST PAPER AWARD