

ICESoS'18

International Conference on Economic and Social Studies

REGIONAL ECONOMIC DEVELOPMENT

10-12 May, 2018

Sarajevo, Bosnia and Herzegovina

**CONTEMPORARY TRENDS IN
TOURISM AND HOSPITALITY
INDUSTRY IN THE BALKAN REGION**



CONFERENCE PROGRAM



**Faculty of Economics and Social Studies
International Burch University**

CONFERENCE PROGRAM

Thursday, 10th of May

08:30 – 10:00	REGISTRATION
10:00 – 10:40	OPENING CEREMONY
10:40 – 11:25	KEYNOTE SPEECH COFFEE BREAK
11:40 – 13:00	PANEL SESSION Moderator 1st Panelist 2nd Panelist 3rd Panelist 4th Panelist
13:00 – 13:45	LUNCH
14:00 – 15:30	SESSION 1 & 2
15:30 –	FREE TIME

Friday, 11th 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	CONCERT – CLOSING CEREMONY

Saturday, 12th of May

09:00 –	SOCIAL FUN TRIP
---------	-----------------

10th of May

14:00 – 15:30 SESSION 1 / SARAJEVO Room

UNDERSTANDING OF CREATIVITY - CREATIVE TEACHING FACTORS

Mia Hocenski

Ljerka Sedlan König

Sofija Turjak

Josip Juraj Strossmayer University of Osijek, Croatia

TRENDS IN E-LEARNING: STUDENTS PERCEPTIONS ON MASSIVE OPEN ONLINE COURSES (MOOCS)

Mersid Poturak

Nurovic Ekrem

International Burch University, Bosnia and Herzegovina

THE QUALITY OF EDUCATIONAL OUTCOMES AND THE COST - BENEFIT RATIO

Melisa Ališa

University of Sarajevo, Bosnia and Herzegovina

Šejla Smajić

University of Travnik, Bosnia and Herzegovina

HUMAN RESOURCES AS A FACTOR OF NAUTICAL TOURISM DEVELOPMENT

Daniela Gračan

Marina Barkidžija Sotošek

Nikolina Šerić

Faculty of Tourism and Hospitality Management Opatija, Croatia

STUDENTS PERCEPTION ON BRAND IMPACT IN PURCHASE OF DOMESTIC PRODUCTS

Emir Murselović

Mersid Poturak

International Burch University, Bosnia and Herzegovina

14:00 – 15:30 SESSION 2 / SASE Room

NEW GLOBAL FINANCIAL SYSTEM: CONTRIBUTION FOR NEW ECONOMIC THEORY

Halil Kalač

University of Travnik, Bosnia and Herzegovina

QUANTITATIVE MODELS IN THE FUNCTION OF PROGRAMMING THE OPTIMAL INVESTMENT MODEL OF TOURISM PROJECTS IN THE CONDITIONS OF UNCERTAINTY

Mirjana Landika

Sanel Jakupović

Pan-European University Apeiron, Bosnia and Herzegovina

Vedran Šupuković

Handballclub RK PPD ZAGREB, Zagreb, Croatia

ON THE APPLICATION OF CAPM AND CORRELATION ANALYSIS FOR INVESTIGATING RISK MODELLING AND PREDICTION OF THE GREEK TOURISM SECTOR PERFORMANCE

Dimitrios A. Karras

Stereia Hellas Institute of Technology, Greece

THE STATE OF DEMOGRAPHIC FACTORS IN SERBIA AND THE POTENTIAL IMPACT ON ECONOMIC

Drago Cvijanovic

Univesity of Kragujevac

Faculty for Tourism and Hotel Mngagment in Vrnjačka Banja, Vrnjačka, Banja, Serbia

Tamara Gajic

Aleksandra Vujko

High Business School, Novi Sad, Serbia

OPTIMAL PORTFOLIO CHOICE IN CROATIAN TOURISM SECTOR FOR LONG-TERM INVESTORS

Zoran Ivanović

Siniša Bogdan

Suzana Bareša

University of Rijeka, Croatia

THE INSURANCE SECTOR IN THE EU AND ITS IMPACT ON FINANCIAL STABILITY

Iva Mushani

Epoka University, Albania

11th of May

9:30 – 11:00 SESSION 3 / SASE Room

ROLE OF RELIGIOUS EVENTS IN DEVELOPMENT OF CULTURAL TOURISM

Zrinka Zadel

Nikolina Šerić

Vedran Milošić

Faculty of Tourism and Hospitality Management Opatija, Croatia

HALAL TOURISM IN NON-MUSLIM, DEVELOPING COUNTRIES (CASE: MONTENEGRO)

Sanja Vlahović

Iva Bulatović

University Mediterranean Podgorica, Faculty of Tourism, Montenegro

Ana Stranjančević

Modul University, United Arab Emirates

THE CONNECTION BETWEEN THE NOTORIETY OF WINE PRODUCING AREAS AND THE WINE GASTRONOMY SUPPLY

Géza Szabó

Bence Závodi

University of Pécs Faculty of Sciences Doctoral School of Earth Sciences, Hungary

SUSTAINABLE TOURISM AS A KEY FACTOR OF LIVABLE WORLD HERITAGE SITES

Christian Hanus

Danube University, Krems

Sanela Klaric

International Burch University, Bosnia and Herzegovina

Peter Morgenstein

Danube University, Krems

Dina Lasić

International Burch University, Bosnia and Herzegovina

POLITICAL INSTABILITY AND ECONOMIC GROWTH

Arjona Çela

Eglantina Hysa

Ugur Ergun

Epoka University, Tirana, Albania

SUSTAINABLE MANAGEMENT OF HERITAGE TOURISM DEVELOPMENT IN CROATIA

Danijel Drpić

Privredna Banka Zagreb d.d., Croatia

9:30 – 11:00 SESSION 4 / SARAJEVO Room

ANALYSIS OF BALANCE OF PAYMENTS FOR WESTERN BALKAN COUNTRIES

Elda Cifliku

Megi Qoku

Suada Maloku

Epoka University, Albania

**SELECTION CRITERIA AND PERFORMANCE MEASUREMENT OF THIRD PARTY LOGISTICS:
A META-ANALYSIS**

Mirelma Serdarić

Zafer Konakli

International Burch University, Bosnia and Herzegovina

**AN INSIGHT INTO THE CURRENT MOTIVES OF TOURIST VISITORS OF THE ZADAR
COUNTY**

Vedran Milojica

Ivan Čapeta

Faculty of Tourism and Hospitality Management Opatija, Croatia

HERITAGE AS A DRIVING FORCE FOR THE TOURISM AND ECONOMY

Linda Krage

Riga Building College, Latvia

Sanela Klaric

International Burch University, Bosnia and Herzegovina

REGIONAL CHALLENGES FOR BUSINESS ENVIRONMENT – CENTER REGION, ROMANIA

Gavrilă-Paven Ionela

1 Decembrie 1918" University of Alba Iulia, Romania

AIR POLLUTION IN ALBANIA

Mirela Kruja

Sara Bakalli

Epoka University, Albania

9:30 – 11:00 SESSION 5 / MOSTAR Room

THE RELATIONSHIP AMONG ETHICAL CLIMATE, JOB SATISFACTION AND ORGANIZATIONAL COMMITMENT: AN EMPIRICAL STUDY OF EMPLOYEES IN BANKING SECTOR

M. Sait Dinc

Adha Drugovic

Abida Nurkovic

Melika Alicelebic

International Burch University, Bosnia and Herzegovina

FACTORS THAT AFFECT FEMALE LABOUR SUPPLY IN ALBANIA

Flavia Depa

Ugur Ergun

Epoka University, Albania

DETERMINANTS OF THE ALBANIAN TOURISM INDUSTRY

Doriana Mirashi

Epoka University, Albania

RESEARCH OF ENVIRONMENTAL RESPONSIBILITY AMONG TOURISTIC PROVIDERS IN SOUTH TRANS-DANUBIA

Andrea, Horváth

Zoltán, Raffay

University of Pécs, Hungary

AN EXPLORATION INTO MOTIVATIONAL AND JOB SATISFACTIONS FACTORS OF PRIVATE SECTOR EMPLOYEES IN SERBIA

Ado Mekić

Muhammed S. Dinç

International Burch University, Bosnia and Herzegovina

11:15 – 12:45 SESSION 6 / SASE Room

IMPACT OF ONLINE ADS & REVIEWS ON CONSUMER PURCHASE DECISION

Alma Hurić

Mersid Poturak

International Burch University, Bosnia & Herzegovina

ONLINE SHOPPING: A CROSS-CULTURAL COMPARISON

Bisera Imamovic

International Burch University, Bosnia and Herzegovina

Suzanne Amaro

Carla Henriques

Madalena Malva

Instituto Politecnico de Viseu, Portugal

EXPLAINING TOURIST BEHAVIOR THROUGH LOSS AVERSION AND VIRTUAL OWNERSHIP: A CASE STUDY OF ALBANIA

Devika Phansalkar

Dea Elmasllari

Albania

HOW SOCIAL NETWORK MARKETING AND CONSUMER BEHAVIOR AFFECT THE SALES OF THE PRODUCTS IN B&H?

Sabina Kobić

International Burch University, Bosnia and Herzegovina

PLACE BRANDING-BOSNIA IMAGE BY GCC TOURISTS

Amer Al-Jammazi

Istanbul University, Marketing Professional, Saudi Arabia

THE IMPACT OF INTERNAL MARKETING ON INTERNAL SERVICE QUALITY IN THE HOSPITALITY INDUSTRY

Matina Gjurašić

Suzana Marković

University in Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia

Jasna Horvat

Faculty of Economics in Osijek, University of Josip Juraj Strossmayer Osijek

Osijek, Croatia

BRANDED CITIES - ALBA IULIA, A ROMANIAN EXAMPLE

Silvia Maican

Andreea Muntean

Carmen Paștiu

1 Decembrie 1918" University of Alba Iulia, Romania

11:15 – 12:45 SESSION 7 / SARAJEVO Room

THE IMPACT OF EXCHANGE RATE VOLATILITY ON ECONOMIC GROWTH

Fatbardha Morina

Aleksandër Moisiu University, Durrës, Albania

Eglantina Hysa

Ugur Ergun

Epoka University, Tirana, Albania

THE IMPACTS OF INNOVATION, IT, PRODUCTIVITY ON ALBANIAN EXPORTS

Andia Pirja

Epoka University, Albania

UTILIZATION OF LOCAL NATURAL RAW SOURCES FOR NEW MODERN THERMAL INSULATION PRODUCTION RELATED TO THE RECONSTRUCTION PROJECT

Jiří Zach

Brno University of Technology, Czech Republic

Sanela Klaric

International Burch University, Bosnia and Herzegovina

THE IMPLICATIONS OF DIET THERAPY ON IMPROVEMENT OF HEALTH TOURISM OFFER

Slobodan Ivanović

Faculty of Tourism and Hospitality Management Opatija, Croatia

Martina Linarić

MarLin Technologies , NutriMarLin Centre for balanced nutrition

Vedran Milojica

Faculty of Tourism and Hospitality Management Opatija, Croatia

HERITAGE AS A FACTOR OF ACHIEVING COMPETITIVE CULTURAL TOURISM OFFER OF THE REPUBLIC OF CROATIA

Danijel Drpić

Privredna Banka Zagreb d.d., Croatia

Angela Milenkovska Klimoska

University of Tourism and Management Skopje

Vedran Milojica

Faculty of Tourism and Hospitality Management Opatija, Croatia

11:15 – 12:45 SESSION 8 / MOSTAR Room

BANKING CONCENTRATION IN KOSOVO: EVIDENCE FROM A COUNTRY IN TRANSITION

*Flamur R. Keqa
Epoka University, Albania*

THE ROLE OF FORENSIC ACCOUNTING IN PREVENTING TAX EVASION IN BOSNIA AND HERZEGOVINA

*Emina Šabić
Elvisa Buljubašić
International Burch University, Bosnia and Herzegovina*

VALUE CREATION IN BUSINESS HOTELS: APPLICATION OF IMPORTANCE-PERFORMANCE ANALYSIS TO ASSIST MANAGERS

*Ivana Blešić
Sanja Božić
Milan Ivkov
Ana Martić
Faculty of Sciences in Novi Sad, Serbia
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, University in Rijeka, Croatia*

TOURISM SLOGANS AND TOURISM PROMOTION STRATEGIES: ALBANIA AND ITS REGIONAL COMPETITORS

*Sonila Kella Çela
Epoka University, Albania*

IMPACT OF SYRIAN REFUGEE WAVE ON THE PUBLIC FINANCE - COMPARISON ANALYSIS BETWEEN GERMANY AND GREECE

*Adelajda Doka
Chrysanthi Balomenou
Epoka University, Albania*

ANALYSIS OF THE STATE OF SENIOR HEALTH TOURISM OFFER IN THE REPUBLIC OF CROATIA

*Romina Alkier
Faculty of Tourism and Hospitality Management Opatija, Croatia
Iva Sorta Bilajac Turina
Faculty of Medicine Rijeka, Croatia
Vedran Milojica
Faculty of Tourism and Hospitality Management Opatija, Croatia*



INTERNATIONAL
BURCH
UNIVERSITY

CONFERENCE TRACKS

- Information and Communication Technology and e-business
- Marketing (Consumer behavior, branding, image, etc.)
- Crisis Management, Risk Management, Safety and security
 - Destination Competitiveness
 - Economics and finance
 - Education and training
- Entrepreneurship and Small and Medium Entrepreneurship
 - Foreign Languages
 - Innovations
 - International Tourism
 - Tourism and EU
 - Managing Service quality
 - Quantitative methods
 - Seasonality
 - Quantitative methods
- Special interests tourism (Halal Tourism, Health Tourism, Rural Tourism, Archaeological Tourism, Heritage Tourism, Gastronomic and Wine Tourism, Cultural Tourism, Nautical Tourism..)
- Sustainability (with a particular accent on use of renewable energy sources and green technologies)
 - Tourism and Cultural Diplomacy
 - Tourism policy
 - Other relevant topics

LOCAL PARTNERS



INTERNATIONAL PARTNERS

