



ICON BEST 2022 International Congress for Business, Economy, Sport and Tourism 2022

The 8th International Scientific Congress

INNOVATIVE TRENDS IN INTERNATIONAL BUSINESS AND SUSTAINABLE MANAGEMENT



Hybrid event

- *"In person" at the University of Tourism and Management, Skopje (Amphitheater)*
- *"Virtual" on Google Meet Platform*

Skopje, (14th November 2022)



8th International Scientific Congress



Dear colleagues,

It is my great honor and pleasure to welcome you to the Sixth International Congress, ICON BEST 2022, on the topic: "INNOVATIVE TRENDS IN INTERNATIONAL BUSINESS AND SUSTAINABLE MANAGEMENT".

The Congress is organized by the University of Tourism and Management in Skopje which constantly monitors the educational, scientific and economic trends in the developed economies around Europe and all over the world, the idea is to create and implement innovations that will bring us closer to the standards of the European Union. I am convinced that each of us will give an extremely high contribution to the exchange of information and its current scientific thoughts while sharing ideas about tourism, economy, education in the 21st century, managing intellectual capital as well as creating an entrepreneurial business environment. The best practices for improving the business climate in the region and wider will be presented at the Congress. At the same time, you will have the opportunity to establish business contacts with prominent leaders in the field of tourism and management.

Thank you for participating in the Congress.

Rector

Prof. Dr. Sci. Ace Milenkovski

Program – November 14th

ICON BEST 2022 International Scientific Congress Program	
Time	Activity
09:30-10:00	Registration
10:00-10:15	Welcome Remarks
10:15-12:00	Keynote Address in Plenary Session
12:00-12:30	Break
12:30-14:30	Presentations in Sessions <i>Tourism</i> <i>Marketing & Integrated Marketing Communications</i> <i>Information Technology</i> <i>HR Management & Leadership Skills and Competences</i> <i>Management & Entrepreneurship and New Technologies</i> <i>Economy & Finance</i> <i>Business education and Quality Assurance</i> <i>Politics and Legal aspects of Education</i>
14:30-14:45	Break
14:45-15:00	Conclusions and Closing Ceremony of ICON BEST 2022

Keynote Address

Plenary Session

Link: <https://meet.google.com/dsp-xwhy-pzt>

<i>Ace Milenkovski, Ph.D., Tenured professor, Rector of the University of Tourism and Management in Skopje</i>
<i>Slobodan Ivanović, Ph.D., Tenured professor, Faculty of Tourism and Hospitality Management Opatija, University of Rijeka, Croatia</i>
<i>Zoran Ivanovski, Ph.D., Tenured professor, Vice-Rector of University of Tourism and Management in Skopje</i>
<i>Katerina Fotova Čiković, Ph.D., lecturer; University North, Croatia</i>
<i>Corina-Florina Tatar, Ph.D., Lecturer, University of Oradea, Romania</i>
<i>Mirjana Bartula, Ph.D., Professor, Faculty of Applied Ecology, University Metropolitan, Serbia</i>
<i>Aleksandar Erceg, Ph.D., Associate Professor, Faculty of Economics in Osijek; University of Osijek, Croatia</i>
<i>Gojart Kamberi, Ph.D., Assistant Professor, University of Tourism and Management in Skopje, North Macedonia</i>
<i>Milica Stanković, Ph.D., Academy of Applied Technical and Preschool Studies, Serbia</i>

Sessions

Presentations “Economy and Finance Session”

LINK: <https://meet.google.com/ibw-awmi-roe>

Presenter(s)	School(s)	Topic
Milica Stanković Jovana Džoljić Vladimir Popović Tiana Anđelković	Academy of Applied Technical and Preschool Studies, Serbia.	FRANCHISING IN SERBIA: TRENDS AND PERSPECTIVES
Zoran Ivanovski Nadica Ivanovska Vesna Korunovska	University of Tourism and Management in Skopje; Central Cooperative Bank; Customs Office of the Republic of North Macedonia	ENGLE & GRANGER COINTEGRATION TEST FOR GDP AND PUBLIC CONSUMPTION IN THE REPUBLIC OF NORTH MACEDONIA

Gojart Kamberi	University of Tourism and Management in Skopje, Republic of North Macedonia	EXPLORING THE EPISTEMOLOGICAL ROLE OF THE DECOMPOSED S&P 500 SIGNAL COMPONENTS ON THE FORMATION OF INVESTORS' SENTIMENT
Sasho Kozuharov Renata Stoilkovska	University of Tourism and Management in Skopje, Republic of North Macedonia	DEVELOPMENT INVESTMENT PLANNING IN ORDER TO INCREASE THE COMPANY'S REVENUES
Nina Angelovska	University of Tourism and Management in Skopje, Republic of North Macedonia	E-TRADERS' ADAPTATION TO COVID-19 CHALLENGES
Nina Angelovska	University of Tourism and Management in Skopje, Republic of North Macedonia	LINKING FACEBOOK ADS WITH SHORT-TERM FINANCIAL EFFECTS: EMPIRICAL EVIDENCE FROM NORTH MACEDONIA
<i>Presentations "Marketing Session"</i> <i>LINK: https://meet.google.com/ibw-awmi-roe</i>		
Presenter(s)	School(s)	Topic
Daliborka Blazheska Natasha Ristovska Valentina Mucunska Palevska	University of Tourism and Management in Skopje, Republic of North Macedonia	STRATEGIC BRAND MANAGEMENT IN FUNCTION OF IMPROVING THE COMPETITIVE POSITION OF TOURIST DESTINATIONS
Valentina Mucunska Palevska Sashko Gramatnikovski Angela Milenkovska Klimoska	University of Tourism and Management in Skopje, Republic of North Macedonia	THE INFLUENCE OF THE PROMOTIONAL MIX WITH THE APPLICATION OF INTEGRATED MARKETING INSTRUMENTS IN THE IMPLEMENTATION OF CORPORATE BRANDING STRATEGIES IN FUNCTION OF COMPETITIVE POSITIONING OF THE BRAND
Gjorgjina Sherovska	Business Administration, Marketing Management, Republic of North Macedonia	THE IMPACT OF COVID-19 ON MILLENNIALS CONSUMER BEHAVIOR, SELECTING BETWEEN ONLINE AND OFFLINE RETAIL CHANNELS
Viktorija Trajkov	University of Tourism and Management in Skopje, Republic of North Macedonia	BRANDING THE SMALL COUNTRIES: SPECIAL FOCUS ON MACEDONIA
<i>Presentations "Entrepreneurship & Management Session"</i> <i>LINK: https://meet.google.com/ibw-awmi-roe</i>		
Presenter(s)	School(s)	Topic
Aleksandar Erceg Vera Boškovska Ljiljana Kukec	University of Osijek, Faculty of Economics in Osijek; Assistant Professor, University of Tourism and Management in Skopje, Republic of North Macedonia; Swiss School of Business and Management – SSBM, Zagreb, Croatia	FASHION FRANCHISES - REVIEW OF CROATIA AND NORTH MACEDONIA

Katerina Fotova Čiković Damira Keček Mirko Smoljić	University North, Croatia	EXPLORING THE EFFICIENCY OF PLATFORM ECONOMY: A PRISMA COMPLIANT SYSTEMATIC REVIEW OF DATA ENVELOPMENT ANALYSIS APPLICATIONS
Natasha Ristovska Daliborka Blazheska Sashko Gramatnikovski	University of Tourism and Management in Skopje, Republic of North Macedonia	THE INFLUENCE OF COVID-19 PANDEMIC ON THE GLOBAL BUSINESS TRENDS
<i>Presentations “HR, Leadership Skills and Competences, Communication skills Session”</i> <i>LINK: https://meet.google.com/ibw-awmi-roe</i>		
Presenter(s)	School(s)	Topic
Aleksandra Stoilkovska Gordana Serafimovic Marijana Radevska	University of Tourism and Management in Skopje, Republic of North Macedonia	MANAGING EMPLOYEE PERFECTIONISM AS A FUNCTION OF ORGANIZATIONAL PERFORMANCE DEVELOPMENT
Aleksandra Stoilkovska Marija Stoilkovska Bozinoska	University of Tourism and Management in Skopje, Republic of North Macedonia	CONTRIBUTION OF VIRTUAL ORGANIZATIONS TO GLOBAL DEVELOPMENT
Blagica Novkovska Violeta Milenkovska Angela Milenkovska Klimoska	University of Tourism and Management in Skopje, Republic of North Macedonia	INFLOW AND OUTFLOW OF HUMAN RESOURCES: SPECIFIC CONDITIONS OF SOUTH EAST EUROPEAN COUNTRIES
<i>Presentations “Tourism Session”</i> <i>LINK: https://meet.google.com/ibw-awmi-roe</i>		
Presenter(s)	School(s)	Topic
Mijalce Gjorgievski Ace Milenkovski Dejan Nakovski	University of Tourism and Management in Skopje, Republic of North Macedonia	STRATEGIC DIRECTIONS FOR THE DEVELOPMENT OF RELIGIOUS TOURISM IN THE REPUBLIC OF NORTH MACEDONIA
Slobodan Ivanović Zagorka Ivanković Angela Milenkovska Klimoska	Faculty of Tourism and Hospitality Management Opatija, University of Rijeka; Hotel - Tourism School, Opatija, Croatia	WORLD TRENDS IN TOURISM
Tegegne Endalew Melak Dawit Abebe Lake Tătar Marius-Cristian Tenaw Zeleke Meron Tătar Corina-Florina	Bahir Dar University, College of Business & Economics Department of Tourism & Hotel Management, Ethiopia; Emanuil Gojdu College, Romania; Bahir Dar University, Tourism Bussiness Administration MA Program, EthiopiaUniversiy of Oradea, Romania	ANALYSING THE SOUTHERN AREA OF LAKE TANA BIOSPHERE RESERVE AS A TOURIST DESTINATION USING THE TALC APPROACH
Milena Podovac Slobodan Ivanović	University of Kragujevac, Faculty of Hotel Management and Tourism	ANALYSIS OF FOREIGN TOURISTS' SATISFACTION WITH THE QUALITY OF ACCOMMODATION OFFER IN THE CITY OF BELGRADE

Vedran Milojica	in Vrnjačka Banja, Republic of Serbia; University of Rijeka, Faculty of Tourism and Hospitality Management Opatija; PAR University College Rijeka	
Corina-Florina Tatar Ribana Linc Maria Gozner Zoran Ivanovski Anemona Filip Filimon Aurelian Claudiu	University of Oradea, Romania; University of Tourism and Management in Skopje, Republic of North Macedonia	THE LIFE CYCLE STAGE OF BEIUȘ MUNICIPALITY AND ȘTEI TOWN AS SPEARHEADS FOR THE THERMAL REGIONAL TOURISM DEVELOPMENT, BIHOR COUNTY, ROMANIA
Mirjana Bartula Viktor Radun	Faculty of Applied Ecology, University Metropolitan, Serbia	INDICATOR BASED ECOTOURISM PLANNING
Dafinka Mucunska Mijalce Gjorgievski	University of Tourism and Management in Skopje, Republic of North Macedonia	QUALITY MANAGEMENT IN THE HOTEL INDUSTRY - CASE STUDY HOTEL MANASTIR, BEROVO
Biljana Petrevska	Goce Delčev University – Štip, Faculty of Tourism and Business Logistics, North Macedonia.	OPEN BALKAN INITIATIVE: PROSPECTS FOR TOURISM DEVELOPMENT
Sasho Popovski	Macedonian Olympic Committee, University of Tourism and Management in Skopje, Republic of North Macedonia	AUTONOMY OF THE OLYMPIC AND SPORT SYSTEM IN NORTH MACEDONIA
Sasho Popovski	Macedonian Olympic Committee, University of Tourism and Management in Skopje, Republic of North Macedonia	THE CAUSES OF THE STATE INTERVENTION IN SPORT DEVELOPMENT
Julijana Petrovska Stanka Arnautova Ljupce Milenkovski	Faculty of Tourism, University of Tourism and Management in Skopje; “Jasar Bej Skupi”, Skopje; Faculty of Tourism, University of Tourism and Management in Skopje, Republic of North Macedonia	VALORIZATION OF NATURAL AND ANTHROPOGENIC VALUES FOR THE DEVELOPMENT OF TOURISM IN SEPARATE AREAS OF THE PRESPA REGION
Aneta Cakovska Julijana Petrovska	“Stiv Naumov”, Skopje; University of Tourism and Management in Skopje, Republic of North Macedonia	VALORIZATION OF NATURAL VALUES FOR TOURISM DEVELOPMENT IN THE MUNICIPALITY OF CENTAR ZUPA

Final Conclusion and Closing Remarks

Zoran Ivanovski, Ph.D., Tenured professor, Vice-Rector of University of Tourism and Management in Skopje

About the University of Tourism and Management Skopje (UTMS)

The first private Faculty of Tourism, received the accreditation for work on June 19, 2006. The University of Tourism and Management with the amendments to the law on higher education was created in 2008, which meant filling the decades-old void in the higher education system in the country. The new faculties within the University offer curricula that guarantee full progress, not only in the learning process, but also in the complete success in creating and managing their own professional careers. In addition to undergraduate studies, in the academic year 2009/2010, the University of Tourism and Management started to enroll the first generation of postgraduate students.

The methodology of work of UTMS is based on the acquisition of knowledge and the creation of high quality professionals in the areas that are the subject of our studies. The University of Tourism and Management in Skopje has implemented an intensive application of the European Credit Transfer System through a precise and carefully designed curriculum, which is a synthesis of theory with practice in order to fully train students with skills and competencies for organization, planning and managing their own knowledge and career in the future.

The functioning of each of the five Faculties (Faculty of Tourism, Faculty of Economics, Faculty of Entrepreneurial Business, Faculty of Human Resource Management and Faculty of International Marketing Management) is supported by specially structured Advisory Boards composed of experienced professionals in the relevant area of the business sector who are engaged and committed to ensuring that teaching and subject programs are relevant to the practice.

Guided by the desire to learn the world, students gain international experience by participating in competitions, educational seminars and conferences, and through practical training in successful companies and institutions in the country and abroad with the mediation of the Career Center of UTMS.

UTMS is unique affiliate member of UNWTO (World tourism organization) in Republic of Macedonia and also is the first higher education institution in Republic of Macedonia that have TEDQUAL certificate of quality.

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