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International Balkan and Near Eastern Social Sciences Conference Series

PROCEEDINGS

Editors

Prof.Dr. Dimitar NIKOLOSKI

Prof.Dr. Rasim YILMAZ

Emilija MATESTA

October 28-29-30, 2016

Prilep / MACEDONIA

International Balkan and Near Eastern Social Sciences Conference Series

IBANESS Conference Series-Prilep / Republic of Macedonia

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University of "St. Kliment Ohridski" Bitola, Republic of Macedonia

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2016

Cataloging-In-Publication Data

Proceedings of International Balkan and Near Eastern Social Sciences Conference Series. Prilep / Republic of Macedoina, October 28-29-30, 2016 / ed. Dimitar NIKOLOSKI, Rasim YILMAZ, Emilija MATESTA.

ISBN 978-9989-695-56-8

First Printed: December-2016
University of "St. Kliment Ohridski" Bitola, Republic of Macedonia

FOREWORD

International Balkan and Near Eastern Conference Series brings together many distinguished social and behavioral science researchers from all over the world. Participants find opportunities for presenting new research, exchanging information, and discussing current issues.

We are delighted and honored to host the ***IBANESS Conference Series*** in Prilep / Republic of Macedonia at the University of "St. Kliment Ohridski" Bitola, Republic of Macedonia. Presented papers have been selected from submitted papers by the referees. Sincere thanks to those all who have submitted papers.

We hope that through exchange of the presented researches and experiences, the Conference will enhance communication and dissemination of knowledge in Balkan and Near Eastern Countries.

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October 28-29-30, 2016

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SESSION CHAIRS

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Dilek Altaş

Savaş Selahattin Ateş

Marjan Angeleski

Tatjana Spaseska

Snezana Obednikovska

Dejan Zdraveski

Adil Oğuzhan

Program

October 29, 2016 - Saturday

09:00 – 17:45	**Registration**	**Congress Center**	
10:00 – 10:45	**Opening Ceremony**	**Congress Center**	Prof. Dr. Sasko Korunovski, Rector of the University "St. Kliment Ohridski"-Bitola Spiro Ristovski, Minister of Education and Science, Republic of Macedonia Prof. Dr. Gjorgji Mancheski, Dean of the Faculty of Economics-Prilep Prof.Dr. Dimitar Nikoloski, University "St. Kliment Ohridski"-Bitola, Macedonia Emilija Matesta, Center for Innovation and Development (CINNOD) Prof.Dr. Rasim Yılmaz (IBANESS)

10:45 - 11:00 Coffee Break

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 1** Chair Person: Meri Boshkoska	Meri Boshkoska	Financing options for SMEs in the Republic of Macedonia
			Kolawole Olabode Olufemi	Short- Term Finance and Micro, Small and Medium Scale Enterprises (MSMEs) Survival in Nigeria
			Hamid Boustanifar, Danielle Zhang	CEOs' Personal Portfolio and Corporate Policies
			Feride Hayırsever Basturk, Arif Damar	The Investigation of Saving Tendency in Turkey: The Case of Bilecik
			Stojanka Dakić, Mirko Savić	Modeling of Gender Pay Gap on the Serbian Labour Market
			George Paily	Analyzing the Drivers of Innovation Development in Selected Technology Intensive Sectors in India: An Innovation System Approach
			Aram Ghazaryan	Choosing a Bundle
			Yasemin Oraman	How to Successfully Execute a Customer Relationship Management Strategy for SME Food Industries in Turkey?

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 2** Chair Person: Dimitar Nikoloski	Dimitar Nikoloski, Miroslav Gveroski, Ljupcho Pechijareski, Slavica Rocheska	Assessing the impact of economic growth and income inequality on poverty reduction: The case of Macedonia
			M.Omer Azabagaoglu, Beyhan Tuncer	A Behavioral Finance Application Influence To Farmers' Decision on Loan And Agricultural Credit Usage
			Veneta Gaydardzhieva, Nadka Kostadinova	EU industrial policy and regional differences in Bulgaria
			Todorka Atanasova-Kalaydzieva, Miroslava Ivanova	Assessment of the conditions for the development of Bulgarian business
			Zdravko Đuričić, Predrag Đurić, Boris Novarlić	The role of the modern model of communication in creating a positive gap between citizens and local government: Projected on Bosnia and Herzegovina
			Gökhan Unakıtan, Derya İlkay Abdikoğlu	SWOT Analysis of Broiler Industry in Turkey
			Dushica Saneva, Sonja Cortosheva	Research the customers, satisfaction of the hotel service
			Burçin Başaran, Mustafa Kara	Contribution of Cooperatives in the Determination of Legislation Concerning Cooperatives: Case Of Tekirdağ Province's Regional Unions

11:00 – 13:00	**Parallel Session I in Turkish**	**Lecture Hall 3** Chair Person: İlknur Kumkale	İlknur Kumkale	Strategic Agileness in Creating a Competitive Advantage
			Miray Özden, Çağdaş İnan, Oktay Hekimler	EU Tourism Policy and the Future of Cultural Tourism
			Ahmet Kubaş	Entrepreneurship and Innovation
			Ertuğrul Recep Erbay, Handan Baydar	Effects of Fairs and festivals in Thrace Region on the Socio-Economic Structure of the Region
			Yasemin Çabuk	Crimes and Misdemeanor in Health
			Hamdi Sarıer	Socio-Economic Structure of Ergene Town of Tekirdag Province
			Beyhan Tuncer, M. Ömer Azabağaoğlu	Contribution of Behavioral Finance Approach To Solving Issues Faced By Farmers
			Harun Hurma, Nursel Türksoy, Çağdaş İnan	The Role of Tourism Activities in Rural Development
			Çağdaş İnan	Sustainable Tourism in Regional Development: A case study of Thrace Region
			Bahtıjar Belloda, Seyhan Bilir Güler, Adil Oğuzhan	Management and Organizational Commitment of Diversity: A Research in Prizren State Schools in Kosovo

11:00 – 13:00	**Parallel Session I in Turkish**	**Lecture Hall 4** Chair Person: Füsun Uysal	Erdem Öngün, Dilek Altaş	A Study On University Students' Use Of Social Media Tools
			Sevi Baloğlu, Aytaç Güt	Climate Change and Marketing
			Selin Bahar, Füsun Uysal	Factors Affecting Profession Choice and Profession Idealism of Logistics Associate Program Students
			Betül Akan, Beste Burcu Kasap	SWOT Analysis Evaluation of Yenice County of Canakkale Province in Location Marketing Framework
			Leyla Çelik	Transition into Integrated Reporting Process and Its Risks and Opportunities Provided to Firms
			Savaş Selahattin Ateş	The Factors Influencing Career Start Preferences of Students in Higher Education Institutions: The Application in Aviation Area
			Haluk Kayıcı	From Kypsela to İpsala : The History of the Town
			Ayşegül Uçan, Haluk Kaba, Duygu Özkan	Active Employment Policy to Fight Against Unemployment
13:00 - 13:30 Lunch				
13:30 – 15:30	**Parallel Session II**	**Lecture Hall 1** Chair Person: Aneta Risteska	Miroslav Gveroski, Aneta Risteska-Jankuloska	Determinants of Investment Decisions in SMEs
			Ezeni Brzovska, Tatjana Petkovska-Mircevska	Evaluating the importance of the determinants of the image of Croatia among Macedonian citizens with different demographic characteristics
			Stanka Rinkova, Irina Atanasova	Economic analysis of law. Practical dimensions in transforming economies
			Ali Faruk Açıkgöz, Sudi Apak, Ertuğrul Recep Erbay	A long-term appraisal of the corporate liquidity dynamics in the selected nonfinancial sectors: Evidence from Turkey
			Ljupce Markusheski, Aleksandra Jovanoska	The Role of Information Technology in Knowledge Management
			Monika Angeloska-Dichovska, Katerina Bojkovska, Julijana Siljanovska	Consumer behavior and challenges in the strategic planning of the company in the digital environment: case of Macedonia
			Sebahate Krasniqi	The Impact of Cultural Factors on the Marketing Communication of Companies
			Gökhan Unakıtan	Analysis of Relationship of R&D Expenditure and Economic Growth in Turkey

13:30 – 15:30	**Parallel Session II**	**Lecture Hall 2** Chair Person: Hasret Elçin Kürşat Coşkun	Snezhana Hristova	Women in the Workplace: Does the Glass-Ceiling Shows Signs of Breaking?
			Mladen Karadjoski, Branko Dimeski	European Union in the 21st Century – a Supranational Entity or a Simple Amount of Plural Interests?
			Shpresa Kaciku	Examining the Collaboration Between Ministries and Civil Society Organizations in the Republic of Kosovo
			Arbiana Govori, Qemajl Sejdij	The Impact of Working Capital Management on SMEs Profitability
			ViktorijaTrajkov	Advertising and its Effects on Children as Consumers in Small Countries with Case Study
			Ferit Belder	Securing EU Borders in non-EU Territories: An Area of Cooperation or Contestation
			Hasret Elçin Kürşat Coşkun	Factors of Collective Violence in the Ottoman Empire and the Balkan Wars(1903-1914)
			Aysel Güney, Arif Damar	Sustainability in Accounting Education

13:30 – 15:30	**Parallel Session II in Turkish**	**Lecture Hall 3** Chair Person: Adil Oğuzhan	Dilek Altaş, Bilge Serdarer Kuzu	The Study on Creating of Measurement and Evaluation Process of Attitude Scale
			Samet Yılmaz	A Historical Analysis of Israel's Defense and Armament Policy
			Betül Akan, Funda Er Ülker	A Field Study on the Career Values of Undergraduate Students Who Taking or Not Taking Entrepreneurship Course
			Nursel Türksoy, Özgür Altınel	The Role of Local Gastronomy on Tourism Promotion: The Case of Keşan's Line Meat
			Mehmet Kiziloglu	A Study on the Impact of Organizational Commitment on Charismatic Power
			Yılmaz Özdemir	Private Security Sector As a Law Enforcement and Economy and Problems of the Security Sector in Turkey
			Hande Özolgun	Accounting Transactions in Cooperatives
			Havva Gültekin, Adil Oğuzhan	Economic Growth Impact of Energy Imports And Expenses in Turkey
			Hasibe Yazıt, Hamide Salha	Tourism as a Tool for Socio-Cultural Change
			Ahmet Kubaş	Existing Promotion and Support Systems for Entrepreneurs

13:30 – 15:30	**Parallel Session II in Turkish**	**Lecture Hall 4** Chair Person: Savaş Selahattin Ateş	Mehmet Yüce, Muhammed Çelik	Electronic Notification in Turkish Tax Law and Analysis of the Problems to be Encountered in Practice
			İlter Ünlükaplan, Ebru Canikalp	Olivera Tanzi Effect: An Empirical Analysis on Turkey
			S. Ahmet Menteş	Why is Turkey Launching an Sovereign Wealth Fund?
			Savaş Selahattin Ateş, A.Kenan Sayın, Harun Yılmaz, Yener Kardeş	An Investigation of the Relationship between Organizational Commitment and Career Commitment: The Case of Airport Security Officers in Turkey
			Serdar Yurga	"Leader Farmers" Project
			Emin Genç	Financial Dimensions and Problems of Private Security Sector in Turkey
			Bige Küçükefe, Dündar Murat Demiröz	Turkey's Comparative Current Account Balance
			Ali Samast, Ebru Sargın, Erdem Ceylan, Çağatay Ordu	The Importance of the Transportation Sector and Container Transport in Turkey

15:30 - 15:45 Coffee Break

15:45 – 17:45	**Parallel Session III**	**Lecture Hall 1** Chair Person: Marjan Angeleski	Rasim Yılmaz	Borrowing Tendencies of Small, Medium and Large Sized Enterprises in Tekirdağ Region from Foreign Owned Banks and Domestic Banks
			Rasim Yılmaz	Factors Affecting Logistics Preferences of Companies
			Kujtim Zylfijaj, Dimitar Nikoloski	TheImpact of Access to finance in performance of formal and informal SMEs: evidence from Kosovo
			Miroslav Andonovski, Marjan Angeleski, Janka Dimitrova	The role of the international and regional organisations in regulation of the legal issues in the electronic commerce The role of information technology in knowledge management
			Shaip Gashi	Some common barriers of entrepreneurship development – the case of Kosovo and neighboring countries
			Füsun Uysal, Selin Bahar	Green Port Environmental Policies And Logistics Effects
			Gjorgji Gockov, Goran Petrevski, Suzana Makresanska - Mladenovska	Determinants of the Real Convergence in Central and Eastern Europe
			Nikola Dimeski	Effective business English teaching at university level in Macedonia – needs analysis
			Emilija Mateska	Activities of the Customs Administration for Protecting the Intellectual Property Rights

15:45 – 17:45	**Parallel Session III**	**Lecture Hall 2** Chair Person: Tatjana Spaseska	Tatjana Spaseska, Gordana Vitanova, Kosta Sotiroski, Dragica Odzaklieska, Aneta Risteska-Jankuloska, Fanka Risteska	The Impact of Macedonian Stock Exchange Performance on Economic Growth in Republic of Macedonia
			Marija Magdinceva-Sopova, Dushko Josheski, Ubavka Vegova	Decision Making and Employee Participation and Type of Business Conduct of Firms as a Determinant of the Firms Results
			Jovanoska Andrijana	Human Capital in Innovation
			Marija Ackovska, Neda Petroska-Angelovska, Katerina Hadzi Naumova-Mihajlovska	Absorption Efficiency of IPARD Funds in Financing Macedonian Agritourism Development
			Mirjana Borota Popovska, Vesna Zabijakin Chatleska, Marija Topuzovska Latkovikj	Young entrepreneurs' Capacity for Public Policy Advocacy in Macedonia
			Pece Nikolovski, Marina Blazhekovikj Toshevski, Igor Zdravkoski	Internal Audit of the Banking Sector in the Republic of Macedonia
			Muharrem BAKKAL	External Debt and the IMF in Turkey's Economy
			Liridon Veliu, Mimoza Manxhari, Besnik Kaleci, Arsim Veliu	Barriers on Women Managers Career Development in SME's, Kosovo

15:45 – 17:45	**Parallel Session III**	**Lecture Hall 3** Chair Person: Snezana Obednikovska	Elizabeta Tosheva	Women's entrepreneurship in the republic of Macedonia
			Aseda Banushaj	Inequality in Education and Personal Income
			Igor Zdravkoski, Pece Nikolovski, Marina Blazekovic	Harmonization of Accounting Standards – Multinational Standardized Financial Statements
			Snezana Obednikovska, Natasha Trajkova	The Globalization as a factor of competitiveness
			Janka Dimitrova , Miroslav Andonovski, Riste Temjanovski, Eftimija Dimitrova	Information Systems Auditing - Legislation and Standards
			Veronija Nolcheska	Brand consciousness among Macedonian tweens and their influence on the families' purchasing
			Natasha Daniloska, Diana Boshkovska, ElizabetaDjambaska, Aleksandra Lozanoska	Customer-oriented transformation of postal communications in the republic of Macedonia
			Arzu Karakurt	Pollution of Language: Use of Foreign Words in Television Commercials

15:45 – 17:45	**Parallel Session III**	**Lecture Hall 4** Chair Person: Dejan Zdraveski	Gentian Picari	Integration of Stock Markets in Balkan, Case of Albania
			Goce Menkinoski	The role of the marketing department in the strategic planning of companies in Macedonia
			Pece Nikolovski, Marina Blazhekovikj Toshevski, Igor Zdravkoski	Internal audit of the sales function
			Gligor Bishev, Tatjana Boshkov	De-Euroization in Macedonia: Is Euroization Irreversible?
			Jasmina Jovanovska, Katerina Zdravkova, Goce Armenski	A Comprehensive Study of Question Answering Systems
			Blagica Sekovska, Boris Anakiev	Macedonian livestock breeding in decreasing lines – economical reasons and consequents
			Dejan Zdraveski, Gjorgji Manceski, Margarita Janeska	New trends in business intelligence
			Süreyya BAKKAL	The Effects of Macro Economic Factors on Value of the Companies' Shares

19:00 Gala Dinner

October 30, 2016 - Sunday

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 1**	Özge Habiboğlu, Teoman Akpınar	Examining Costing Method in the Case of a Firm Operating in Logistics Sector
			Nazlı Çağıl Küçükgöksel, Teoman Akpınar	The Cyprus Conflict
			Nilüfer Serinikli	The Importance of Cooperatives in the Economic Empowerment of Poor Women Receiving Service from Edirne Community Centers
			Mert Kalender, S. Ahmet Menteş	Management and Organization in Joint Stock Companies
			Fatma Fidan, Yeliz Yeşil	Approaches of the employer against the Minimum Wage Increases: A Study in Sakarya
			Abdullah Özdağ, Tekin Önal	Kosovo Issue And Kosovo's Independence Process
			Ayşe Nuray Cebeci, Hakan Uğur Ersöz	Necessity and Applicability of Renewable Energy Cooperatives in Turkey
			Mehmet Sabri Topak	Use Of Arima Models In Forecating Stock Prices: A Case Of Emerging Market

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 2**	Hicran Özlem Ilgın, Hakan Uruç	Globalization as a Reflection of Television Serials Context of Western Culture
			Rasim Yılmaz	Reasons of Firms to Attend Fairs in Turkey: The Case of TR21 Region
			Gulizar Tanridag	Socio-Economical Structure And Potantial Of Corlu District in Tekirdag Province
			S.Ahmet Menteş, Levent Yılmaz	The Impact of Fire Support Automatisation Which is One of the Decision Support System on Military Decision Making Process and Contemporary Battles
			Rasim Yılmaz	Competitive Advantage of Cities: The Case of Saray Town of Tekirdağ Province
			Fatma Fidan, Yeliz Yeşil	Generation Y and E-Contact Usage in Turkey: A Research on University Students
			Seda Ekmen Özçelik	Trade Potential Between Balkan Countries and Turkey
			Begümcan SEVİM	Problems in Consumer Loans
			Müge Yıldız	Office Management in Health Care; Çorlu Example

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 3**	Duygu Özkan, Nur Yanık, Kürşat Emre	Administrative Structures and Its Impact on Management of SMEs in Turkey
			Emre Can Şahan, Çağatay Ordu, Nur Yanık	Employment of Disabled Persons and its Macro Economic Contribution
			Süreyya Bakkal	The Results of Monetary Policy After the year 2000 In Turkey
			Muharrem Bakkal, Hakan Kılcı	The Impact of Lean Manufacturing on the Firm's Operational Efficiency and Profitability: An Empirical Study on Firms Operating in Tekirdag Province
			Mustafa Çalım	Industrial enterprises in the Ergene County
			Süreyya Bakkal, Hakan Kılcı	The Effect of Motivation on the Productivity of Business Managerial Process: An Empirical Study on Firms Operating in Tekirdağ Province
			Cüneyt Koyuncu	The Impact of IQ on Renewable Energy Consumption and Production

11:00 – 13:00	**Parallel Session I**	**Lecture Hall 4**	Nur Yanık, Kürşat Emre, Ebru Sargın, Haluk Kaba	A Solution to Poverty : Micro-credits
			Ali Samast, Ebru Sargın, Erdem Ceylan, Çağatay Ordu	The Importance of the Transportation Sector and Container Transport in Turkey
			Erdem Ceylan, Ali Samast, Emre Can Şahan, Ayşegül Uçan	The impact of Electronic Banking Applications in the Turkish Banking System on the Turkish Economy
			Muharrem Bakkal	The International Trade Organizations' Effects to the World Economy
			Selçuk Eti, M.Ömer Azabağaoğlu	Attitudes of Consumers Towards Green Products
			S.Ahmet Menteş	Governance of Sovereign Wealth Funds
			Jülide Yalçınkaya Koyuncu, H.Tarık Altuntaş	Analysis of the Factors Affecting the Starting a New Business by People Having Entrepreneurship Training
			Mustafa Çalım	Industrial Enterprises in Ergene Town

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