



UNIVERSITETI I EVROPĚS JUGLINDORE  
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА  
SOUTH EAST EUROPEAN UNIVERSITY

8<sup>th</sup>  
ISCBE

## International Scientific Conference on Business and Economics

**ECONOMIC RESILIENCE AND  
SUSTAINABILITY**

**CONTEMPORARY CHALLENGES**



08-09 May 2025



Tetovo, North Macedonia

## AGENDA



bringing **knowledge** to life

<https://conf.seeu.edu.mk/iscbe25/>

[iscbe@seeu.edu.mk](mailto:iscbe@seeu.edu.mk)

## AGENDA

FACULTY OF BUSINESS AND ECONOMICS (FBE)  
SOUTH EAST EUROPEAN UNIVERSITY (SEEU)  
TETOVO, NORTH MACEDONIA  
RECTORATE BUILDING, LH4  
(GOOGLE MEET LINK: <https://meet.google.com/dyg-gkaj-wwj>)  
08 May 2025

**09:30 – 10:00 REGISTRATION (Macedonian time/GMT+2)**

### Welcome Session:

- 10:00 – 10:10** Musical Interlude: Violin and Guitar Performance
- 10:10 – 10:20** Prof. Dr. Besa Arifi, SEEU Vice-Rector – Welcome Speech
- 10:20 – 10:30** Prof. Dr. Hyrije Abazi-Alili, FBE Dean & Chairperson – Opening Remarks
- 10:30 – 10:40** Prof. Dr. Veland Ramadani, Chairperson – ISCBE 2025: An Overview

**10:40 – 11:00 COFFEE BREAK**

### Plenary Session:

- 11:00 – 11:20** Prof. Dr. Christina Theodoraki, France  
“Designing Resilient & Sustainable Entrepreneurial Ecosystems in an Uncertain World”
- 11:20 – 11:40** Acad. Prof. Dr. Abdylmenaf Bexheti, North Macedonia  
“Economic Decoupling and New Challenges”
- 11:40 – 12:00** Acad. Prof. Dr. Besnik A. Krasniqi, Kosovo  
“Innovating for Sustainability: How Institutions and Entrepreneurship Drive Sustainable Business Models in Europe”

**12:00 - 12:15 Discussion**

**12:15 – 13:00 LUNCH/REFRESHMENTS BREAK (SEEU RESTAURANT)**

**13:00 – 13:30 NETWORKING EVENT**

**13:30 – 15:30 PARALLEL SESSION**

**16:30 GALA DINNER (RESTAURANT “DRIADA” TETOVO)**



# GENERAL CONFERENCE PROGRAM

08 May 2025

13:00 – 13:30	<b>NETWORKING EVENT: CHALLENGE EU ALLIANCE - TALENT ACADEMY</b> Prof. Dr. Hyrije ABAZI-ALILI (GoogleMeet Link: <a href="https://meet.google.com/umt-uvco-drr">https://meet.google.com/umt-uvco-drr</a> )		
<b>PARALLEL SESSIONS</b>			
13:30 – 15:30	<b>TRACK 1</b> Sustainability and Circular Economy	<b>TRACK 2</b> Economics and Finance	<b>TRACK 3</b> Entrepreneurship, Innovation and Family Business
<b>PARALLEL SESSIONS</b>			
13:30 – 15:30	<b>TRACK 4</b> Management and Marketing	<b>TRACK 5</b> Information and Computer Systems, Data Science, and Artificial Intelligence	<b>TRACK 6</b> Legal Aspects and Economic Resilience
15:30 – 16:00	<b>CLOSING CEREMONY</b>		
16:30	<b>GALA DINNER and CONFERENCE BEST PAPER AWARDS</b>		



UNIVERSITETI I EVROPEJ JUGLINDORE  
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА  
SOUTH EAST EUROPEAN UNIVERSITY

# Open Call 2025

Application starts on 19.05.2025



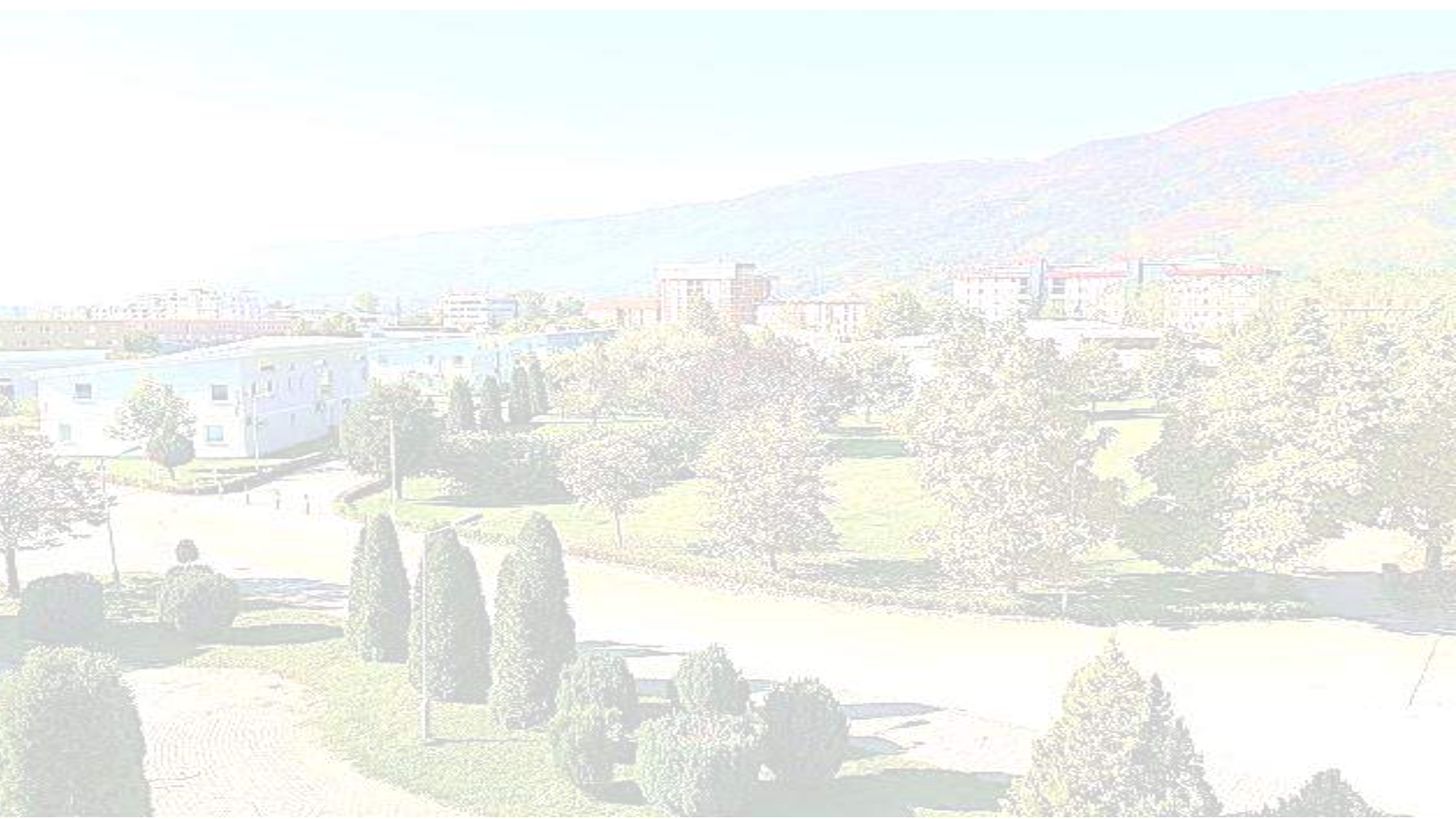
# CONFERENCE PROGRAM

TRACK 1: SUSTAINABILITY AND CIRCULAR ECONOMY		
T1-A	Room: LH4 13.30-15.30	Chairs: Christina Theodoraki Hyrije Abazi-Alili Veland Ramadani
Time	GoogleMeet Link:	<a href="https://meet.google.com/cqu-hwmx-eef">https://meet.google.com/cqu-hwmx-eef</a>
13.30-13.40	Katerina Fotova Čiković et al.	Application of Data Envelopment Analysis (DEA) in Environmental, Social, and Governance (ESG) Concept: A Review and Bibliometric Analysis
13.40-13.50	Avni Arifi et al.	Unlocking Circular Prosperity: Assessing the Resource Efficiency and Circular Economy State of SMEs in the Western Balkans
13.50-14.00	Shpresa Alija et al.	The role of green finance in sustainable development: opportunities and challenges in the Republic of Kosovo
14.00-14.10	Arlinda Idrizi et al.	Modeling the Determinants of Circular Material Use in the EU: An Empirical Approach
14.10-14.20	Tamta Beridze et al.	From Budget to Smart: The Transition of Low-Cost Airlines Through AI and Sustainable Practices Author:
14.20-14.30	Krenare Shahini Gollopeni et al.	Improving economic sustainability through ESG practices: a study of Southeast European countries
14.30-14.40	Kenza Hajraoui et al.	Towards Sustainable Morocco: The Strategic Role of Scientific Research in preserving the environment
14.40-14.50	Eliso Chokhonelidze et al.	Modern Aspects of Sustainability Report Auditing Development



# CONFERENCE PROGRAM

<b>TRACK 1: SUSTAINABILITY AND CIRCULAR ECONOMY</b>		
<b>T1-B</b>	<b>Room: LH3 13.30-15.30</b>	<b>Chairs: Shenaj Haxhimustafa Gadaf Rexhepi</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/pcu-ctmj-zva">https://meet.google.com/pcu-ctmj-zva</a></b>
<b>13.30-13.40</b>	Soukaina Bendidi et al.	The impact of women's cooperatives on sustainable development in Morocco: The case of " Cooperative of Women Farmers of Tiznit
<b>13.40-13.50</b>	Lathifinda Mahida et al.	Driving Sustainable Business: The Role of Green Innovation in MSMEs in Bandung, Indonesia
<b>13.50-14.00</b>	Farida Titik Kristanti et al.	ESG as a Buffer Against Financial Distress: Insights from Energy Firms in the Asia-Pacific
<b>14.00-14.10</b>	Blerina Zendeli et al.	The Impact of Renewable Energy Consumption on Economic Growth: Evidence from Developed and Developing European Countries
<b>14.10-14.20</b>	Isra Demi, Sara Melani	Waste-to-Energy Solutions for North Macedonia: Exploring Feasibility and Youth Involvement
<b>14.20-14.30</b>	Arbra Sulejmani et al.	The Influence of ESG on Corporate Strategies and Performance
<b>14.30-14.40</b>	Kyriakos Christofi et al.	Beyond Regulatory Compliance: A Framework for Evaluating Green Transition Strategies in Emerging and Renewable-Rich Economies
<b>14.40-14.50</b>	Harun Mustafa	Investments in Renewable Energy and Decarbonization of North Macedonia





# CONFERENCE PROGRAM

TRACK 2: ECONOMICS AND FINANCE		
T2-A	Room: 101.01 13.30-15.30	Chairs: Fisnik Morina Jeton Mazllami
Time	GoogleMeet Link:	<a href="https://meet.google.com/dbf-suxn-hxc">https://meet.google.com/dbf-suxn-hxc</a>
13.30-13.40	Arlinda Hasani et al.	Gender-Based Violence and the Challenges to Gender Equality: The Case of Kosovo and the Importance of Economic Empowerment
13.40-13.50	Gjon Gjonlleshaj et al.	Key Drivers Influencing Low Non-Performing Loans in the Kosovo Banking Sector during 2014-2023
13.50-14.00	Arijeta Neziraj Elshani et al.	Methods of Local Government Financing in Kosovo with a Special Emphasis on the Fiscal Compact
14.00-14.10	Hicham Abdelkhalik et al.	Effects of trust, commitment and opportunism on the cooperation relationship in Moroccan local produce cooperatives
14.10-14.20	Lutfije Ademi et al.	Exploring the Finance-Growth Nexus: Evidence from European Economies
14.20-14.30	Valbona Arifi et al.	Why do they leave? An empirical study on migration determinants in the Western Balkans
14.30-14.40	Aditya Vilas Deshpande et al.	Enhancing Cross-Border Payment Efficiency with Stablecoins: Reducing Costs and Settlement Delays
14.40-14.50	Damira Keček et al.	Bibliometric analysis of studies on efficiency of Islamic banking with data envelopment analysis
14.50-15.00	Katerina Fotova Čiković et al.	Are Croatian Insurance Companies Meeting the Efficiency Frontier?
15.00-15.10	Puspita Kencana Sari et al.	Intention of Bitcoin Adoption in Indonesia: The Role of Individual Perception, Financial Literacy, and Trust
15.10-15.20	Aleksandra Nakjeva Ruzhin	Debt, Deficits, and Reform Imperatives: Rethinking the Fiscal Strategy of North Macedonia



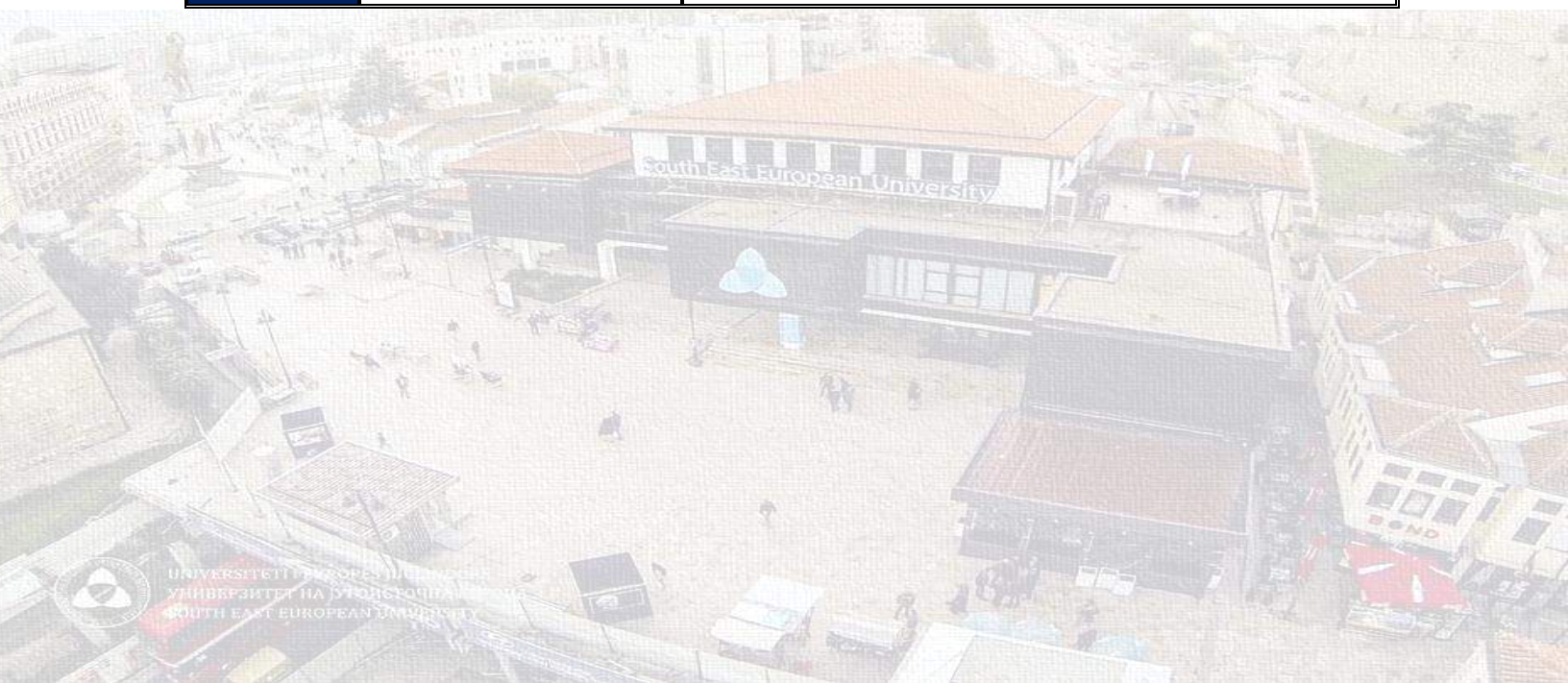
# CONFERENCE PROGRAM

<b>TRACK 2: ECONOMICS AND FINANCE</b>		
<b>T2-B</b>	<b>Room: 101.02 13.30-15.30</b>	<b>Chairs: Besnik Fetai Selajdin Abduli</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/jfa-qkrw-qge">https://meet.google.com/jfa-qkrw-qge</a></b>
13.30-13.40	Fjolla Ejupi et al.	Economics and Inequality: How Economic Factors influence the Increase of Gender-Based Violence
13.40-13.50	Ardi Parduzi et al.	Agricultural Development as a Factor of Farm Growth and Product Yield: An Empirical Analysis of Slovenia, Croatia, Bulgaria and Kosovo
13.50-14.00	Arbenita Kllokoqi et al.	The Impact of Financing Forms on the Performance of Business Entities in the Republic of Kosovo
14.00-14.10	Shenasi Memishi et al.	Government Measures for Municipal Debt Relief: The Impact and Effects on Citizens in Polog region the Republic of North Macedonia
14.10-14.20	Irena Gjerasimovska et al.	The Economic Burden of Obesity in North Macedonia: A Cost-of-Illness Analysis of Healthcare and Productivity Losses
14.20-14.30	Shpresa Alija et al.	Improving Financial Performance through the Development of Digital Banking Products: A Case Study of Halkbank AD Skopje
14.30-14.40	Elena Parnardzieva Stanoevska et al.	Importance of International Regulatory Standards for Solvent and Stable Banking Sector – The Case of North Macedonia
14.40-14.50	Lulzime Nuredini-Mehmedi et al.	Strengthening future workforce through enhancement of well being in higher education
14.50-15.00	Ardiana Aliti et al.	Education Expenditure and Economic Growth – A data driven analysis
15.00-15.10	Fisnik Zogaj et al.	The Impact of Business Continuity Planning on Banking Resilience, Financial Stability and Economic Growth in Kosovo
15.10-15.20	Lujet Sadiku et al.	Inflation nad Inflation Uncertainty in North Macedonia: A GARCH Model Approach



# CONFERENCE PROGRAM

<b>TRACK 3: ENTREPRENEURSHIP, INNOVATION, AND FAMILY BUSINESS</b>		
<b>T3-A</b>	<b>Room: 101.03 13.30-15.30</b>	<b>Chairs: Chanel Bikorimana Besnik A. Krasniqi</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/foh-xexu-axo">https://meet.google.com/foh-xexu-axo</a></b>
13.30-13.40	Sareh Rotabi et al.	The Impact of Technological Innovation on Economic Growth Across Countries
13.40-13.50	Grisna Anggadwita et al.	Exploring the Role of Entrepreneurship Education in the Social Reintegration of Former Prisoners
13.50-14.00	Whiweka Priambudi et al.	The Integration of Local Arts and Traditions in Cultural Entrepreneurship Development and Its Impact on the Local Economy: A Case Study of Banyuwangi Ethno Carnival
14.00-14.10	Anggraeni Permatasari et al.	Role of Institutional Pressures on Newborn Startup Performance: The Case of University Business Incubator in Indonesia
14.10-14.20	Brunilda Kosta	Exploring the Relationship Between Entrepreneurial Orientation, Business Model Innovation, and Firm Performance: Evidence from a Developing Economy
14.20-14.30	Olha Denisova	Leveraging a Multi-Sided Digital Platform in EDIH-Enhanced Innovation Ecosystem Design
14.30-14.40	Jetmir Muja et al.	Sustainability-Related Psychological Factors Influencing Entrepreneurial Intention of University Students
14.40-14.50	Dina Nziku et al.	Gendered Policy Frameworks and Women's Entrepreneurial Development in Sub-Saharan Africa: A Case of Burundi
14.50-15.00	Chanel Bikorimana et al.	Women's Entrepreneurship in Burundi: Socioeconomic Barriers, Policy Gaps, and Financial Constraints in a Fragile Economy
15.00-15.10	Suat Kasap et al.	Analysis of Occupational Health and Safety Measures and Efforts of SMEs in Kuwait
15.10-15.20	Ramo Palalic et al.	SMEs Development in Oman: Current trends, challenges, opportunities and future prospects





# CONFERENCE PROGRAM

<b>TRACK 4: MANAGEMENT AND MARKETING</b>		
<b>T4-A</b>	<b>Room: 101.04 13.30-15.30</b>	<b>Chairs: Vjosë Latifi Jusuf Zeqiri</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/uvz-sqjk-jyy">https://meet.google.com/uvz-sqjk-jyy</a></b>
<b>13.30-13.40</b>	Vjose Latifi et al.	The Digital Revolution: How Social Media Is Redefining Consumer Behavior
<b>13.40-13.50</b>	Asdren Toska	The Impact of Selected Online Marketing Channels on Sales Performance: The Moderating Effects of Company Age
<b>13.50-14.00</b>	Zana Sherifi	Factors Influencing Employee Turnover in Kosovo: An Empirical Analysis
<b>14.00-14.10</b>	Branka Denkova Popovska et al.	Factors Influencing Consumer Attitude Towards E-commerce: The Case of the Republic of North Macedonia
<b>14.10-14.20</b>	Besar Berisha et al.	The Impact of Shared Mental Models and Emotional Intelligence on Innovative Work Behavior: A Sectoral and Gender-Based Analysis
<b>14.20-14.30</b>	Jose Andres Gomez Gandia et al.	Global Research Dynamics in Human Resource Management and Organizational Behaviour: A Country Citation and Collaboration Analysis
<b>14.30-14.40</b>	Mohammad Taamnha et al.	Navigating Careers through Wasta: Exploring Legitimacy, Internal Employability, and Subjective Career Success



# CONFERENCE PROGRAM

TRACK 4: MANAGEMENT AND MARKETING		
T4-B	Room: 101.05 13.30-15.30	Chairs: Gentjan Ulaj Agron Hajdari
Time	GoogleMeet Link:	<a href="https://meet.google.com/abz-xhnb-dgv">https://meet.google.com/abz-xhnb-dgv</a>
13.30-13.40	Selma Vejzagic et al.	Creating an Anonymous Survey for Employees of Public Forestry Companies in the Context Of Supporting Workers and Citizens in Bottom-Up Monitoring of Felling Species of Multibracteate Linden ( <i>Tilia Tomentosa</i> Moench.) from Bosnia and Herzegovina
13.40-13.50	Albrim Badallaj	A comparative analysis of corporate governance in Public Enterprises in Kosovo - the difference between Central and Local Public Enterprises: Case study “Southern Hydroregion” and “Eco region” in Prizren
13.50-14.00	Kyriakos Christofi et al.	Strategic Analysis and Business Model Evolution in Cross-Border E-Commerce: A Best Practice Case Study
14.00-14.10	Jona Hoxhaj et al.	Digital marketing effect on value creation and customer satisfaction: Empirical analysis of textile industry in emerging countries
14.10-14.20	Blerina Zendeli et al.	The impact of Marketing Strategies on Consumer Behavior: Case study North Macedonia
14.20-14.30	Shpresa Alija et al.	The Contribution of Corporate Social Responsibility to Perceived Service Quality as Indicator of Customer Satisfaction: Evidence from Pivara Company
14.30-14.40	Gentjan Ulaj et al.	Speed of Institutional Refomrs and Social Networks: A Cross-Country Study





# CONFERENCE PROGRAM

<b>TRACK 5: INFORMATION SYSTEMS, DATA SCIENCE AND ARTIFICIAL INTELLIGENCE</b>		
<b>T5-A</b>	<b>Room: 101.08 13.30-15.30</b>	<b>Chairs: Agron Çausi Adrian Besimi</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/fbd-rfhx-bzt">https://meet.google.com/fbd-rfhx-bzt</a></b>
<b>13.30-13.40</b>	Tanmai Tale et al.	DocOnGo: AI-Driven Telemedicine with RAG for Smart Healthcare
<b>13.40-13.50</b>	Merita Bakiji	The Impact of Artificial Intelligence on the Workplace- Insight from North Macedonia's IT Sector
<b>13.50-14.00</b>	Dini Alamanda et al.	Chatbot Optimization Strategies to Enhance the Competitiveness of Tourism Entrepreneurs in Indonesia
<b>14.00-14.10</b>	Putu Michael Jehian Theo et al.	Machine Learning Applications in Social Network Analysis for Indonesia Capital City Relocation: A Bibliometric Analysis
<b>14.10-14.20</b>	Damira Keček et al.	Analysis of the business result of the Airbnb platform in post Covid-19 time
<b>14.20-14.30</b>	Erick Emanuel et al.	Unveiling the impact of digital transformation on business performance: Evidence from an Indonesian Over-the-Counter (OTC) pharmaceutical firm
<b>14.30-14.40</b>	Carlos Luengo Vera et al.	Optimizing AI in Medical Education: Cost-Benefit Analysis of Large Language Models in the MIR Examination
<b>14.40-14.50</b>	Oltjan Hamza et al.	The Mediating Role of Social Media in Choosing a University
<b>14.50-15.00</b>	Agron Chaushi et al.	Corporate Digital and AI Maturity: Analysis of Frameworks



# CONFERENCE PROGRAM

<b>TRACK 5: INFORMATION SYSTEMS, DATA SCIENCE AND ARTIFICIAL INTELLIGENCE</b>		
<b>T5-B</b>	<b>Room: 101.09 13.30-15.30</b>	<b>Chairs: Alex Hamard Lejla Abazi-Bexheti</b>
<b>Time</b>	<b>GoogleMeet Link:</b>	<b><a href="https://meet.google.com/nev-sumi-nzs">https://meet.google.com/nev-sumi-nzs</a></b>
<b>13.30-13.40</b>	Louise Wulandari et al.	The Influence of Technology Utilization, Innovation Ambidexterity, and Government Support Moderated by Community on Business Resilience in Local Community MSMEs of Pontianak
<b>13.40-13.50</b>	Alex Hamard	“Hi Alexa, can you turn on the heaters just before I arrive home”: The impact of security empowerment on the adoption of smart city applications
<b>13.50-14.00</b>	Vaishanavi Kumari et al.	Telegram chatbot using python
<b>14.00-14.10</b>	Besfort Ahmeti et al.	The Impact of Artificial Intelligence on Teaching and Learning in Higher Education Institutions in Kosovo
<b>14.10-14.20</b>	Lejla Abazi-Bexheti et al.	Shifting from Quality Control to Quality Enhancement: Insights from QA-SURE Project Partner Institutions
<b>14.20-14.30</b>	Marica Antovska-Mitev et al.	The Future of Work: AI-Driven Job Creation and Entrepreneurial Opportunities
<b>14.30-14.40</b>	Nida Santuri Fishekqiu	Exploring the Impact of Social Media Sentiment on Market Dynamics and Economic Growth: A Big Data and Natural Language Processing Perspective
<b>14.40-14.50</b>	Driton Asani et al.	AI in Business Education: Competences, Integrity, and Resilience in Digital Transition
<b>14.50-15.00</b>	Afrim Tresi et al.	Generative AI in Higher Education: Industry Analysis and Future Applications
<b>15.00-15.10</b>	Aaryan Tompe et al.	BookPortal: A Web-Based Platform for Efficient Book Discovery and Community-Driven Sharing





# CONFERENCE PROGRAM

TRACK 6: LEGAL ASPECTS AND ECONOMIC RESILIENCE		
T6-A	Room: 101.07 13.30-15.30	Chair: Besa Arifi
Time	GoogleMeet Link:	<a href="https://meet.google.com/yzq-fxxh-btw">https://meet.google.com/yzq-fxxh-btw</a>
13.30-13.40	Besa Arifi et al.	Corruption in the Private Sector: A Legal Perspective in North Macedonia
13.40-13.50	Arta Mero et al.	Bridging Legal Gaps: The Impact of Property and Inheritance Rights on Women's Economic Independence and Resilience in North Macedonia
13.50-14.00	Shkelqim Veseli et al.	The Right to Compensation for Victims of Domestic Violence
14.00-14.10	Entoni Miska et al.	E-Government and Public Administration — Legal and Economic Perspectives on Digital Transformation in Albania and North Macedonia
14.10-14.20	Vedije Ratkoceri et al.	The criminal liability of the managing bodies of capital companies according to the positive law of the Republic of North Macedonia





**09 MAY 2025**

On May 9th, participants of the conference are invited to explore Tetovo city freely, with organizers recommending several local spots for visits (see below).

The day may also be used for networking and initiating potential research collaborations among participants.

### **COLORFUL MOSQUE**



### **ARABATI BABA TEKKE**

