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on Social Sciences and Humanities**

***Changing the World:
Challenges, Opportunities and Responsibilities***

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Foreword

Dear colleagues,

The success story of the International Balkan University began in 2006. Recognizing more than 500 years of history between our nations, a group of intellectuals and academicians established the Foundation "ÜSKÜP", which then founded the International Balkan University in the heart of Balkans, in Skopje. The vision of our founders traced the road in which IBU would rise as a cultural bridge between Macedonia, Balkans and Turkey and increase the level of quality of the education in the region.

With this mission in mind, IBU has focused on educating self-confident, multidimensional, socially responsible and globally competitive individuals who will take responsibility for the development and welfare of their societies.

The first edition of International Conference on Social Sciences and Humanities (IBU-ICSSH17) was held last year in Skopje. More than 300 participants from 15 countries, from Macedonia to Turkey, from Poland to United Kingdom, from Netherlands to Ukraine, from Moldova to Slovakia, from Malaysia to Somalia participated at the conference. In a truly international environment, academics, scientists and researchers presented around 200 scientific papers in various fields such as political sciences, international relations, education, communications, management, business, economics, philology, psychology, legal studies, history and arts.

The 2nd International Conference on Social Sciences and Humanities (IBU-ICSSH17) intends to serve as a platform for a global audience of academics, researchers, and scholars to present their research work and/or ongoing research activities in the field of humanities and social sciences, as well as all interrelated disciplines.

With an international scientific and board committee, IBU-ICSSH2017 will help in sharing knowledge, meeting people and will provide an intellectual and international friendship atmosphere. Different and important issues will be treated, analyzed and questioned in the debates organized in the conference.

As this year we are celebrating the 10th anniversary, the IBU family is motivated more than ever to give a boost to our growth and whole-heartedly accepts the challenge of becoming the most prestigious university in the region and beyond. In this regard, we have recently received a great recognition of our work, being ranked as the best university in Macedonia in the field of teaching and learning according to the Shanghai University Ranking for the academic year 2015/2016.

In the end, allow me to make a sincere call for engagement. In a time when our noble value of peace is at stake in the world, let us come together, inspire ourselves in courage and enthusiasm and, in one voice, send a joint message and promote our friendship, brotherhood and cooperation and contribute to a better tomorrow for all humanity.

Sincerely,

Prof. Dr. İsmail Kocayusufoglu

Rector of International Balkan University

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Changing the World:
Challenges, Opportunities and Responsibilities

STREAM:
POLITICAL SCIENCE

CO-OPERATIVES: THE FRONTLINE FIGHTERS OF A “SOCIAL CELL” IN BUILDING SUSTAINABLE STRUCTURES

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Liveability of cities leaving no burden to future generations has become more popular amongst academics, policy makers and practitioners in recent years due to rising population, rapid urbanisation and their tragic socio-economic consequences. Perhaps the most important fact for cities to reach sustainability is based on whether or not their parts such as neighbourhoods have sustainability. Therefore, neighbourhoods, as phenomenon, as “social cells”, as vital parts of cities acting as the frontline in the battle for sustainability, are extremely important. Another phenomenon is co-operatives. There are more than 111,200 cooperatives throughout the world. They employ 250 million people and 2.2 trillion USD in turnover according to ICA. Today we know that they may become the strategic tools for countries in reaching sustainability. In this paper, it is considered that the cooperatives in neighbourhoods, which are conceptualised as “social cells”, can provide positive contributions to sustainability at local, regional and national levels. Aim of the study is to put forth that neighbourhoods can achieve sustainability provided that cooperatives play a more effective and integrated role. The study is analysed through the systematic approach and the results and conclusions are shared.

Keywords: Co-operatives, Neighbourhood, Social Cell, Sustainability

LOCAL SERVICES IN MACEDONIA: ACTUAL SITUATION AND FUTURE PERSPECTIVES

Lejla Selmani

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The constructive and negative characteristics of local government give us information about how much progress is recorded at the local government level. The advance of Macedonian local governance, the legal framework and weaknesses and how these processes develops, how far we can go forward and how we can get more impressive and successful seeks answers to these questions.

Made on decentralization field research, this thesis is based in socio technical methods, Republic of Macedonia in three municipalities (Tetovo, Bogovinye, Yegunovça) local service resources given to people and our study examined the effects of that impact what is the real issue of the thesis. Thus, in three municipalities in the Republic of Macedonia (Tetovo, Bogovinye, Yegunovça) people, are receiving municipal services, in which areas they take these services, municipal services how to be more efficiency and questions like these are the fundamental question of our research. At the same time the people we studied, methods used when they receive municipal services, central-local relations, examines the attitudes of local government taking over administrative organization.

Keywords: local services, structures, Macedonia.

ANALYZING THE WESTERN BALKANS AND TURKEY AFTER THE COUP D'ÉTAT ATTEMPT (15TH OF JULY 2016)

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Western Balkans and Turkey had always important and crucial political, economical and social relationship. We can state that there is a profound relationship between Turkey and the Western Balkans in general. In order to understand this, we have to introduce historical evidences with regard to the political developments in the Western Balkans and Turkey as well. In the first part of my paper i will be explaining the political development of the Western Balkan states and societies after the dissolution of Yugoslavia and the perspective of the enormous switch from socialism towards democracy and free market economy.

In the second part i will be focusing more on the Turkish state development and its foreign policy towards the Balkans and the Western Balkans specifically. In the third part I will definitely analyze the impact of the military in the Turkish state structures and its development. The coup d'états and the debate with regard to civil and military will be thoroughly investigated. This will be analyzed from a comparative analyzes through examples of several of kind of states. The importance of the civil society will be stressed. In this paper I will analyze separately the coup d'état attempt on the 15th of July and the Gulen movement as one the most important factor for the coup launch.

In the last part I will try to analyze the impact of the coup d'état attempt of the 15th of July and the reflection of the Western Balkan states. The Western Balkan mainstream media and the political parties will be analyzed with regard to their stand and position of the Turkish coup d'état attempt. The importance of Turkey for the Western Balkan countries will be stressed and the positive effects of intensifying these relationships will be explained.

Keywords: Turkey, Western Balkans, coup d'état, relationship, history, development...

IMMIGRANTS AND SOCIAL RESPONSIBILITY OF HOST STATES

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Humanity has a deep moral crisis, we as human beings have forgotten the value and dignity of every person as core element of the universal rights and freedoms. As social responsible people, our ethics call us to acknowledge the immigrant experience and to do the maximum for their accommodation. Host states are obliged to respect the scope of human and political rights of immigrants in the context of international law, as well as current political rights regulations of the country of asylum. Immigrants, like other strangers, are entitled to the same political freedom of expression, association and assembly as host state citizens. These rights are often seen as a threat to the national cohesion of the host state. Responsibility toward immigrants is also applied to non-governmental organizations which are concerned with them in order to help the administration of international activities in these areas

Keywords: Immigrants, social responsibility, host states, humanity, political rights, political freedoms.

OVERVIEW OF CASTELLS COMMUNICATION THEORY OF POWER

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This article tries to follow re-conceptualization of the one of the most important concepts in the history of the sociology, proposed by Manuel Castells. Namely, in the light of historical changes of the social context and what Castells calls the networked society, re-conceptualization of power and power relations took place. This article tries to point out the concept of power as proposed by Castells and consequences that followed.

Keyword: Manuel Castells, Power, Communication, Networked Society

STREAM:
INTERNATIONAL RELATIONS

REDEFINING FOREIGN RELATIONS IN THE HORN OF AFRICA: SUDAN AND ERITREA IN THE CONTEXT OF YEMENI CIVIL WAR

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The finalisation of the process of lifting sanctions on Iran leading to the normalisation of Iran's international status and the civil war in Yemen have had important implications for relations between the Arab States. However, they have also had wider repercussions, particularly in the Horn of Africa. In the context of these two international events, the United Arab Emirates' falling out with Djibouti served as a catalyst for redefining external alliances in the Horn of Africa.

The investigation leading to the proposed paper applies process tracing methodology to analyse Sudan's and Eritrea's relations and the shift from their alliance with Iran to embracing relations with the Gulf States involved in the Saudi-led coalition intervening in the Yemeni civil war. It argues that in the changing political context, both the Sudanese and Eritrean governments reevaluated their foreign policy orientation and sought to consolidate new alliances largely due to the potential of obtaining material resources to address their strained domestic position. As a result, both severed their ties with Iran, and improved relations with the Gulf States by lending support to their intervention in the war in Yemen.

Keywords: Sudan; Eritrea; Horn of Africa; foreign policy; external alliances

DISABILITY RIGHTS (ENFORCEMENT ACCESSIBILITY ACCORDING TO 554A BGB)

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Around 650 million people worldwide live with disabilities. This corresponds to approximately 10 per cent of the world's population. Unfortunately, these people are often victims of discrimination. European Tribunal for Human Rights regularly deals with complaints from disabilities persons with human rights conventions. In Germany a provision 554a of the German Civil Code (BGB) has been inserted by means of a modernization of obligation law. This standard aims to improve the legal position of people with disabilities in tenancy situations, while the tension between them is different and divergent legal entities and legal goods. There is no such provision in the many legal systems. It is therefore necessary to examine the standard in detail and to establish whether such a norm is also necessary in the Turkish legal system.

THE ROLE AND THE IMPACTS OF REGIONAL COOPERATION IN WESTERN BALKANS AND SOUTHEAST ASIA: A COMPARATIVE STUDY

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This study covers two regions, namely Western Balkans and Southeast Asia. It will touch upon the cooperation which includes security circumstances and its aspects; roles and impacts of two regions; various prevailing government policies in Western Balkans and Southeast Asia; and cooperation amongst the states in respective regions. Furthermore, this article attempts to explore the geographical and political conditions, as well as the inter-state relations in the region which is undertaken within the framework of two theories: The regional Security Complex Theory as mentioned by Buzan and Waever (*Regions and Powers*) and the Regional Security Community. This study is seeking to shed light the feature of inter-state relations in two regions and whether their organizations such as SEEK in Western Balkans and ASEAN in Southeast Asia can play an active role in preventing or resolving the regions' conflicts. However, there are differences between two regional organizations that share certain security practices. Moreover, there are possibilities as well to strengthen the regional security community and cooperation between the two regions in relation to security and defense projects.

STREAM:
EDUCATION

“VALUE FOR MONEY?” PERSPECTIVES FROM THE SOCIAL SCIENCES ON THE IMPACT OF A MARKET-DRIVEN ACADEMIA

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In the context of a global market society, European universities are gradually losing the support of States due to budgetary criteria. From the economic context in which the academia is embedded, I will examine the ideological support of the current change within the university, its vectors of diffusion, and the risks it presents to democracy. As a case study, within a wider research program led by A.S.de Rosa (European/International Joint PhD in S.R. & C. Research Centre and Multimedia Lab, University of Rome Sapienza, Italy) and funded by the EU FP//2013 PITN-GA-2013-607279 (<http://www.euophd.eu/SoReComJointIDP>) I analyze the consequences of academia's market-oriented conversion focusing on the Theory of Social Representations (SRT) and its theoretical polarity with “mainstream Social Psychology”. Even though the theoretical core of Moscovici's work is an undoubtedly valuable contribution to the social sciences, its methodological incompatibilities with “what sells” leave it structurally ostracized, and its potential unfulfilled. This paper explores the interplay of European sociopsychological tradition, its disciplinary legacy, and the market-oriented trends that have undoubtedly impacted the developmental paths the Theory has followed, thus identifying elements “for a biography of the Social Representation theory” (de Rosa, 2016), likely to be reported to the whole university world. The issue of governmentality and academic performativity is also examined, from a general perspective and through a specific case study. These sections are complemented with an elaboration of the different rationalizing pressures of the dominant discourse as well as the ways the academic world resists it.

IMPROVEMENT OF TEACHING EFFECTIVENESS IN HIGHER EDUCATION

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Establishing metrics for evaluation of teaching effectiveness in higher education is a quite challenging process and basically it is focused on student responses to written questionnaires related to the classroom teaching practices. Despite some strong opposition to incorporate such student ratings in university evaluation, they have been still widely used. For example, self-evaluation process of academic staff and students' poll are the techniques used in Macedonia for measuring the effectiveness of teaching. In the last two decades there have been some studies focused on establishing a system of measuring the effectiveness of teaching in higher education in engineering, in general. Even though, the solid arrangements for the evaluation of the efficiency in the education of engineers, have not been established yet. Thus, the aim of the EU funded project "Improving Teaching Effectiveness in Chemical Engineering Education" (iTeach, www.iteach-chemeng.eu) is focused on developing a framework which will support the assessment of teaching effectiveness in delivering core chemical engineering knowledge as well as core employability competencies in a range of geographical and educational context. Furthermore, after appropriate adaptation, the framework has been applied in gathering data about teaching effectiveness related to different branches of science, applying diverse teaching approaches.

Keywords: Teaching effectiveness, Lifelong learning, Higher education

ABOUT THE POINT OF ANCIENT AGE CIVILISATIONS IN ANATOLIA IN THE SENSE OF CULTURAL IDENTITY

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By owning the cultural heritage of the geographical region they live in, modern societies are trying to create a perception of superiority and development over other societies, thereby proving that they are the part of a very old culture. Today, the Ancient Age History has continued to be used for political purposes by many states or not identified-state societies. While the societies that do not have much accumulation of past cultures in their geographical region are searching for their cultural identity in remote geographical areas, Anatolia has been home to a great majority of ancient civilizations. But has the Republic of Turkey, which includes Anatolian region, succeeded using this cultural richness while describing itself? In this study, we aimed to search for an answer of this question by using a sample selected from the teacher candidates of İstanbul University. The data were analysed quantitatively and attempts were made to reveal university students' sense of belonging to ancient civilizations.

Keywords: Ancient Age Civilisations, Cultural Identity, Education, Anatolia

A COMPARATIVE STUDY OF ELECTRONIC INFORMATION LITERACY LEVELS OF RESEARCHERS: INSTANCES FROM UNIVERSITIES OF KASTAMONU AND ÇANKIRI KARATEKIN IN TURKEY

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Information is no needless to say vital to researchers since their researches are supposed to be based on information. With ICTs and scientific developments, not only the nature and environment of information acquisition, but also learning, research and thus universities are being reshaped, and so new tools, methods, notions have arisen. In this sense universities serve us the most related samples in order to understand all these changes with information and information technologies. Universities develop healthier by facilitating all stakeholders of the education process through the library which serves a pioneer of new developments. This study aims to determine the electronic information literacy (e-IL) levels of researchers in Kastamonu and Çankırı Karatekin Universities in Turkey. With e-IL we compass the use of ICT, e-resources and e-services by researchers of the before mentioned universities. The study dwells on the challenges of whether the researchers have received any support from the related library or not; whether their EIL activities and skills are sufficient or not and whether there is any significant difference between the two universities or not. In this context, the study is built on a main and some sub hypothesis formulated as below: “effectiveness of library and information services (including information literacy training) will increase the academic productivity of the researchers”; “The EIL skills and levels of researchers are generally low”; “There is no significant difference between the EIL levels of researchers of the two universities”; “IL services of libraries of the relevant institutions are not enough” and “Researchers of both universities need IL training”.

Universities of Kastamonu and Çankırı Karatekin are two infant higher education institutions with 45 and 25 academic units respectively. There are 16 faculties, 6 institutes, 6 schools, 16 vocational schools and 26 research centers within these universities. The scope of this comparative and descriptive investigation is limited to only faculties of these universities with a total of 683 researchers from both universities. Related literature is reviewed and a survey including questions regarding use of ITCs, use of electronic information sources and services, activities requiring information literacy skills and educational needs of the researchers is planned to be used as a technique for data collection. The data set of this study based on a descriptive and comparative method, will be analyzed with SPSS version 23.0.

When considering the social-economic, demographical, geographical nature of the cities where these universities are established and developed, one can understand the prominent role that the library plays in improving the efforts of scientists and researchers to use and generate information. The importance of the subject arises when assuming that researchers (here ranging from research assistants to professors) by nature of his professions and occupations are constantly nested with information and information sources and that information is the foundation of a research. In this context, determination of levels of research oriented information and skills, will help and enable the infant libraries of these two

universities to review and include in their plans and strategies new services and models of (electronic) information literacy practices. Therefore the outcomes of this study are considered helpful for the university libraries in order to plan their future information literacy practices.

Keywords: electronic information literacy, information resources, researchers, university of Kastamonu, University of Çankırı Karatekin, electronic information services

EDUCATION OF GIRLS' IN ANCIENT ROME

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The purpose of the study is to draw a picture of the position of girls in the ancient Rome's education system by using document review method which is one of the qualitative data collection tools will be used. There are two general features in Roman education system. First of these includes the transfer of traditional Roman values to the new generations and it is obvious that the education of the girls were mostly limited in this. The institutions that allows these values' transfer such as loyalty, accuracy, piety, courage and perseverance to the children, has been the families since early Rome. But in the education of girls, besides these values, we can count additional works such as house administration were given. As far as it is understood, the primary schools called 'Ludi' were not considered necessary at the beginning, and the literacy education started to be given in these schools took place in the 3rd century. The second period in Roman education has a very intense Greek influence. In this period, we can see that Greek culture and traditions are being one of the basic features of Roman education. In short, the goal of the study is to try to reveal the value that attributed to women in Rome which affected the majority of the known ancient world by concentrating to the primary education.

Keywords: Ancient Rome, women education, history of education

ORGANIZATIONAL METAPHORS AND PARTICIPATION IN A HIGHER EDUCATION INSTITUTION

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Among the goals of Higher Education declared in the Portuguese legislation, we strike: i) to train graduates, not only to be able to integrate professional groups but also to participate in society's development and to cooperate in their own continuous education; ii) to promote critical thought, freedom of speech and research. Taking this in account, this paper is based on the action research project "Learning to Learn" focused on the social-academic experience of undergraduate students in Higher Education and their right to complete their training with success and accomplishment.

Trough semi-structured interviews and focus groups, we understood the integration difficulties of the students: i) time management; ii) budget management; iii) psychological, educational and social challenges; iv) to cope with belonging to different groups and social networks; v) for student-workers, to balance school responsibilities and work commitments.

On personal and social development we explore students' expectations, representations and achievements – this paper will present an organizational approach of such experience and perceptions, developed by the students, in the subject of Sociology of Organizations. Particularly, structural analysis, organizational metaphors and the perspective of the School as an organization will be used as a framework to construct reflective knowledge about the study case.

Keywords: Higher Education; Student Participation; Critical Thought; The School as an Organization; Metaphors of the Organization

DEVELOPMENT OF A SYSTEM OF QUALITY ASSURANCE IN HIGHER EDUCATION IN THE REPUBLIC OF MACEDONIA: HISTORICAL OVERVIEW

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The system of quality assurance in Macedonian higher education is regulated according to the “general model” for QA (van Vught & Westerheijden, 1993), while its development recognizes four development phases from the country independence to date. The first is an introductory phase of QA (2002-2008) with the introduction of the new Law on HE (Official Gazette no.64/2000 and the establishment of the Accreditation Board (AB) and the Evaluation Agency (EA). The second phase (2008-2010) is known by the rapid expansion, growth and dispersion of higher education at the expense of stagnation in quality assurance and tendency for greater state control. The phase from 2010 till October, 2011, has been earmarked by the merger of the two national bodies for quality assurance into one, introduction of fines and university ranking. The fourth phase that started in October, 2011 and lasts till now is linked to the period of overregulation of higher education and increasing role of the state in the context of challenged university autonomy. As the mechanisms for oversight and control of higher education are changing according to the societal and political trends (Neave & Van Vught, 1991), this paper discusses the key aspects and possible effects of this development.

Keywords: system of quality assurance in higher education, general model for quality assurance, overregulation, national bodies for quality assurance

VIEWS AND KNOWLEDGE LEVELS OF MIDDLE SCHOOL MATHEMATICS STUDENT TEACHERS ABOUT THE APPROACH OF PROBLEM POSING

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The purpose of this study is to investigate views and knowledge levels of middle school mathematics preservice teachers about the approach of problem posing. For this purpose, student teachers who are at the senior class were studied. The sample of the study is 18 student teachers who are at the senior class in the program of primary school mathematics teaching. Qualitative research method was used in the study. “Problem posing information form” which is prepared by researcher was used as a data collection form. With this form, it was aimed the investigation of thoughts, fund of knowledge and experiences of student teachers. In this direction, the problem posing information form was designed including 11 open ended questions. The form was revised with the expert opinion and put into the final shape. It was had semi-structured interviews with student teachers and asked them the questions in the form. Collected data was analysed with content analysis method. According to results of the study, student teachers have enough information about what the problem and problem posing is. However, they have not enough information about how and in what way they are posing a problem. Problem posing experiences of student teachers which they had up to now are very inadequate. Nevertheless, they think they can pose a problem easily if asked. Besides, students teacher find favourable the problem posing and also they are planning make problem posing studies when they become a teacher.

Keywords: Problem posing, student teacher

THE ISSUE OF ICT INTEGRATION IN THE FORMAL CURRICULUM OF PRIMARY EDUCATION OF THE REPUBLIC OF MACEDONIA

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Effective integration and usage of ICT within the formal education depends upon developing comprehensive policy and contextualized strategies that will enable adequate transformation of the school curriculum and will lead to intensified usage of ICT in teaching. The educational reforms and attempts of ICT integration in formal curriculum in Republic of Macedonia done till now, impose several important needs for research and analysis of the current education policy. One need is referring to re-evaluation of the realistic level of integration and adequate usage of ICT in the formal education. That kind of evaluation reports are not known till now, since the process of changes and adaptation is still considered active, even though it has being going on for a long period of time. Another occurring need is connected with evaluating the current changes and the level of adequacy presented in the formal curriculum programs of the Bureau for development of education in Macedonia, used by teachers as a basic goal setting and instruction manual in their ICT integrated teaching program.

This research provides an overview of the outcomes of the public policy framework regarding the ICT integration by analyzing the publicly announced formal curriculum of the primary education. It also compares the actual Macedonian model of ICT integration with the current models of transformations of educational systems due to ICT implementation. By that, the discussion provided will try to define and create relevant conclusions about the current situation, so it can be used as a future recommendations in the process of re-evaluation and/or transformation of the current ICT educational policies of Republic of Macedonia.

Keywords: ICT, school curriculum, primary education, national educational policy, Republic of Macedonia

DIDAKTİK ANTLAŞMASI ÇERÇEVESİNDE ÖĞRENCİLERİN FONKSİYON KAVRAMINA YAKLAŞIMLARI

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Öğrencilerin fonksiyonlar konusuna grafikler üzerinden yaklaşımlarını incelemek amacıyla yapılan bu çalışma özel durum niteliği taşımaktadır. Fonksiyon kavramı cebirsel gösterimler ile daha çok ilişkililmiş gibi görülse de bu kavramın özellikle günlük hayat uygulamalarındaki işlevselliğini sağlayan en önemli gösterimlerden biri grafiklerdir. Fonksiyonlar grafiklerle resmedilerek görsel olarak algılanıp yorumlanabilir. Grafikler nicel bilgilerin kolay anlaşılması ve yapılandırılmasını sağlayan oldukça yaygın bir gösterim biçimi olarak belirtilmektedir. Didaktik Antlaşması ise “Öğretmenin öğrenciden ve öğrencinin de öğretmeninden beklediği davranışlar topluluğu. Bu davranışların çok az bir kısmı açık bir şekilde ifade edilir, birçok davranış ise kapalı bir şekildedir” şeklinde tanımlanmaktadır. Bu ifade, sözleşme gibi işleyen ve öğretmen-öğrenci-bilgi arasındaki üç yönlü etkileşimi düzenleyen gizli normların bulunduğunu dile getirmektedir.

Dolayısıyla bu çalışmada, öğrencilerin daha önceden karşılaşmadıkları ve dolayısıyla didaktik antlaşmasına uygun olmayan sorulara verdikleri cevaplar çoklu temsiller ve didaktik antlaşması kavramları yardımıyla analiz edilmiş ve öğrencilerin grafik okuma ve oluşturma becerileri ile ilgili çeşitli öngörülerde bulunulmuştur. 65 lise son sınıf öğrencisinin çalışma grubunu oluşturduğu çalışma İstanbul’da üç farklı lisede uygulanmıştır. Verilerin analizinden elde edilen en önemli sonuç, cebirsel işlemleri yapmada çok iyi durumda olan öğrencilerin aynı başarıyı grafiklerle ilgili işlemlerde gösteremedikleri görülmüştür. Ayrıca kavramsal anlamının yetersizliği nedeniyle birçok öğrenci grafiklere fonksiyon kavramından bağımsız bir yaklaşımda bulunarak soruyu yanıtlamaya çalışmıştır.

STREAM:
COMMUNICATIONS

ATTITUDES OF SENIOR HIGH SCHOOL STUDENTS IN REPUBLIC OF MACEDONIA TOWARDS VIOLENCE ON TELEVISION

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The intensive development of science and technology, especially of the mass media, contributed to an ongoing dialogue among communication and media scholars about the influences of mass media on audiences and their everyday lives. Television, as the most popular and most powerful medium of 20th century, certainly played a crucial role in re-shaping the existing structures of everyday life and appropriated the time previously allocated to use of other mass media and/or other leisure activities.

The inquiry into effects of violence on television is one of the most important research challenges for a media scholar because violence is seen as socially dangerous and destructive, and is often seen as act that is aimed at termination of human dignity (Kriegel, 2003 cited in Rotar, Z.N., 2005: 6). As portrayals of violence (unfortunately) became an integral part of contemporary media culture, especially youth culture, this paper will engage in analyzing the attitudes of senior high school students in Republic of Macedonia towards violence on television.

SOCIAL MEDIA, TRADITIONAL MEDIA AND POLITICAL CAMPAIGNS

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The idea that the Internet may create a shift in democracy is not a new one. All advances in, and developments of, communication and media technologies, from traditional media such as newspaper, radio and television, to all forms of digital media raised the questions of use of media for participation in political processes especially in their use in political campaigns.

As people are increasingly shifting to social media for their news where political engagement is concerned, this paper will examine the ways in which Donald Trump used new/digital media platforms, such as social networking sites for his presidential campaign in United States, in general. The paper will examine how social networks such as Facebook and Twitter are potentially becoming political powerhouses, and are developing into probably the most powerful political tools ever created. However, Twitter has emerged, and has already strongly established its position as a news platform, hence this paper will focus on the use of Twitter in Donald Trump's presidential campaign in 2016 in particular.

THE ROLE OF SOCIAL NETWORKS IN TWEENS' CONSUMER SOCIALIZATION

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The Internet has created a new learning culture where tweens, 8-14 year olds, can learn not only by observing and modeling, but rather through a process of active exploration and participation. Social networks provide many conditions that encourage consumer socialization, acting as a virtual space for connection, content finding, exchange, self-disclosure and self-representation, and platforms where tweens can share ideas, opinions, experiences and knowledge with their peers. This study examines the role of social networks as agents of tween's consumer socialization and SN's influence on tweens' cognitive, affective and behavioral attitude components, using empirical data gathered by self-completion questionnaire from a purposive sample of 120 social network users aged 8-14. The results of the data processed and analyzed in SPSS reveal the importance of SN compared to the other agents of consumer socialization. The study considers the impact of additional factors such as SN usage, gender and age, and identifies the most influential social network among Macedonian tweens. This paper provides future research directions and holds important implications for marketers aware of the value of tween marketing segment and the importance of SN as marketing tool, where companies can extend their strategies, directly connecting their brands to these young consumers.

Keywords: social networks, consumer socialization, tweens, consumer socialization agents

STREAM:

ECONOMICS, BUSINESS AND MANAGEMENT

EFFECTIVENESS OF TECHNOLOGY TRANSFER SUPPORT IN DIFFERENT INDUSTRY SECTORS – CASE OF SLOVAKIA

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The innovation plays an important role in economic development. The governments try to stimulate innovation in different ways. One of the main used tools is direct support of private enterprises. However, due to limited public resources, more and more attention is given to effectiveness of such support. When evaluating effectiveness of the innovation policy implementation also raises the problem of "one size fits all" measures, whereby the effects of intervention may vary according to regions or sectors. In central Europe countries, most of this support is financed from structural funds. In this article, we empirically tested effectiveness of one such a measure – support of technology transfer to strengthen innovation processes in Slovakia. We evaluated the influence of the support on labour productivity and value added of different kind of sectors, comparing supported and non-supported enterprises. As methods, we use the standard Cobb-Douglas production function to estimate effect of EU subsidy on firm's performance through its effect on total factor productivity and also difference in difference analysis. We found only temporary effects of such support and this support has different effects across the different sectors. We suggest some policy implications from this results.

Keywords: public support, public policies, technology transfer, innovation, structural funds

THE EFFECTS OF TRADE OPENNESS ON THE ECONOMIC GROWTH OF REPUBLIC OF MACEDONIA

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International trade is believed to be one of the several catalysts of economic growth, although the effects of trade openness on economic growth have been and remain a subject of much controversy among scholars. Therefore, the aim of this research paper is to analyse empirically the effects of trade openness on economic growth for the case of Republic of Macedonia. For this purpose, the study utilizes quarterly time series data for the time period 1998Q1-2016Q2. The empirical analysis of data consists on econometric research strategy based on ordinary least squares (OLS) and vector autoregression (VAR) methodology. The results of the study reveal a positive and significant impact of trade openness on economic growth. Thus, for 1% increase of trade openness the economy will grow for 0.6%. This shows that increasing level of openness is beneficial for the country, especially export oriented trade policies are crucial. The results are robust as they are supported by all model's specifications.

Keywords: Trade openness, economic growth, effects, VAR.

PORT SELECTION FOR CPEC OPERATIONALIZATION - DECISION MAKING THROUGH ANALYTICAL HIERARCHY PROCESS (AHP)

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Sost Dry Port in Gilgit-Baltistan is Pakistan's upstream supply chain node on China-Pakistan Economic Corridor (CPEC) for trade facilitation between the two countries. Considering the major increase in CPEC containerised traffic in near future, Sost Dry Port is still considered to have significantly inadequate port efficiency for handling this prospective trade flow. The policy makers of Pakistan have also planned to develop a new midstream dry port near Havelian city in the adjoining Khyber Pakhtunkhwa Province as a hinterland intermodal terminal to handle future CPEC cargo. The study applies AHP technique to strategically prioritize the decision whether to physically upgrade the existing terminal upstream (Sost) or to develop a new one midstream (Havelian) for increasing port efficiency that improves logistics flow of CPEC cargo. The data was sourced from the key stakeholders who were directly involved in the CPEC trade. The study concludes that the Sost Dry Port should be upgraded first in view of its strategic significance and location for CPEC operationalization. In addition, the current study also offers some important policy insights on the strategic alignment of transshipment nodes on the China-Pakistan Economic Corridor for an efficient trade flow.

Keywords: CPEC, infrastructure, logistics, trade facilitation, port selection, Customs clearance

UNDERSTANDING POWER DISTANCE AND SERVICE DELIVERY IN PUBLIC SECTOR OF PAKISTAN

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Power distance represents the respect that hierarchical positions are accorded within an organization. Low power distance culture incubates an efficient rule-based administrative system in the public sector, where focus lies on serving the citizens of a country. This paper attempts to understand the role of power distance and service delivery in the public sector of Pakistan. A sample of 11 experienced respondents were selected from various public sector organizations for their views on the subject. The qualitative approach employed for this paper reveals that Pakistan's public sector is in a state of transition. The high power distance management style, a part of Pakistan's colonial inheritance, is slowly shifting to a low power distance management style driven by recent administrative reforms. As a result, low power distance culture is getting firmly entrenched in the public sector while displaying positive results measured by a marked improvement in public service delivery.

Keywords: power distance; culture; service delivery, public sector, employee behavior

MARKETING RESEARCHES INTO YOUTH TOURISM SEGMENT IN AZERBAIJAN

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At present, tourism is one of the priority directions of the development of the Azerbaijani economy, and by extension, the analysis of the tourism market situation, the study of the specifics of consumer behaviour in the tourism market constitute the most important areas of marketing research in tourism.

The purpose of the research is to study the market of youth tourism in Azerbaijan, its current state and analyse the challenges of its development.

While researching youth tourism as a driver in the development of the tourism sector, the authors applied the following methods: observation, collection of materials, questioning, processing of results, and analysis of documents to identify positive trends in the development of youth tourism in the region.

The practical significance of the work is that the research materials can be applied in practice by the heads of tourism enterprises that organize youth leisure time, investors, sanatoriums engaged in the development of specific programs to improve youth recreation, create a single movement, and strengthen interpersonal relations between different ethnic groups.

Keywords: youth tourism, tourism sector, market segment, consumer behaviour.

FACTORS DETERMINING ORGANIC FOOD CONSUMPTION IN TURKEY

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Organic food consumption is a significant issue regarding its effects on health and gets more popularity among consumers increasingly. It is important to understand why consumers prefer organic foods and the reasons beneath to motive them to consume organic food. The aim of the study is to identify determinant factors of organic food consumption in Turkey. Data collected from all of the 9 organic food bazaars of Istanbul. The authors applied convenience sampling and face to face survey. 620 individuals shopping at these bazaars participated the survey. Data analyzed by exploratory factor analysis and reliability analysis. As a result; eight underlying dimensions, which derived from the factor analysis, namely “Norms”, “Attitude (Hedonic)”, “Benefits of Consuming Organic Food”, “Self-Identity”, “Social-Identity”, “Beliefs (naturalness & taste)”, “Beliefs (health & environment)”, “Attitude (Rational)” were found as the determinant factors of organic food consumption in Turkey.

Keywords: Organic food consumption, factor analysis, Turkey

AZERBAIJAN INDUSTRY DIVERSIFICATION: THE NEED AND THE BASIC DIRECTIONS OF ITS IMPLEMENTATION

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One of the most pressing problems at the present stage of development of Azerbaijan is the need to diversify its industry. Currently, the emphasis on diversification of industry is one of the main targets of the strategic development of the country. It is known that the current structure of the industry is characterized by a low level of diversification. This is primarily due to the fact that export-oriented commodity sectors had been most developed during the period of transition to a market economy.

The purpose of the study is to uncover the state's role in the diversification of Azerbaijan's industry, to develop evidence-based recommendations on the possibilities of economic diversification of the state. The scientific novelty of the research lies in the fact that the benefits of the diversification for Azerbaijan have been revealed, the measures to overcome the 'natural resource curse' in relation to conditions of Azerbaijan and to withdraw from the raw materials' development of the country have been studied, and the directions of industry diversification have been offered. The results of the study are to justify state regulation of diversification process, to determine perspective directions for development non-oil sectors of the manufacturing industry of the country.

Keywords: structural changes, industry, institutional reforms, natural resources, state policy

INNOVATIVE PRACTICES IN ENTREPRENEURIAL FINANCING: A STUDY OF CROWDFUNDING

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In opposition to conventional finance, alternative funding practices offer a groundbreaking way of filling financing gaps by harnessing the potential of digitalization, innovation, disintermediation, and financial inclusion all the while promoting the use of the collaborative economy. With its widespread availability through digital platforms, crowdfunding has become a powerful instrument in the hands of entrepreneurs looking for financial backing. This paper investigates the evolution of the concept of crowdfunding as it pertains to added value vis-à-vis resource allocation, the timing of the business life cycle and the management of risk. In addition, the authors analyze the typology of crowdfunding and treat the underlying systemic deficiencies that interfere with the economic forces at play. The conclusion of the study prompts new insights into the direction of future theoretical developments regarding financial innovation and offers recommendations for a possible empirical validation of the advantages of crowdfunding as a transformational force in the current financial landscape.

Keywords: crowdfunding, finance, innovation, entrepreneurship, collaborative economy

MANAGEMENT OF COMPETITIVENESS OF EMPLOYEES OF ORGANIZATIONS BASED ON THE DEVELOPMENT OF THEIR CORE COMPETENCIES

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Competitiveness of personnel has a significant impact on the company's competitiveness, since human resources are an important element of the company's efficiency. Thus, the tasks of the company's HR service include activities aimed at ensuring the professional development of employees, increasing their competence level and matching the positions they occupy. Increasing the core competencies of personnel is the basis for managing the competitiveness of employees of organizations. The key method of formation and development of core competencies is the system personnel policy, focused on the development of corporate training practices oriented to those competitive advantages of employees, which should be formed by developing competences in the current and forecast periods. And those companies that consistently implement and actively use the benefits of corporate training have the opportunity to quickly influence the competence profile and level of their employees, manage their competitiveness and ensure a stable market position for the company as a whole. The article considers the experience of foreign and Russian companies in implementing the system personnel policy aimed at the formation of corporate core competencies that ensure the competitiveness of employees in the domestic labor market.

Keywords: Competitiveness of an employee, corporate competencies, qualifications, development

IMPACT OF DIRECT TAXES ON ECONOMIC GROWTH IN REPUBLIC OF MACEDONIA

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The main objective of this paper is to investigate and determine the nature of the relationship between direct taxes and economic growth in Republic of Macedonia, utilizing quarterly time series covering time span 2000 – 2015. Furthermore, findings reveal that data are non-stationary in their level and stationary in their first difference based on two test for unit root Augmented Dickey Fuller and Phillips Perron test, respectively. Moreover, Johansen test for co-integration indicate the rank number as one, while evidence from Vector Error Correction model suggest negative and significant effect of Personal Income tax on Real GDP, while Corporate Income Tax is showing positive and insignificant effect on real GDP in Macedonia. Finally, such results can contribute as further recommendation for the Macedonian tax policymakers in the future, since tax rate cuts even though encourage employment, savings and investment, if are not financed by immediate expenditure cuts, will increase budget deficit, therefor reducing national saving and raise interest rates in the long-run, thus reducing positive direct impact on economic growth.

Keywords: Personal Income Tax, Corporate Tax, Granger Causality, VECM.

ECONOMIC GROWTH DRAG OF ENERGY: EVIDENCE FROM TURKEY

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Along with the rapid development of countries, energy has become central input in economic growth. Rapid economic growth in developing countries mostly depends on energy consumption, hence the scarcity of energy represents a major challenge for sustainable development. A model predicting the drag effect of energy consumption on economic growth in developing countries is of great importance for policy-making. The purpose of this study is to estimate the drag effect of energy consumption on economic growth in Turkey. To reach this purpose, we first derive an augmented version of Solow (1956) model by introducing energy to the production function and then, test the theory for Turkey. Both theoretical and empirical estimates obtained from the preliminary analysis show that energy consumption becomes a binding constraint in production. In addition, the model introduced in this study could be used as a framework for empirical analyses, considering the majority of the empirical literature on energy is not based on an explicit theoretical model.

Keywords: economic growth, energy, time series, growth drag

INTERNATIONAL TRADE FLOWS OF GOODS BETWEEN EU – 28 AND THE ENLARGEMENT COUNTRIES

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The development of free trade is an essential factor for the market economy and an instrument for stimulating economic growth and enhancing competitiveness. In the global trade, the unique EU trade market achieved the first position, accounted 16% of the world imports and exports. EU – 28 is the top trading partner for 80 countries, where majority are developing countries.

Due to the geographical position of the enlargement countries (candidate countries and potential candidate countries for EU membership), the EU – 28 is one of their main trading partner. According to EUROSTAT data for 2015 approximately three quarters of all exports leaving Albania and the Republic of Macedonia destined for the EU-28, with Bosnia and Herzegovina the share is 71.6 %. Over two thirds of all exports from Serbia were destined for the EU-28, as were more than two fifths of exports from Turkey. The two remaining enlargement countries — Montenegro and Kosovo — saw exports to the EU-28 account for nearer to one third of their total exports.

The research aim is to explore the export – import dynamics between EU – 28 and enlargement countries under the EU trade policy. The research is mainly focused on descriptive research methodology, using the secondary data.

Keywords: trade, export, import, EU-28, enlargement countries

WHAT ARE THE KEY DRIVERS PUSHING BUSINESS CORPORATIONS TO IMPLEMENT CORPORATE SOCIAL RESPONSIBILITY PRACTICES? – CASE STUDY: REPUBLIC OF MACEDONIA

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Corporate Social Responsibility (CSR) is almost becoming an obligation and responsibility for many companies. The aim of this paper is to give overview and to analyses the real key drivers that are the reason why the business corporations are willing to use the corporate social responsibility in Macedonia. By acknowledging and knowing the fact that domestic and foreign business corporations in the Macedonia are using the tool corporate social responsibility in their activities implemented in this regard.

Main research question is: What are the key drivers that are pushing business corporations in the Macedonia to implement this corporate social responsibility? My research methodology consists of two main techniques, as follows: a structured interview and questionnaire. I mainly use descriptive statistics, but I also execute a factor analysis to analyze the different types of factors that business corporations are motivated for using them. From the findings, it can be concluded that though the legal, ethical and philanthropic factors may also be considered as motivations for CSR, the economic factor plays the main role.

Keywords: corporate social responsibility, factors, Macedonia, companies

THE EFFECT OF PERSONALITY ON ORGANIZATIONAL CYNICISM: MEDIATING ROLE OF BURNOUT

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Organizational cynicism is one of the major challenges that today's business organizations deal with because of its negative consequences, such as low levels of organizational commitment, job satisfaction, job performance; and high levels of turnover (Dean et al, 1998). Furthermore, research studies indicate that tendency of employees to become cynics is increasing day by day (Chiaburu et al, 2013). In order to shed light on this problem, we held a research study to find out whether personality types of employees have a significant effect on their organizational cynicism levels. Moreover, we tried to investigate if burnout plays a mediating variable role in this relationship between personality and organizational cynicism. According to our preliminary investigation we did not see any academic publication which has studied this relationship shown in our below model.

We used survey method and held a field study with 173 employees from service, textile and construction industries. According to our regression analyses on SPSS, results reveal that some personality types (i.e. Agreeableness, Conscientiousness and Neuroticism) have significant effects on specific dimensions of organizational cynicism (i.e. Affective and Behavioral). Furthermore, some dimensions of burnout (i.e. Depersonalization and Emotional Exhaustion) had played a full mediating role in these relationships.

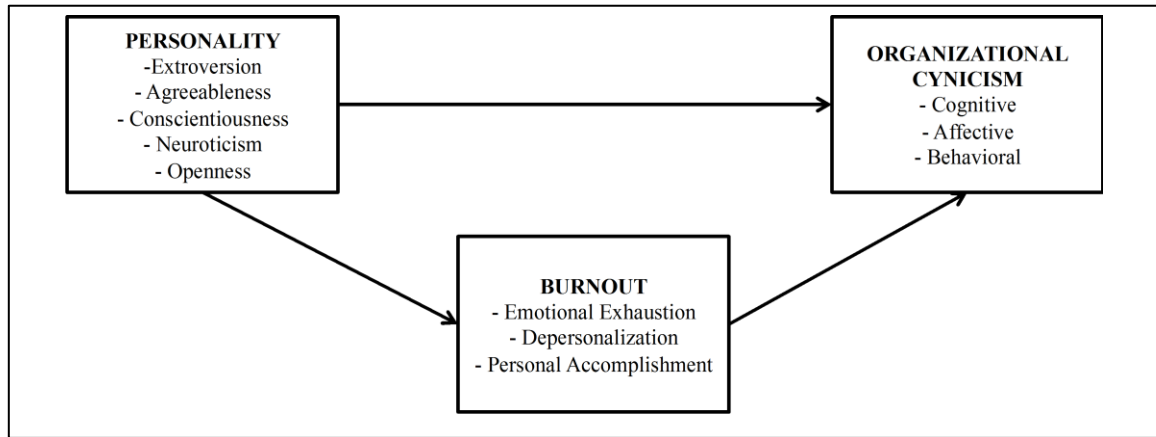


Figure.1: Theoretical Model of Study

Keywords: Organizational Cynicism, Big Five Personality, Burnout

EMPIRICAL ANALYSIS OF THE EFFECTS OF PUBLIC DEBT ON ECONOMIC GROWTH OF REPUBLIC OF MACEDONIA

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The issue of public debt and its effects on economic growth is highly discussed among scholars and policymakers. The recent researches yield ambiguous results relating to their linkage for both developing and advanced economies. Thus, the main purpose of this paper is to empirically analyze the impact of national debt on the economic growth for the case of Republic of Macedonia over quarterly data for the time period 1999Q1-2016Q3. The study employs the time series econometric techniques, using Vector Error Correction Method (VECM) and Johansen co-integration test, in order to analyze both, the short term and long term effects. In addition, a Granger causality test has been performed for investigating the causal relationship between the aforementioned indicators. The empirical findings disclose no robust evidence in the long run and negative effects in the short run.

Keywords: Public debt, economic growth, VECM, co-integration.

DO THE WESTERN BALKAN COUNTRIES BENEFIT FROM THE INCREASED COMPETITIVENESS IN THEIR ECONOMIES?

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The concept of competitiveness is usually discussed in the context of the superior performance of the economy achieving higher GDP growth, higher exports with positive implications on the current account balance and higher employment on a sustainable basis.

The competitiveness of the economies of the Western Balkans has recently gained in significance, which in parallel with the acceleration of their EU accession process, became European strategic interest too.

Although in the recent decade there is a general trend of improved competitiveness in the Western Balkans countries, the progress is uneven and much slower than in other EU countries.

Even more, increased competitiveness in each of these countries, made different impact on their export, economic growth, employment, but as well as on their population's standard of living and poverty level, which seems to be the regional increasing problem in the recent years.

The paper aims to present the comparative analysis of the increased competitiveness in the Western Balkan countries in the period 2005-2015, the main problems for competitiveness development in each of WB countries, as well as the impact that the increased competitiveness made on different aspects of the economic development and social welfare of analyzed countries.

Keywords: competition, productivity, economic growth, standard of living

JOB STRESS IN NURSES: SDU MEDICAL FACULTY HOSPITAL SAMPLE

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The purpose of this study is to determine the level of job stress and the factors affecting the stress in nurses. This descriptive study was carried out on 233 people working as nurses in the Research and Practice Hospital of Isparta Süleyman Demirel University in 2014 and accepted to participate in the research. The "Perceived Job Stress Scale", which was developed by Cohen and Williamson (1988) and its validity and reliability analyzes in Turkey were conducted by Baltaş (1998), was used to measure job stress levels of nurses participating in the research. The scale is of the likert type of 5 and consists of 15 questions. The face-to-face survey technique was used to collect data. The collected data were analyzed in SPSS package program, descriptive statistics and chi-square test were applied on the data. As a result of the analyzes, it was determined that the nurses involved in the research had occupational stress at various levels and the stress levels differed only in terms of education level. In terms of other socio-demographic variables, no difference was found.

THE CONCEPT OF EMPOWERMENT AS MEANS FOR ACHIEVING GREATER EMPLOYEE INVOLVEMENT, AUTONOMY AND MOTIVATION

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The level of empowerment differs greatly in different organizations. For some organizations it means only encouraging employees' ideas, and in some organizations the employees are given authority for decision-making and problem solving.

The concept of empowerment is important for any company as it can greatly improve its productivity and influence its success. It can increase employees' motivation and improve their efficiency by giving them the freedom of choice in utilizing their creativity.

Moreover, it can also lead to more effective managing. However, there are scholars who argue that empowerment is beneficial to the management and view the concept of empowerment as being impediment for effective management.

The paper presents an authentic model on empowerment.

THE IMPACT OF EXCHANGE RATE VOLATILITY ON TURKISH AGRICULTURAL TRADE

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The most important goal of the developing nations is to achieve rapid economic growth and exports are generally considered as an engine for economic growth. Turkish economy is characterized by the domination of its agricultural sector, employing roughly 25% of the total workforce and generating 9% of GDP. As for agricultural trade, Turkey exported more than 1500 kinds of agricultural products to 190 countries in 2015, accounting for an export volume of USD 16.8 billion. However, Turkish economy has been recently suffering from exchange rate volatility due to political and economic reasons which might a barrier in agricultural trade.

The aim of this study is to analyze the impact of exchange rate volatility on Turkish agricultural trade. To this end, we employ a gravity model between Turkey and its major agricultural trade partners for the period of 2002 to 2015. Based on a gravity model that controls for other factors likely to determine bilateral trade, the findings show that exchange rate volatility has had a significant negative effect on agricultural trade over the analysis period. As a policy recommendation, stabilizing the exchange rate fluctuations will lead to an increase in Turkish agricultural trade.

Keywords: Gravity Model, Agricultural Trade, Exchange Rate Volatility, Turkey

MANAGING VALUABLE RELATIONSHIPS WITH CUSTOMERS

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People don't live in isolation. Everything they see, feel, do, and think affects how they buy. Most companies don't pay enough attention to what is going on in the world and how it is affecting customers. Most marketers would say, sure, I know what is going on in the world. I'm well connected, I watch TV every day, and I read the newspaper every day. Well, that may be so, but most of them don't spend five minutes per week thinking about how the merger of some company or the change in one of the party leadership is going to affect their customers' behaviors. To be successful, the company has to be focused on customers, but it is not enough to be obsessed with customers in a vacuum.

Customers live in an ocean of information where the movement of each molecule affects all the others, and a good marketer should be like a whale swimming through the ocean, filtering for food in the water around it.

In this work it will be explained that people do things for reasons. It is marketers job to figure out what those reasons are and how to apply them in the businesses. All of their actions rise out of and reflect their emotions, opinions, and circumstances.

This paper focuses on analyzing customers. Marketers learn things that will help get customers into the store or on the telephone to buy the products. Marketers look and learn everywhere, because everything is connected.

Finally, this paper concludes that there is a lot more competition, so marketers have to work harder to make sure that customers choose their products. The opportunity is in the fact that when customers have choices, they have to make decisions. And in order to make those decisions, they need information.

Keywords: Marketing, Strategy, Customers, Behavior, communication.

EMPLOYEE SATISFACTION LEVELS AND WORK MOTIVATION BOOSTERS IN A COMPANY-CASE STUDY OF DAUTI KOMERC

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All organizations have to continuously carry the burden of making the employees satisfied and increase the levels of motivation among the workers because they represent the fuel that ignite the flames of success and prosperity of the whole company. In essence, their accumulated level of satisfaction and motivation is over flown in the form of higher productivity, quality, zeal and dedication to responsive responsibilities as well as customer service. The intention of this project paper is to analyze work motivation and satisfaction levels of employees in “Dauti – Komerc” in Saraj – Skopje, as well as the impact of culture upon worker satisfaction. As far as theoretical framework is concerned concepts such as job satisfaction, leadership, motivation, rewards and benefits as well as the concept of culture are incorporated. Whereas, the empirical element and the questionnaire were created to correspond the above-mentioned terms and fields of concern. The results of this research clearly show that it was mainly the growth factors which were highly valued and given higher motivational importance by the respondents and that the degree of rewards, has a strong influence upon employees. Moreover, results discussed and presented in this paper could be beneficial in assisting upper management of “Dauti Komerc” and other organizations to find out job related motivational preferences and determine the level of motivation.

Keywords: employee satisfaction, job, compensation, rewards, leadership, work motivation

RELATIVELY EFFICIENCY ANALYSIS OF PUBLIC HOSPITAL UNION' HOSPITAL SERVICES: AN APPLICATIONS BASED ON DATA ENVELOPMENT ANALYSIS (DEA)¹

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The aim of this study is to evaluate the relative efficiency levels of The Association of Public Hospitals via Data Envelopment Analysis (DEA). DEA is a useful technique for assessing the relative efficiency of a set of decision-making units. DEA has generated a considerable amount of interest in the academic sector and DEA practitioners have successfully applied the technique in assessing the efficiency of various organizations in the public and private sectors.

The data used in the study have been obtained from the statistics of Ministry of Health Public Hospitals Administration of Turkey Statistics in 2014. Input variables in the DEA model; the number of hospital beds, specialists, general practitioners and nurses midwives have been used as the input variable; while the number of outpatient, inpatients and surgical operation have been used as output variable in the DEA model. Input-oriented BCC-DEA model was used in this study. Banxia Frontier Analyst Program was utilized in the analysis of the data.

As a result of the analysis, the average of relative efficiency levels of 89 DMUs was calculated as 88.73%. DMUs of 21 were found fully effective. It was seen that the lowest efficiency levels in five provinces were respectively; Diyarbakır (70.42%), Muğla (68.98%), İzmir (67.94%), Bolu (64.69%) and Elazığ (61.24%). In order to become effective for all of DMUs; 20.22% of the number of hospital beds, 11.89% of the number of specialists, 18.12% number of general practitioners and 26.3% number of nurses midwives should be reduced; 16.94 % of the number of inpatients, 0.28 % of the number of outpatients and 6.25% the number surgical operations should be increased.

Keywords: Data Envelopment Analysis, Hospitals, Efficiency

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THE EFFECTS OF PUBLIC EXPENDITURES ON THE ECONOMIC GROWTH IN THE REPUBLIC OF MACEDONIA

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Fiscal policy plays a vital role in the leading overall economic activities and has been of a significant importance in the formulation of government plans and policies in the Republic of Macedonia. Due to its significance, this paper has an aim to analyze the effectiveness of fiscal policy actions in the country in the period of 2000Q1 – 2016Q3. The research is confirmed by the results of a quantitative analysis based on a 5-variable Vector Auto Regression (VAR) model which helps to identify the influence of government expenditures on a disaggregated level on GDP fluctuations over the past 16 years. Public expenditures in Macedonia mostly consist of current expenditures, transfers and purchase of goods and services, while the share of capital expenditures is low. Although in the recent fiscal measures there is a trend of slight increase of capital expenditures, they are mostly financed through borrowing, which may decrease their impact on the economic growth in the long run. Even so, the results of our analysis reveal a positive response of GDP to an increase in government expenditure which is in line with the macroeconomic theory of expansionary fiscal policy. Still, a reform of the public expenditure structure in the country is essential, especially in the share of capital expenditures which needs to be increased because those are the ones that refer to investments that drive economic growth.

Keywords: fiscal policy, Republic of Macedonia, government expenditures, economic growth, effects, VAR

STREAM:
PHILOLOGY

THE LANGUAGE NEEDS OF ENGLISH LANGUAGE TEACHERS: A NEEDS ANALYSIS STUDY

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The paper reports on the results of a needs analysis survey carried out at Blazhe Koneski Faculty of Philology, Ss.Cyril and Methodius University in Skopje. The study aimed at exploring novice teachers' and pre-service teachers' perceptions of their current language proficiency and their undergraduate training. It focused on the following research question:

To what extent is students' proficiency in English for teaching purposes developed at undergraduate level and what areas of language do pre-service and novice teachers need help with?

In addition, the study provides an insight into novice and pre-service teachers' beliefs about the most important aspects of communicative competence for teachers to develop as well as their confidence with each of these aspects.

The literature review of previous studies of the language needs of EFL teachers is followed by quantitative and qualitative analyses of the results of the present study. Apart from the questionnaire administered online, data was collected by observing teacher trainees teach. The main findings cast light on whether and how different aspects of English language competence are developed in pre-service teacher training and how confident the students are with each of these aspects. The results can serve as a basis for redesigning teacher training curricula and enhancing the language competences of prospective teachers.

Keywords: pre-service teachers, needs analysis, language needs, survey, curricula

VERBAL EXPRESIONS OF CAUSATIVITY IN CONTEMPORARY NORWEGIAN IN CONTRAST WITH SERBIAN

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The aim of this paper is to define, classify and describe those causative constructions (or: causatives) which express the component of causativity within *a verbal lexical unit* in Contemporary Norwegian as a Germanic language in contrast with Serbian as a representative of a Slavic language. Verbal causative constructions are just one way of expressing the semantic category of causativity in a given language, which often has more than one formal lexical and/or grammatical mean of expressing it. In this paper the authors propose a solution to the subcategorization of verbal causative constructions in Norwegian, regarding it as a prototype structure, and representing it on a continuum of realizations ranging from analytic, via morphological and lexical causatives. The paper shows that there are certain similarities between the two languages, but also that one can establish several directions of great formal non-correspondence concerning primarily the high degree of grammaticalization of the analytical causative in Norwegian in contrast with the high degree of lexicalisation in Serbian in connection with the presence of the so-called causative auxiliaries.

Keywords: causative constructions, Norwegian, Serbian, continuum, analytic causative, verb

THE ISSUE OF ASSESSMENT IN ELT - AIMS, DILEMMAS, AND ALTERNATIVES

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Assessment is an integral part of any learning process, and in this context, learning a foreign language is no exception. The aim of assessment is primarily to check what has been acquired, and what might need additional explanation and revision. However, in most cases, assessment is perceived as provoking and increasing feelings of stress and anxiety. This presentation is going to deal with the issue of assessment in the EFL classroom from several aspects - it will look at assessment from the students' perspective, address the negative backwash effect that might arise, as well as look at the numerous and diverse assessment techniques and strategies that can be used in the EFL classroom to alleviate and eliminate this phenomenon, with a focus on their advantages and possible drawbacks. The issue of assessment in the learning process, in the classroom, is nothing new; it has existed in the past and it will undoubtedly continue to exist in some form in the future. The question is, however, out of the wide variety of assessment methods that exist, how to choose which to use in higher education in order to assess students' achievements.

Keywords: formative assessment, summative assessment, backwash effect, positive backwash, negative backwash

CONCERNING DIMINUTIVE NOUNS (IN COMPARISON BETWEEN BULGARIAN AND GERMAN LANGUAGES)

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This research is a part of my doctoral thesis „Contrastive analysis of the diminutives in German and Bulgarian languages“ with the aim to specify some semantic characteristics of diminutive nouns in contrastive pattern between Bulgarian and German.

Keywords: Diminution, Nouns, Bulgarian, German, Language

INTERCULTURAL COMMUNICATION SKILLS FOR CONFERENCE INTERPRETERS

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Communication settings involving interpreters are always instances influenced by intercultural factors (Spencer-Oatey & Xing, 2009;), due to the fact that in interpreted communication there is the co-presence of two or more cultural and language systems which inevitably give rise to potential misunderstandings or misinterpretations of the original, intended message issued by the speaker.

The point of departure of the study is the understanding that in practicing their profession, besides being language experts, interpreters are also cultural mediators. In other words, interpreters need to develop intercultural skills and competencies, not only linguistic expertise.

The study discusses basic concepts of intercultural communication and examines the relationship between interpreting and intercultural awareness, particularly focusing on the role and specific skills of the interpreter. To this effect, a survey was carried out among professional interpreters in the Republic of Macedonia. The aim of the survey was twofold: to find out whether experienced interpreters become 'visible' and influence the flow of meaning during the interpretation by performing cultural mediation as well as linguistic, and to test interpreters' point of view of the way they perceive their role during the interpretative event. Findings are discussed in view of the varying perceptions of what constitutes the ideal role of the interpreter – to serve not only as a linguistic, but also as an intercultural mediator. The importance of including the teaching of intercultural communication as part of the interpreter training program at the Faculty of Philology "Blazhe Koneski" – Skopje, will also be highlighted.

Keywords: conference interpreting; intercultural communication; intercultural communicative competence; intercultural mediator;

THE IMPACT OF GAME-BASED (GAMIFIED) TEACHING ON VOCABULARY DEVELOPMENT AND OF EFL LEARNERS: A TURKISH CASE

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The purpose of this study is to investigate the impact of game-based teaching on vocabulary development and motivation of Turkish EFL learners enrolled in an English language preparatory school of a private university. The participants were thirty-two students and two EFL enrolled in the preparatory program. Data was from pre- and post- tests, motivation questionnaires and semi-structured interviews. The findings revealed that implementation of game-based teaching had positive impact on motivation of Turkish EFL learners. The results also suggested that students perceived this method as an efficient way to learn vocabulary in preparatory classes. Consequently, the study indicated that gamified instruction can be utilized as an effective teaching method promoting motivation in vocabulary learning in foreign language education.

AN EVALUATION OF PRIMARY SCHOOL 5TH GRADE ENGLISH LANGUAGE TEACHING CURRICULUM IN TURKEY

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In today's information age, all societies need individuals knowing foreign language and aim to train these individuals appropriate with the targets they defined for the purposes of communicating both culturally and commercially. Particularly, taking into consideration that English is the most common foreign language in the world, education systems need to train individuals using this language effectively. This is only possible with introducing an effective and applicable curriculum for teaching English as a second language. The main purpose of this study is to evaluate general applicability of 5th grade ELT Curriculum started to be implemented in 2013/2014 academic year according to the views of teachers in Turkey. Within this main purpose, applicability of the curriculum in context, input, process and product sub-dimensions was researched. This study was carried out with 100 EFL Teachers of 5th grade at state schools in Eskişehir and Kütahya in 2013-2014 spring term. The descriptive method of quantitative research design was used in this study with 5 point likert scale consisting of 38 items and the participants were selected through purposive sampling. As a result of this study, applicability of the 5th grade ELT curriculum was found to be mediocre by the participants.

Keywords: English Language Teaching, English Language Curriculum, Program Evaluation

TRANSLATING EXPRESSIVE LANGUAGE: SOME SOCIO-CULTURAL INSIGHTS

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The close relationship between language and culture, which is perhaps the most vital one, is reflected in translation. Expressive lexical units (slang, idioms, vulgarisms, taboos, dyspehmisms, offensive words etc.) are culturally bound and deeply rooted into the socio-cultural context; their connotative dimension accentuates their implicit meaning dependent on extralinguistic factors which are related to cultural notions and traditions and ways of using them within a society. The purpose of this paper is to show that contrastively analyzing expressive language in translation can shed light on some interesting insights into socio-cultural similarities and differences between English in Macedonian with regards to certain types of expressive language. The results of the survey confirm that differences in socio-cultural and historical conditions have differently affected they ways in which concepts and notions are perceived in these languages, leading to differences in the use of expressive words and their metaphorical dimension in English and in Macedonian. The findings and conclusions may serve a practical purpose as well, as they might pave the way for further, more comprehensive linguistic surveys.

Keywords: culture, society, translation, expressive language, analysis

ACQUISITION OF INTERROGATIVE AND NEGATIVE FORM A1 TO B2 LEVEL BY MACEDONIAN LEARNERS OF ENGLISH

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This article aims to provide an overview of the verb forms EFL learners use in the process of acquisition of interrogative and negative verb forms. It also explores learners' L1 (Macedonian) influence on L2 acquisition. The research is based on data taken from the Macedonian Corpus of English Interlanguage, which contains written language of students aged 8-15, A1-B2 level.

As the research shows, negative forms are easily acquired, with significant decrease of errors in B1-B2 level. Similarly, learners also have no difficulties in acquiring the interrogative form. Nevertheless, the number of errors remains stable across all levels. In addition, there is minimal influence of L1. L1 transfer related errors could also be treated as developmental errors, since they also appear in learners with L1 other than Macedonian.

The existence of developmental errors proves that language learners have their own interlanguage. Such errors help teachers adjust their expectations and teaching methods.

Keywords: acquisition, interrogative form, negative form, corpus, interlanguage.

TRANSLATIONS OF THE ADVERBIAL OF MANNER

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The English language and the Macedonian language belong to different language groups. So, through various linguistic insights, definitions and comparisons, the goal will be to find and define the similarities and differences of the Macedonian adverb *taka* (in Eng. *thus, so, in this/that way/manner, like this/that*) used as an adverbial of manner in both languages. The examples are from written translations, both literary and academic texts, from Macedonian into English language translated by native speakers of the English language. This is because in these cases the translation will be "unbiased" or "natural" since English is the native language of the translators. Even though there are a great number of appropriate translation equivalents, in a large number of examples this adverb has either been translated wrongly or has no translation equivalent at all, or has been translated with a phrase according to the context. The results received will have a pedagogical contribution as well as a special contribution for translation. Actually, because the adverbials of manner cause confusion and present a problem for the students/learners as well as the speakers of the languages, with this research we will help define them and in doing so clarify certain essential characteristics of theirs.

Keywords: taka, adverb, adverbials of manner, translation

IS SUFISM ABOUT CHANGING THE SELF OR THE OTHER?

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The paper will focus on the origins of Sufism to work out a framework of Sufi codes inherent in the works of Samiha Ayverdi, and Doris Lessing. It is interesting to observe that both Ayverdi and Lessing, without any acquaintance of each other, have manipulated in their works similar thematic codes and motifs. The reason why there is so much comparative interest in their works is, though they have never met in their lives in person, their intellectual, literary and inspirational sources cherish a rooted tradition of Islamic Sufism, otherwise called Tasawwuf.

History of the Sufi tradition is wide-ranging in scope and historically overwhelming. Therefore, the study will initially only survey through Sufism to explore the early formational period of Islamic Sufism, analyzing the traditional terms and concepts built up by the early Sufi saints together with some of the mainstream Sufi orders. Of course, there is in history of Sufism not only elements of dissemination, but also change, sometimes taking intellectual, sometimes even religious garb of the time. Originally based in Islamic sources, Islamic Sufism has also undergone changes in modern times and has become globalized, and, in some cases, secularized and popular through modulation, transmutation and diversification of its essential codes.

Modern times have witnessed the rise of hybrid identities due to migration of people, dissemination of cultures, and rise of connectivity, which has resulted in hybridization and hyphenation of identities. Emergence of new hybrid schools and Western adaptations of Sufism have been added up to the Sufi tradition. Doris Lessing, one of the two target novelists of this study, experiences a Western type of adaptation of Islamic Sufism, which is somehow similar to modern and more secular urban approaches to Sufism in Turkish context. Thus, Lessing and Ayverdi converges somewhere in history to end up meeting in their thematic, and intellectual interpretation, and codification of Sufism in their oeuvre. The traditional concepts of Tasawwuf such as “love”, “duality”, “abstinence”, “suffering” and “spiritual transformation” all find their way into the works of both writers though they come from different national and cultural backgrounds.

MULTIMEDIA PRESENTATIONS AND THEIR EFFECTIVENESS IN TEACH

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Multimedia presentations are challenges which enhance the spoken message in a presentation for learners as well as professors in their career. Most language instructors find it crucial and could not manage without them because they are becoming essential components of every classroom. The purpose of this study was to identify the impact and the effectiveness that multimedia presentations have in the process of teaching and learning in language teaching. The research was conducted using an experimental and control group. Seventy-four students took part in this study, whose age ranged from 16-19. Multimedia, such as PowerPoint presentations and other computer equipment, were used for the lessons in the experimental group, whereas traditional methods were used with the control group. Results indicate that students belonging to the experimental group got more involved in the lesson, adored the procedure and showed a positive attitude towards the use of multimedia in lessons. Conversely, the control group showed less interest in the lesson compared to the experimental group. We are confident that findings from this research could be beneficial not only to language teaching and learning field, but also to other branches of education. In addition, teachers could find it helpful, interesting and see it as a more advanced method of teaching than the traditional one.

Keywords: ELT; multimedia presentations; education

THE AGREEMENT BETWEEN TEACHER ASSESSMENT AND SELF-ASSESSMENT OF ORAL PRESENTATION SKILLS

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This study focuses on the agreement between teacher assessment and self-assessment of oral presentation skills. It pays attention to the comparison of their positive relationship, but also of the critical differences. The results show that teachers and students interpret the criteria of the rubric in a different way. In general, the self-assessment scores are higher than the marks given by teachers. This study is a pilot study of my master thesis project. The basic point is getting familiar with all the advantages and drawbacks of a bigger research on a bigger scale.

NEEDS ANALYSIS- DEFINING AIMS AND OBJECTIVES WITH REGARD ON STUDENTS' FEEDBACK

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In contemporary teaching, planning should be more student-centered. Prior to designing syllabuses (especially in institutions where the teacher is free to make decisions independently), students' needs should be taken into account. *What is needs analysis?* Needs analysis is a process of collecting and analyzing information about learners in order to set goals and contents of a language curriculum based on their needs (Kayi, 2008). It examines what learners already know and what they need to know. (Nation & Macalister, 2010). Many scholars indicate that knowing about learners' needs such as "their learning objectives, language attitudes, expectations from the course" are necessary in order to design an efficient curriculum (Brindley, 1984; Nunan, 1988, Xenodohids, 2002, et Kayi, 2008). Asking learners for suggestions and advice stimulates the act of learning and students' overall performance. The paper will therefore introduce needs analysis and a case study conducted at IBU with students of the ELT department. It will provide general hypothesis, research questions and applied questionnaire, overall conclusions, feedback and further implications.

Keywords: needs analysis, aims and objectives, checklist items, decisions etc.

THE ROLE OF THE MEMORY AND REPRESENTATION OF THE SPACE IN THE ORHAN PAMUK'S "ISTANBUL, MEMORIES"

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The study aims to analyze aspects of the representation through the perspective of contemporary theories of narrativity. It poses the question about the role of memory, history, time and space in the contemporary narrative forms.

The main goal of the research is to emphasize the complexity of the relationship between the fact and fiction in the process of structuring the autobiographical texts in the context of postmodernism.

The narrative structure of the book "Istanbul, memories" by Orhan Pamuk is in the center of the hermeneutical approach that was applied in the interpretation.

Keywords: memory, narrative, time, space, fiction, fact.

HUMOR AND GROTESQUE IN FLANNERY O'CONNOR'S *A GOOD MAN IS HARD TO FIND*

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Flannery O'Connor is considered to be one of the most important fiction writers known to be the strongest apologist of Roman Catholicism in the twentieth century. She was a Southern writer who often wrote in a Southern Gothic style and relied heavily on regional settings and grotesque characters. O'Connor's fiction reflects the local color of the region by depicting the moody and unsettling life in the American South. With the publication of her first short-story collection *A Good Man is hard to Find* (1955) established O'Connor's Christian character and darkly comic intent much clearer. Being one of the most famous examples of American Gothic fiction, the story embodies O'Connor's elements of fiction which have been termed as Christian tragicomedy: tragic because of its elements of the grotesque, often violent, events and characters in the stories, and comic because of the author's ability for achieving humor in the midst of this violence. Thus, this paper will look at the ways how the short story moves from satiric family comedy to brutal revelation as a grandmother leads her frustrated family on a vain attempt to find her old house in rural Georgia. While looking for the site of her girlhood property, she accidentally brings her whole family to their deaths at the hands of a tortured killer, The Misfit. He displays an odd regard for the grandmother, who forgives him right before she dies.

Keywords: southern gothic, humor, grotesque, evangelicalism

THE COMPATIBILITY OF THE CEFR DESCRIPTORS FOR YOUNG LANGUAGE LEARNERS' FUNCTIONAL COMPETENCE AT PRE-A1 AND A1 LEVELS

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The Common European Framework of Reference (CEFR) provides a detailed description of the learner's level of language proficiency in a number of language competences and skills. There are six basic proficiency levels (A1-C2, from beginner to proficient). An important undercurrent of CEFR is the focus on identifying the communicative proficiency of a learner. The framework is used in a wide range of teaching and assessment language settings. Although the CEFR does not differentiate between a child and an adult language learner, the current level descriptors are not entirely applicable to the beginning young learner. In addition, the Cambridge Young Learners Exams recognise another proficiency level, pre-A1, not included in the general CEFR framework. The purpose of the current research is to analyse the suitability of the A1 CEFR level for the child language learner in a formal setting, as well as to investigate the language skills at the pre-A1 level proposed for young learners. The methodology used includes thorough analysis of the national curriculum for English in the early grades as well as the syllabi of several renown English coursebooks for young learners. The focus throughout is on communicative functions and sociolinguistic knowledge. The conclusions will benefit teachers, policy and test makers.

THE LEGENDS OF RELATED WITH THE SEAS IN THE TRAVELS OF EVLIYA CELEBI

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The travelogues was among the oldest cultural products, most important literary types the historical adventure of mankind which transfers to the future.

The travel books given an informations about religious, the differences and tie-ups between cultures and civilizations often.

According to the assessments made, even though the travelers have information, etiquette and cultural level, the travel books very important while to learn about the experience period.

Evliya Celebi is one of the most important traveler between 16th and 17th century. Evliya Celebi's ten-volume travel book, very important treasure of the Turkish literature is as well as of the humanity.

There are more than 30 states his visited and writed in the regions. In this wide geography, variety of religions and cultures live together today.

The travels of Evliya Celebi have been a lof of legends. A legend is extremely interesting which is related with the seas.

With this legends, how of the Turkish and Islamic world, mythologized to the like Noah, Hızır and İlyas prophets, it will be examined from this texts.

In this paper, we will be examined about seas legends in The Travel of Evliya Çelebi and a symbolic analysis of these legends.

Keywords: Evliya Celebi, travel book, symbol, legends, folklore.

STUDENTS' AND TEACHERS' VIEWS ON SELF-ASSESSMENT AND PEER ASSESSMENT AS SUMMATIVE TRANSLATION ASSESSMENT TOOLS

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The formative benefits of self-assessment (SA) and peer assessment (PA) have been widely recognized by education scholars. Translator training scholars have also recognized the benefits that self-assessment and peer assessment bring to the learning process. Few studies have, however, tackled these forms of assessment from a summative perspective. The purpose of this paper is to fill this gap. If SA and PA are to serve as a summative assessment tool, they must be accepted by the stakeholders in the process. Thus, this paper aims to poll stakeholders' perceptions on SA and PA for summative purposes in translator training. The study was conducted among students and teachers of translation at the Department of Translation and Interpreting at UKIM - Skopje. Separate questionnaires were designed for both groups of respondents to obtain data for both quantitative and qualitative analysis. Conclusions are drawn based on the answers of 55 students and 14 teachers. The findings show that there is no confidence among stakeholders for SA and PA to be included as part of the formal assessment process in translation examinations.

Keywords: self-assessment, peer assessment, translation assessment, summative assessment

MAKING A TEXT HANG TOGETHER: A STRUGGLE FOR EFL STUDENTS

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This paper presents the findings of a study that examined the different strategies employed by students of English language and literature to achieve cohesion in their essays written in English, focusing particularly on the instances when the students' attempts to establish proper cohesive ties were not entirely successful. The study looked at the following types of cohesive relations: reference, substitution, ellipsis, conjunction and lexical cohesion (Halliday, M. A. K., and Hasan, R., 1976) and it demonstrated that establishing cohesive relations between specific elements in the discourse poses a great challenge for some students. Based on examples from a small corpus of students' essays, this paper presents the most commonly occurring problems and provides explanations for the students' inadequate attempts to achieve cohesion.

Keywords: cohesion, substitution, reference, ellipsis, lexical cohesion

FEMALE CHARACTERS IN MACEDONIAN DRAMA AFTER WORLD WAR II

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This paper is an examination of the image, role and social conditions of women in Macedonian drama after World War II. It compares female's characteristics in the postwar period narrated in Kole Chashule's "Darkness", Tome Arsovski's "The paradox of Diogenes" and Goran Stefanovski's "Wild Flesh".

The paper aims to analyze the female characters presented in the Macedonian drama after World War II, through elaborating the historical difficulties of the Macedonian people up to the creation of modern issues. Moreover, the paper indicates the change of women's attitudes as a result of the fear and trauma that the war has left on their modest way of living.

Keywords: Macedonian drama, female characters, postwar, Kole Chashule, Tome Arsovski, Goran Stefanovski.

THE POETICS OF IMMANENCE AND EXPERIENCE - THE CASE OF ROBERT LOWELL

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The paper demonstrates the inception of a poetic model I define as *the poetics of immanence and experience* in Lowell's poetry written during the late 1950s, which I argue marked American poetry's shift away from Modernism and its prevalent metaphoric and symbolic patterns. An analysis of a poem by W.B. Yeats ("The Second Coming") and one of Lowell's "life studies" ("Commander Lowell"), make the contrast between these two poetic models visible. I further define the concept of immanence as a structure-generating principle which presupposes *the presence* of a human consciousness as an individuated and immanent "I" in the poem, pointing at two essential forms of immanence in Lowell's poetry: (i) *the immanence of a lived experience*, which occurs when the poet presents the full structure of an experience with precise and concrete details through the voice in the poem and (ii) *the narrator's immanence*, which occurs when the narrator narrates himself through the selections of material and becomes the agent of the experience. Thus the concept of immanence, this paper argues, materializes and produces an artistic effect, a simulacrum of a lived experience and a concrete, personalized immanent narrator.

Keywords: Robert Lowell, *Life Studies*, immanence, experience.

MIDRASH IN THE NOVEL *THE RED TENT* BY ANITA DIAMANT

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The novel, *The Red Tent*, 1997 by Anita Diamant, an American writer with a Jewish origin, explores and presents the life of Dinah in the Bible from a woman's perspective. In the Bible, Dinah is totally silenced and Diamant in her novel presents her with a voice, in order her story to be heard. *The Red Tent* presents the rich experience of women and their lives, which when revealed and shown, present and establish the meaning of women in the biblical history and encourage within it, recognition and confirmation of the women's experience and importance. The novel *The Red Tent* is part of the Midrash phenomenon, which is part of the women's re-writing and it is a method for interpretation of biblical narratives, which promotes creative writing. Midrash is commonly defined as the process of interpretation by which "gaps" found in the Torah are filled in. The Midrash is divided into two categories: traditional and modern. The traditional is divided in two categories: Halakhan and Aggadah and *The Red Tent* belongs to the Aggadic Midrash.

Keywords: Midrash, Women's re-writing, Halakhan, Aggadah.

CORPORA AND VOCABULARY LEARNING

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University EFL learners are typically required to learn a vast amount of vocabulary in a short period of time in order to cope with challenging academic texts. One effective strategy that can be used to boost learners' vocabulary is the word form strategy (Cook, 2016). However, a valid question that arises here is: how should learners of English organize this vocabulary for memorization? One traditional and widely applicable technique is using word lists. Word lists, however, are not appropriate for advanced learners (Schmitt, 2000) and guarantee only 'superficial knowledge' (Cobb, 1999, p. 345) about words. This suggests that they may not guarantee retention which is crucial to learners' academic success. Another alternative method that might overcome the limitations of word-lists in learning vocabulary through affixation is the corpus-driven approach or Data-driven learning. In this paper, the author discusses some reasons why vocabulary expansion through corpora may be a better alternative to the traditional method.

Keywords: CALL, Word form strategy, Corpus-driven approach, Data-driven learning, Word lists

STREAM:
TURKISH LANGUAGE

TÜRKÇE VE ARNAVUTÇADA ORTAK KULLANILAN KELİMELERİN TEMATİK TASNIFI

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Türkçe ve Arnavutçada ortak kullanılan kelimeler sayısı oldukça fazladır. Türk-Arnavut ilişkileri bakımından dildeki bu müşterekliği irdelemenin bilim, kültür, eğitim ve sosyal ilişkiler açısından önemli bir girişim olacağı yadsınamaz. Özellikle 19. Ve 20. Yüzyıllarda dünyadaki ayrıştırıcı yaklaşımların aksine 21. Yüzyılda uzlaştııcı, birleştireci ve yakınlaştııcı ögelere dikkat çekmek gerekmektedir. Türk-Arnavut ilişkilerinin tarihini metinler ve kayıtlar ışığında 14. Yüzyıla götürmek mümkündür. Yedi yüz yıla yaklaşan bu sosyolojik ilişkinin dillerdeki yansımalarından birisi de dilin temel unsuru olan kelime ortaklıklarıdır. Bu bildiride Türkçe esas alınarak, Arnavutça sözlüklerde bulunan ve Türkçeyle yapı ve anlam bakımından ortak olan kelimeler tematik bir tasnife tabi tutulacaktır. Tematik sınıflandırmalar, pek çok bilim alanının ilgisini çeken bir konudur. Verinin bilimsel sonuçlar ve sağlıklı yorumlar ortaya koyabilmesi açısından sınıflandırılması bilimsel çalışmaların temel görevlerinden biridir. Özellikle sosyal bilimlerde veri oluşturma ve sınıflandırma önemlidir. Türkçe-Arnavutça dil ilişkileri hakkında yapılan çalışmaların literatürde sınırlı olduğu gözlemlenmektedir. Bu bildiriyle hem dil ilişkileri hem de dile yansıyan bu leksik ilişki diğer disiplinlerin ilgisine de sunulmuş olacaktır. Şimdiye kadar Türkçe-Arnavutça dil ilişkilerinin Türkçeden Arnavutçaya kelime geçişleri üzerinde durulmuş fakat bu geçişler hakkında yorumdan öteye geçmeyen irdelemeler yapılmamıştır.

Anahtar Kelime: Türkçe-Arnavutça; Ortak kelimeler; Tematik tasnif; Dil ilişkileri.

NECATİ CUMALI'NIN *VIRAN DAĞLAR* ROMANI VE *MAKEDONYA 1900* ÖYKÜ KİTAPLARI BAĞLAMINDA KÜLTÜR VE KİMLİK DÖNÜŞÜMÜ

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Cumhuriyet Dönemi Türk Edebiyatı 1923'ten başlayarak günümüze kadar süren uzun bir süreci kapsamaktadır. Cumhuriyet ilanından sonra çağdaş anlayışlar doğrultusunda gelişimini başarıyla sürdürmüştür. Bu dönem roman ve hikâyelerinde tarihsel koşullar bir edebi yapının kahramanı için yeni bir varoluş durumu yaratmakla kalmaz, tarihte kendi içinde bir varoluş durumu olarak algılanıp irdelenir. Cumhuriyet Dönemi Türk Edebiyatı devrinde ilk defa temel kaynak olarak halk edebiyatına ve halk kültürüne değinilmiş, karşılaşılan ya da anlatılmaya değer görülen insanların kahramanlıkları övülüp tasvir edilerek, hikâye edilip kültürel değerler kaynak olarak gösterilmiştir. Bu dönemin yeni kimlik oluşumu aslında bir öze dönüş hareketidir. Edebiyatın kendi milli değerlerinden hareketle oluşturulması bir kimlik inşası olmakla beraber, bu yeni ve başka bir kimlik oluşturmada daha çok var olan kimliğin milli kimliğe dönüştürülmesidir. Dönemin temel özelliklerini yansıtan Necati Cumalı'nın eserlerinde de bu durum açıkça görülmektedir. Necati Cumalı'nın ailesi 1923 yılında Türkiye-Yunanistan Mübadelesi kapsamında zorunlu bir göçle Türkiye'ye yerleşmiştir. Bu bağlamda yazarın belleğine kazınan önceki zamanlara ait özellikleri veya olasılıkları zihninde tamamlayıp, kökleri olan Balkanlar, özellikle de Makedonya köyleri ve dağları içerisinde eserlerindeki kurguyu geliştirmiştir. Çalışmamızda Cumalı'nın iki eserinde, birçok farklı andan oluşan, bellekteki zaman yolculuğu ve hatıralarla birlikte ortaya çıkan incelikli bir kültür ve kimlik dönüşümü üzerinde duracağız.

TÜRKÇE VE MAKEDONCADA KULLANILAN ORTAK KELİMELERİN YAPI VE ANLAM ÖZELLİKLERİ

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Türkçe ve Makedonca iki farklı dil ailesine mensuptur. Türkçe, Ural-Altay; Makedonca ise Hint-Avrupa-Slav dil grubunun üyeleridir. Bu farklılığa rağmen dil ilişkisi bağlamında pek çok ortak kelimeleri bulunmaktadır. Kelimeler dillerin temel unsurlarından biridir. Kelime ortaklığı üzerinden diller arası ilişkileri çok yönlü değerlendirmeye almak mümkündür. Dil içi ilişkiler yanında dil dışı ilişkiler açısından da incelenebilecek bu durum, dil konuşurlarının tarih içindeki ilişkileri hakkında fikir edinmeye katkı sunduğu gibi geleceğe dair bir takım planlamalar için de önemli bir altyapı oluştururlar. Tarihi olarak ortak coğrafya, siyaset, kültür ve sosyolojik ilişkiye sahip olan Türkçe ve Makedoncanın bugün sözlüklerine girmiş olan kelimelerin sayısı oldukça fazladır. Konu hakkında müstakil çalışmalar henüz yeterli bir seviyede olmasa da muhtelif niyetlerle ortaya konulan yaklaşımlar, konunun bilimsel bir bakışla ele alınması gerektiğine dair yeterli veri sunmaktadır. Bu bildiride Türkçe ve Makedoncada ortak olarak kullanılan kelimeler yapı ve anlam özellikleri açısından irdelenecektir. Her dilin kendine ait yapısal (morfolojik) ve anlamsal (semantik) işleyişi vardır. Bu çalışmada Türkçe ve Makedoncanın ortak kelimelerinin yapı ve anlam özellikleri üzerinde durularak dil araştırmacılarının ilgisine sunulacaktır. Diğer taraftan dil dışı gelişmelerin (coğrafya, siyaset, kültür ve sosyoloji vb.) dil içi (fonetik, morfoloji, semantik vb.) ilişkilere yansımalarının farklı dil ailelerindeki görüntüsü ortaya konulmaya çalışılacaktır.

Anahtar Kelimeler: Türkçe; Makedonca; Ortak kelimeler; Dil ilişkileri.

STREAM:
PSYCHOLOGY

CONTEMPORARY ETHICAL ISSUES IN PSYCHOLOGY AND PSYCHOTHERAPY

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Living the period of dramatically changes, as a human beings we are forced to have stable background that will support us, during these times of trouble. Facing the gap between everything possible and noting stable, that is creating a thousands of opportunities, the experience of instability and insanity arise, and provoke thousand ethical dilemmas, psychologists and psychotherapists are dealing in their contemporary practice.

The necessity of Ethical codes for these professions is already seen and accepted, as an integral part of their trainings. All psychological associations around the world as well as psychotherapy associations possess their own Ethical Codes that as a living beings are deeply embedded into the culture and the social context of each, constantly changing and improving. Still, the missing part is their transformation from letters and words, into the everyday working practice.

The aim of this article is to present Macedonian experience of dealing with contemporary ethical issues in psychology and psychotherapy, and to discuss further improvement. The necessity of developing capacities of psychologists and psychotherapists to become “ethicist” is the most valuable distinction between ethical practice and malpractice.

Being aware of that, could further influence changes in the education of these professions.

Keywords: ethics, ethical codes, psychology, psychotherapy

STREAM:
LEGAL STUDIES

RESTRICTION OF CIVIL RIGHTS IN THE FIGHT AGAINST TERRORISM

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The fight against terrorism is an issue that never loses its newsworthiness. Especially today with the strong development of terrorism and its spreading through the creation of new forms of terrorism, almost each country has been put in danger. That is why new methods and means are needed in the fight against terrorism, implementation of new legislation and their harmonization between countries. The purpose of this paper is to highlight the new guidelines within the strategy for combating radicalization and recruitment to terrorism adopted by the Council of EU and how these guidelines affect the civil rights; to analyze the effects of the adopted laws which restrict civil rights at the expense of higher protection against terrorism such as the USA Patriot Act; to identify the new legal provisions of some of the EU member states in the fight against terrorism; and to determine which civil rights are restricted and to what extent these new legal provisions limit the civil rights of people, whether it is justified and whether it is aimed at achieving the most important goal, greater protection of citizens from potential terrorist attacks.

Keywords: civil rights, terrorism, USA Patriot Act, EU counter-terrorism strategy, counter-terrorism legislation

THE IMPACT OF MIGRATORY FLOWS OF THIRD COUNTRY WORKERS ON EU ENLARGEMENT POLICY

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The free movement of workers is one of the four freedoms of the EU Internal market. The migrant workers who move from one into another state enjoy certain rights stipulated by the EU Law (*acquis communautaire*). This article has an objective to make a comparison of the rights enjoyed by the workers from EU member states with the third country workers, in particular from Turkey and the Republic of Macedonia. This paper examines the possible effect of the enlargement of the European Union with the Western Balkan countries and Turkey with respect to the freedom of movement of workers in the context of the impact of previous EC enlargements on migratory movements.

The central question to be answered is how the immigration flows from the new Member States influenced EU enlargement policy? Will that impact the next EU enlargement with the candidate countries from Western Balkan or Turkey? Will European Union put new transitional measures for maintaining its own security and stability?

The conclusion that will be reached is that the current EU law body is very problematic and should be reformed.

Keywords: Third country workers, migratory flows, enlargement policy, transitional measures

MULTIETHNIC COALITION GOVERNMENTS AS PRECONDITION FOR MAINTENANCE OF THE POLITICAL STABILITY AND THE CASE OF R. MACEDONIA

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R. Macedonia is constantly facing the challenge to reach democratic standards; establish rule of law; keep peace and stability; lower interethnic tensions; increase economic growth and eventually become an EU member states. Macedonian society is multi-ethnic and multicultural. The main pillar of multi-ethnic Macedonia is Ohrid Framework Agreement. The established political model is based on power-sharing and redistribution of public resources and political power. The Macedonian system it is not typical consociationalism model but has many characteristics of it. Since the independence, the multiethnic coalitions are regular for Macedonian political space. Generally, they are accepted as a factor that provides political stability of the society, although this practice is not legally based. The paper will present the case of shared form of governments in the R. Macedonia. It will show that although traditionally multiethnic coalition governments are seen as not stabile ones; they are important part and necessity in the multicultural societies. The conclusions can serve as ground for maintenance of the peace and political stability especially in the countries with less developed democratic traditions where more than one community coexists in one state.

A MODEL PROPOSAL FOR BUILDING AND SUSTAINING OF AN EFFECTIVE DEMOCRATIC SYSTEM IN THE CONTEXT OF A NEW TERM “HUMANITY CONSTITUTION”

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In this paper, human being is considered as the center instead of the State. The terms “Humanity” and “Constitution” were dealt with. The definition of the humanity constitution has been given. The first social units of human life were also dealt with. A balance has been established between the local administrations and the central government, starting at the local level “township”. A model has been proposed for the construction of townships, which are smallest administrative units that should be included in the constitutional texts and which are important for the efficiency of democracy. An individual can make independent decisions. In the same way, small administrative units composed of individuals take their own decisions within their limits. They make their own legislation. In this case, only then, a real and effective democracy can be mentioned. Providing the hierarchic and ceneterial services for humanity are necessary. Thus, while democratization is achieved with freedom in small units, the services that the center brings to human beings and humanity cannot be neglected. There is a balance between local and central administrations.

STREAM:
HISTORY

WOMEN IN THE CUNEIFORM LAWS

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The women, is not a topic of only present today, but of thousands of years ago, bearing within similar paradoxes. It is possible to observe the position and social status of women in written legal documents in the Mesopotamian culture, in addition to the approaches of theologians, archaeologists and prehistoric researchers. The aim of this work will be to describe the state of woman in the laws of Sumer, Babylon and Assyrians of Mesopotamia between 2330 and 1400 BC. In other words, we want to see how women is mentioned and what her status is in the cuneiform laws. This study has been limited the Urukagina reforms, Ur Nammu laws, the code of Lipit Ishtar and the Hammurabi's code. The main reason for naming it the "cuneiform law" is that almost all laws to be mentioned in this study have been written in cuneiforms. These laws reflect the Mesopotamian culture as well. The expression "Mesopotamian culture", though established under different states and empires interiorising one another by creating their own culture, has had great influence on Hebrew, Elamites and Hittites. It was concluded that the cuneiform law constitutes significant documents of the Mesopotamian culture and that "women" is reflected on law as an emptied concept.

Keywords: cuneiform laws, women, Mesopotamia laws

HISTORICAL PERSPECTIVE OF MIGRATIONS IN BALKANS

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Migration is a phenomenon of humanity from the beginning of civilizations; migrations were also reality of Balkan civilizations. With the other words Balkans are the places where migrations phenomenon will be considered like a natural historical processes. Migrations are realized for changing the actual positions or effecting from the indicators like economical, socio-cultural and political. Migrations are rottenly described like internal and external immigrations directly or indirectly effected to the Balkan societies. All kind of political, economical or war changes on the Balkans resulted with the conclusion of Balkan Immigrations. Balkans was settled in the center position of Eastern and Western civilizations. Base on this fact we can conclude also that Balkans was crossing point of religions. This research will give another Historical perspective to the Immigrations in the Balkan Peninsula. Research will be focused more on précised periods starting from 19th till 20th centuries.

Keywords: Immigrations, Balkans, Civilizations, Religion, History.

RELIGIOUS MISSIONS IN AMERICAS AS A CASE OF HUMANISTIC EDUCATION AND INTERCULTURAL LEGACY

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This paper focuses on a role which played different Catholic Orders in the colonization of Americas taken in comparative perspective, both in time and in space. Namely, we may observe the first conquistadores incursions into Caribbean and how their missionaries inmates' influences turned to the new perception of the Indian souls and the legal decisions taken by the Catholic kings. Following that, the space of Spanish colonial realm was extended from the Patagonia on South, to the Upper California on the North, were only scarce Franciscan missions were the only European authority in the vast space of deserts. These heroic features, however, have a unique example of the educational mission of Jesuits in the heart of South America which enabled a new civilization model, highly discredited by neighboring landlords and eradicated completely in order not to allow substitution of the serfdom model considered as a base for the creole society. Nevertheless, the Jesuit ideas have been consequently reborn and at present have reached their highest achievements in the divine stance of the Pope Francisc.

STREAM:

ARTS

REMODELING THE EXISTING URBAN AREAS IN SKOPJE

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The Macedonian capital is confronting with serious challenges in the recent years concerning its increasing urban density and its enormous air pollution particularly in the winter seasons. Absence of: green areas, sufficient parking spaces, attractive views from and to the apartments and the decreasing prices of the overflowed new dwelling areas seriously are threatening the future growth of the city. Therefore, the main goal of this paper is to propose a new and positive transformation of the existing urban areas of Skopje, in order to achieve higher quality of its dwelling areas. Through constructive analyzes of the current city quarters we will try to detect potential urban hot spots capable to become dissent and attractive locations for living. After choosing the location, we will propose an urban project for reanimation of that specific city location, a project that will introduce new public contents and it will propose improvement of the current infrastructure. This project will also include well organized new green and recreation areas in order to become a future destination for different social activities not only for the citizens of Skopje but also for tourists, keeping the privacy of their residents in the same time.

Keywords: urban development, built space, citizens, public space.

3D PACKING VISUALISATION, ANALYSIS OF TOOLS AND TECHNIQUES

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Traditionally, packaging designers had to make mock-ups at some point in their design workflow. They needed the mock-ups to win pitches, convince clients, and decide on materials and finishing effects. Making mock-ups is a time consuming and expensive process. In a world of the 'I need it now' way of working, demand is growing for the use of 3D Product Visualisation for quick turnaround times for adverts, pre-product launches and approving concept designs. In this article different tools and techniques will be analysed and compared.

Keywords: Packaging design, 3D modeling, 3D Visualisation, Graphic Design, Computer Graphics.

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