



AICEI 2020

15th ANNUAL INTERNATIONAL
CONFERENCE ON EUROPEAN INTEGRATION

CLIMATE CHANGE: CHALLENGES AND BUILDING RESILIENCE

FIFTEENTH ANNUAL
INTERNATIONAL
CONFERENCE ON EUROPEAN
INTEGRATION - **AICEI2020**



CONFERENCE PROGRAM

MAY 21ST, 2020

WELCOME TO AICEI2020!



15

YEARS

25+

COUNTRIES

270+

PAPERS

400+

PARTICIPANTS



PROGRAM

9:30-10:00 **Online registration**

10:00-10.55 **Opening Ceremony**

Opening Remarks by:

Prof. Dr. Miodraga Stefanovska -
Petkovska, Chairperson of
AICEI2020

H.E. Prof. Dr. Stevo Pendarovski
President of the Republic of North
Macedonia

H.E. Ambassador Samuel Žbogar
Head of the EU Delegation to
North Macedonia

Mr. Jani Makraduli
Deputy Minister of Environment
and Physical Planning, Republic of
North Macedonia

Mrs. Eva Ellereit
Country Director of Friedrich-Ebert-
Stiftung (FES) Republic of North
Macedonia

Prof. Dr. Zoran Kostov
National Director, Habitat for
Humanity Macedonia

Ana Colovic Leshoska
Winner of the 2019 Goldman
Environmental Award
Director of Eko-svest Skopje

10:55-11.15 **Media Interaction Session**

PROGRAM

- 11:20-12:45 **Track 1 - *Business, Economy, Finance and Innovation***
Moderator: Assoc. Prof. Snezhana Hristova, UACS
- 12:55-14:10 **Track 2 - *Policy, Justice, Governance and Ethics***
Moderator: Assoc. Prof. Marina Andeva, UACS
- 14:20-15:20 **Track 3- *Health and Society***
Track 4 - *Water-Energy-Food-Agriculture Nexus*
Moderator: Prof. Ana Tomovska - Misoska, UACS
- 15:30-16:45 **Track 5 - *Urban Planning, Energy and Infrastructure***
Track 6 - *Global Challenges*
Moderator: Prof. Miodraga Stefanovska - Petkovska, UACS
- 16:45-17:00 **Closing Remarks**
- 16:00-17:30 **Workshop 1:**
Social Marketing Strategies: The Potential for Reducing Pollution
- 15:00-16:30 **Workshop 2:**
European Green Deal and Carbon Tax Policy

Conference and Workshop registrations open on
10.05.2020

Please register your attendance at
www.aicei.uacs.edu.mk

Places for workshops are limited!

Paper Presentations, Track 1-2

Track 1 - Business, Economy, Finance and Innovation

- 11:20-11:35 Aleksandra Nakeva Ruzin
PRIVATE SECTOR ENGAGEMENT IN CLIMATE CHANGE MITIGATION AND ADAPTATION
- 11:35-11:50 Andrea Valeri
MULTI-SIDED BUSINESS PLATFORMS SCALING STRATEGIES: ROAD TO PLATFORM-POWERED ECOSYSTEMS. A EUROPEAN PERSPECTIVE
- 11:50:12:05 Ivona Mileva, Marjan I. Bojadjev, Miodraga Stefanovska - Petkovska and Ana Tomovska - Misoska,
INVESTIGATION OF ORGANIZATIONAL CULTURE IN COMPANIES IN HIGH RATE POLLUTED COUNTRIES: REVIEW OF EXISTING EVIDENCE AND APPLICATION OF THE NEW VOX ORGANIZATIONIS MODEL
- 12:05-12:20 Stefan Chichevaliev and Tomislav Ortakovski
SOCIAL ENTREPRENEURSHIP – THE MUCH-NEEDED ACCELERATOR OF THE MODERN “GREEN” ECONOMY
- 12:20-12:35 Paola Vaola and Lorenzo Gelmini
BIODIVERSITY AND BUSINESS: WHAT DO WE KNOW ABOUT BIODIVERSITY ACCOUNTABILITY?
- 12:30-12:45 Snezana Hristova and Dusica Stevceska - Srbinovska
"GREEN" HRM IN PURSUIT OF SUSTAINABLE COMPETITIVE ADVANTAGE

- 10 MINUTE BREAK -

Track 2 - Policy, Justice, Governance and Ethics

- 12:55-13:10 Živan Živković and Marija Panić
INDEX QUALITY AIR (IQA) , EDUCATION AND SCIENCE IN THE WESTERN BALKAN COUNTRIES AND THEIR EU PERSPECTIVE
- 13:10-13:25 Marina Andeva and Vasilka Salevska - Trajkova
CLIMATE REFUGEES OR CLIMATE MIGRANTS: HOW ENVIRONMENT CHALLENGES THE INTERNATIONAL MIGRATION LAW AND POLICIES
- 13:40-13:55 Marjana Opashinova Shundovska and Aleksandra Jovanovic
LEGISLATION IN THE FIELD OF CLIMATE CHANGE: CASE STUDY, NORTH MACEDONIA AND SERBIA
- 13:55-14:10 Ivana Vuchkova
TRANSFORMATION IN THE WESTERN BALKANS: THE READINESS FOR A SUSTAINABLE ENERGY LANDSCAPE

- 10 MINUTE BREAK -

Paper Presentations, Track 3-6

Track 3 - Health and Society

- 14:20-14:35 Maja Korubin Kjolruka
CHARACTER STRENGTHS AND SOCIAL SELF-EFFICACY AMONG UNIVERSITY STUDENTS IN NORTH MACEDONIA
- 14:35-14:50 Vera Dimitrievska
FACTORS CONNECTED TO PATIENTS' SATISFACTION IN THE HEALTH CARE SYSTEM IN NORTH MACEDONIA
- 14:50-15:05 Vera Dimitrievska and Vladimir Kendrovski
QUALITATIVE ANALYSIS ON EU CLIMATE CHANGE ADAPTATION STRATEGY IN HEALTH SECTOR

Track 4 - Water-Energy-Food-Agriculture Nexus

- 15:05-15:20 Nadica Jovanovska Boshkovska and Ana Sekulovska
RISK TRANSFER: A MECHANISM TO MAKE THE MACEDONIAN AGRICULTURE SECTOR MORE RESILIENCE TO CLIMATE CHANGE

-10 MINUTE BREAK -

Track 5 - Urban Planning, Energy and Infrastructure

- 15:30-15:45 Violeta Bakalchev, Sasha Tasic, Mitko Hadzi Pulja and Minas Bakalchev
THE TREE, THE MAN AND THE CITY, THE CASE OF THE SEVEN MAPLES IN VELES
- 15:45-16:00 Bekim Nuhija and Stefani Stojchevska
MILITARIZATION OF THE ANTHROPOCENE THROUGH SOLAR GEOENGINEERING APPLICATIONS

Track 6- Global Challenges

- 16:00-16:15 Jeremy Cripps
CLIMATE CHANGE: DISASTER RISK AND BUILDING RESILIENCE
- 16:15-16:30 Krum Efremov, Ljupco Veleviski and Makedonka Dimitrova
HISTORY OF CEFTA 2006 – NEW CHALLENGES AND DILEMMAS
- 16:30-16:45 Tamara Jolevska - Popov and Sonja V. Strezova
GEORGE R. R. MARTIN'S ATTEMPT TO CONVEY CURRENT ISSUES TO HIS READERSHIP IN "A GAME OF THRONES"

WORKSHOP INFORMATION

AICEI 2020 will feature two workshop on relevant topics related to climate change. The workshops will be conducted by renowned international lecturers and are free of charge to all interested participants. All registered participants who attend the workshop will receive an attendance certificate.

Please register your presence at www.aicei.uacs.edu.mk from 10.05.2020

Workshop 1: Social Marketing Strategies: The Potential for Reducing Pollution

This session will introduce participants to social change and the ability of strategic communicators and marketers to promote social change. Social marketing is an approach that may be applied in the fields of public health, environmental management, community development, crime prevention, addiction recovery, social work, religious work, education and training, the arts, public transportation, conservation, and agriculture, among others. While this session will introduce participants to the approach in general, the goal will include discussing the potential of this strategy for reducing pollution in the Republic of North Macedonia.

Lecturers:

Bobi Ivanov (Ph.D., University of Oklahoma) is Professor of Integrated Strategic Communication in the Department of Integrated Strategic Communication at the University of Kentucky, USA.

Kimberly A. Parker, (Ph.D., 2004, University of Oklahoma) is an Associate Professor in the College of Communication and Information at the University of Kentucky.

Workshop 2: European Green Deal and Carbon Tax Policy

As climate change is becoming a pressing issues that needs to be urgently addressed, the European Green Deal has been presented as a roadmap for making the EU's economy sustainable. This will happen by turning climate and environmental challenges into opportunities across all policy areas and making the transition just and inclusive for all. Within it, the EU will create a Just Transition Fund in order to provide financial support and technical assistance to help people, businesses and regions that are most affected by the move towards the green economy.

The Western Balkan countries are firmly oriented towards becoming EU member states and are strengthening more than ever their economic and political relations with the Union. Hence, questions on the potential effects that the European Green Deal and the Carbon Tax Policy aspect will have on their future integration process are becoming very essential in the ongoing climate and energy debate. Considering the existing energy infrastructure where coal is still the predominant resource, as well as the concerns for an urgent need for ambitious climate policy action by all countries, these and many other related questions will be in the focus of this workshop.

Lecturer: Zsolt Lengyel, Institute for European Energy and Climate Policy (IEECP)



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