EBTSF 2026 Conference Agenda
PARALLEL SESSIONS

Intelligence, Innovation, and Long-Term Impact in Organizations and Societies

12 and 13 November 2026

Faculty of Economics – Skopje
Ss. Cyril and Methodius University in Skopje

Management, Entrepreneurship and Human Capital in the Age of Digital and Sustainability Transitions

Thursday 12 November 2026

11:45–13:00 Session I1 In person

Chairs: Beata Bąkiewicz and Leonid Nakov

Room: Amphitheatre 2

Parallel Thematic Sessions I

Time	ID	Presentation
11:45–11:55	2250	**Interested But Not Applying: Career Interest, Application History and the Latent Talent Pool in the BPO Sector in North Macedonia** Andrijana Bojadzievska Danevska and Nadica Stavrova Extended abstract
11:55–12:05	8279	**Agentic Management as a Catalyst for Changes in Contemporary Businesses** Leonid Nakov, Stojan Debarliev and Bojan Kitanovikj Extended abstract
12:05–12:15	4703	**From Goals to Results: The Risk Chain Mechanism Behind Family Firms** Beata Bąkiewicz and Magdalena Biel Full paper
12:15–12:25	0374	**Bridging Education and Industry through AI: Toward a Competency-Based Curriculum Reform Framework for Emerging Digital Economies** Monika Spasovska, Leonid Nakov and Aleksandar Kiracovski Extended abstract
12:25–12:35	3469	**Assisted, Accelerated, Always Available? Artificial Intelligence and the Boundaries of Better Academic Work** Ljupcho Eftimov, Dimitra Skoumpopoulou, Bojan Kitanovikj and Mathieu Mercadier Extended abstract
12:35–12:45	8328	**Beyond Logistics Performance: Macroeconomic and Geopolitical Determinants of Port Resilience** Katarzyna Grondys Full paper
12:45–13:00	Discussion and session close	

Emerging Trends and Contemporary Development in Finance and Accounting

Thursday 12 November 2026

11:45–13:00 Session I2 In person

Chairs: Mila Mitreva Pandeva and Goran Hristovski

Room: Forvis Mazars Room

Parallel Thematic Sessions I

Time	ID	Presentation
11:45–11:55	2242	**Cybersecurity Readiness in Cloud Accounting: Risk Recognition, Protection Breadth and Regulatory Awareness in North Macedonia** Zoran Minovski, Natasha Kjatoska, Bojan Malchev and Todor Tocev Full paper
11:55–12:05	0987	**Perceived Opportunities, Limitations and Digital Enablers of Sustainability Reporting: Comparative Evidence from North Macedonia and Serbia** Todor Tocev, Bojan Malchev, Milica Ristić Cakić, Jovana Milenović and Ivan Dionisijev Full paper
12:05–12:15	4363	**Firm-Level Determinants of ESG Scores and Implications for Portfolio Management** Sasho Arsov and Aleksandar Naumoski Full paper
12:15–12:25	9475	**ESG Performance and Institutional Investor Ownership** Mila Mitreva Pandeva and Marija Gogova Samonikov Extended abstract
12:25–12:35	1635	**National ESG Conditions and New Business Density: Evidence From Southeast European Economies** Aleksandar Naumoski, Vesna Bucevska and Sasho Arsov Extended abstract
12:35–12:45	4555	**Systematic versus Idiosyncratic Connectedness in Global Financial Markets: Evidence from Traditional and Alternative Assets** Goran Hristovski, Gjorgji Gockov and Kiril Jovanovski Full paper
12:45–13:00	Discussion and session close	

Economic Development and Public Policies in a Fragmented Global Economy

Thursday 12 November 2026

11:45–13:00 Session I3 In person

Chairs: Elena Makrevska-Disoska and Kristijan Kozeski

Room: P10

Parallel Thematic Sessions I

Time	ID	Presentation
11:45–11:55	9762	**Firm-Level Innovation and Environmental Sustainability Nexus: Empirical Evidence from Central and Eastern Europe and the Western Balkans** Elena Makrevska-Disoska, Katerina Shapkova-Kocevska, Viktor Prokop, Dominika Brožková and David Zapletal Extended abstract
11:55–12:05	3309	**Workers' Remittances and Labour Productivity: A Comparative Analysis of Non-Linear Relationships in Croatia and North Macedonia** Marijana Cvetanoska and Fran Galetić Extended abstract
12:05–12:15	3259	**A Probabilistic Framework for Disease-Based Health Expenditure Forecasting and Resource Planning** Elisavet Nika, Thomas Tsiampalis, Dimitrios Georgakellos and Athanasios Sachlas (Extended abstract)
12:15–12:25	3738	**Infrastructure, Institutions and Economic Growth in Central, Eastern and Southeastern Europe** Gunter Merdzan, Marijana Cvetanoska, Daniela Bojadjieva, Biljana Tashevska and Mustafa Özer Extended abstract
12:25–12:35	2574	**Economic Complexity and the Dynamics of Deindustrialization in the Western Balkans: Evidence from Panel Data** Marko Tomljanovic, Igor Cvečić, Pavle Jakovac, Elena Makrevska-Disoska and Viktor Stojkoski Extended abstract
12:35–12:45	7991	**Do Rents and Mortgage Rates Matter for House Price Growth?** Gunter Merdzan, Kristijan Kozeski, Predrag Trpeski, Borce Trenovski Extended abstract
12:45–13:00	Discussion and session close	

Contemporary Marketing Strategies and Dynamics in Digital, AI-Mediated Environments

Thursday 12 November 2026

11:45–13:00 Session I4 In person

Chairs: Antonija Mandić and Irena Bogoevska-Gavrilova

Room: MEMFES

Parallel Thematic Sessions I

Time	ID	Presentation
11:45–11:55	1758	**From Information Literacy to AI Literacy: Mapping Competency Transformation in the AI-Driven Workplace** Antonija Mandić, Tanja Jakšić and Katerina Fotova Čiković Extended abstract
11:55–12:05	4661	**Digital Scalability with ERP Systems in Traditional SMEs** Dimitar Jovevski, Martin Kiselicki, Victoria Mountford-Brown and Aldo Valencia Full paper
12:05–12:15	1669	**Impact of Computer Vision on Supply Chain Management: A Cross-Functional Perspective** Sara Simunoska Extended abstract
12:15–12:25	9928	**The Role of xAI in Calibrated Reliance for Managerial Decisions** Martin Kiselicki, Saso Josimovski, Lidija Pulevska Ivanovska, Kalina Trenevska Blagoeva, Marina Mijoska and Dimitar Jovevski Full paper
12:25–12:35	3025	**Perceived Appropriateness of Social Media Promotional Practices Used by Private Healthcare Institutions in Serbia** Anja Vucic and Tamara Vlastelica Full paper
12:35–12:45	7092	**From Credibility to Loyalty: How Influencers Shape Consumer Purchase Intentions** Irena Bogoevska-Gavrilova, Anita Ciunova-Shuleska and Nikolina Palamidovska-Sterjadovska Extended abstract
12:45–13:00	Discussion and session close	

Innovation, Skills and Digital Transformation

Thursday 12 November 2026

11:45–13:00 Session I5 In person

Chairs: Igor Ivanovski and Ezeni Brzovska

Room: P3

Parallel Thematic Sessions I

Time	ID	Presentation
11:45–11:55	1552	**The relationship between internal business processes and customer and stakeholder perspectives in HEIs** Nedeljka Živković and Biljana Tošić Extended abstract
11:55–12:05	6849	**Fraud Detection through AI-Based One-Class Behavioural Anomaly Monitoring** Sotiris Bersimis, Kyriakos Skarlatos and Michalis Makris Full paper
12:05–12:15	8926	**Digital Fatigue and Rational Decision Making in Gen Z Online Purchase Intentions** Violeta Cvetkoska, Cristian R. Cisterna-Aravena, Filip Peovski and Ivona Serafimovska Extended abstract
12:15–12:25	8201	**Resource Accounting and Production Planning in Azerbaijani Light Manufacturing** Mayis Gulaliyev Full paper
12:25–12:35	6449	**Agreeing on the Problem, Diverging on the Evidence: Measuring Information Asymmetry in Skills Governance** Violeta Cvetkoska, Predrag Trpeski, Igor Ivanovski and Filip Peovski Extended abstract
12:35–12:45	1363	**Evaluative-Relational Versus Symbolic-Experiential Drivers of Streaming Platform Loyalty** Snezana Ristevska-Jovanovska, Ivona Serafimovska and Ezeni Brzovska Full paper
12:45–13:00	Discussion and session close	

Industry Research and Practice

Thursday 12 November 2026

11:45–13:00 Session IP In person

Chairs: Katerina Toshevska-Trpchevska and Dimitar Jovevski

Room: Amphitheatre 1

Keynote III and presentations from industry and practice

Keynote III: 11:45–12:15. Each industry paper has a nine-minute slot, including brief questions.

Time	ID	Presentation
11:45–12:15		**Introduction** by Ana Arsov
12:15–12:24	1054	**From HR Administration to Digital People Operations: Redesigning the Employee Lifecycle with Automation, AI and Data** Marija Arsov Extended abstract
12:24–12:33	1967	**The Role of Forensic Accounting in Detecting Financial Statement Fraud: Methods, Limitations, and the Theranos Case** Stefan Mladenoski Extended abstract
12:33–12:42	2475	**Do Online Clicks Drive Real National and Export Sales? A Data-Backed Case Study in the Confectionery and Snack Industry** Aleksandar Gjuroski, Dusica Nedelkoska and Branimir Dimkov Full paper
12:42–12:51	6462	**AI-Enabled Multi-Source Data Intelligence: AI and Connector-Driven Research and Business Consulting** Sergej Zafiroski Extended abstract
12:51–13:00	8922	**From Listening to the Customer to Innovation** Ana Kovachevska Full paper

Doctoral Symposium and Research in Progress Forum

Thursday 12 November 2026

Room for both parts: Phono Laboratory

Part 1 Workshop

11:45–13:00 Session D1

Checking AI-assisted research before submission

For PhD students

Facilitator: Nikša Alfirević (session opened by Chair Nikola Levkov)

Part 2 Research Presentations

14:00–15:00 Session D2 Parallel session

Chairs: Nikša Alfirević & Nikola Levkov

Each paper has a ten-minute slot, including brief questions.

Time	ID	Presentation
14:00–14:10	1491	**Stress as a key factor in the workplace in modern society** Milanka Dimovska, Nikola Kadoić and Nina Begičević Ređep (Extended abstract)
14:10–14:20	3376	**Determinants of Government Debt – The Case of the Republic of North Macedonia** Sinan Ismaili (Full paper)
14:20–14:30	4890	**A Costly Quid Pro Quo Relationship? Political (and Military) Connections and Financial Statement Quality in Indonesia.** Frandy Efraim Fritz Karundeng, Zsuzsanna Széles and Frank Bohn (Full paper)
14:30–14:40	5093	**When banks outgrow their economies: Relative size and tail risk in selected European economies** Artan Sulejmani and Taki Fiti (Full paper)
14:40–14:50	5406	**Relational Concentration, Bidder Participation, and Aggregation Sensitivity in Macedonian Public Procurement** Viktor Mitevski and Dragan Tevdovski (Full paper)
14:50–15:00	Discussion and symposium close	

Economics and Finances amid Global Disruptions

Thursday 12 November 2026

14:00–15:30 Session II1 In person

Chairs: Tatjana Dzambazovska and Biljana Tashevska

Room: Amphitheatre 2

Parallel Thematic Sessions II

Time	ID	Presentation
14:00–14:10	6877	**Financial Performance and Stock Price Dynamics in the Platform Economy: Evidence from Amazon (2020–2025)** Joško Lozić, Katerina Fotova Čiković and Veljko Dmitrović (Full paper)
14:10–14:20	0461	**Participation and Position in Global Value Chains: New Evidence for the Macedonian Economy** Ljuben Kocev, Katerina Toshevska-Trpchevska and Jasna Tonovska (Extended abstract)
14:20–14:30	7956	**Industrial Transformation and Decoupling of Process-related Greenhouse Gas Emissions: Evidence from the Industrial Processes and Product Use Sector in North Macedonia** Tatjana Dzambazovska (Full paper)
14:30–14:40	7742	**Role of Global Value Chains in Trade of North Macedonia** Predrag Bjelic, Katerina Toshevska-Trpchevska and Radovan Kastratović (Full paper)
14:40–14:50	2534	**How Do Economic Crises Affect Young People's Freedom of Expression, Civic Participation, and Mental Well-Being?** Tanja Jakšić and Antonija Mandić (Extended abstract)
14:50–15:00	2165	**Balancing Fiscal Sustainability and Pension Adequacy: A Comparative Assessment of Pension Reforms in Central and Eastern Europe** Elena Naumovska and Vladimir Filipovski (Extended abstract)
15:00–15:10	5614	**Monetary Integration in the Western Balkans: An Assessment Based on Optimum Currency Area Theory** Stefan Trendevski and Kiril Jovanovski (Full paper)
15:10–15:30	Discussion and session close	

Application of Quantitative Methods and the Digital Transformation

Thursday 12 November 2026

14:00–15:30 Session II2 In person

Chairs: Andrew Adjah Sai and Dragan Tevdovski

Room: P3

Parallel Thematic Sessions II

Time	ID	Presentation
14:00–14:10	6682	**Forecasting Brent Oil Prices with Machine Learning: A Walk-Forward Evaluation Against Random Walk, ARIMA, and GARCH** Katarina Gacova and Marija Trpkova-Nestorovska (Full paper)
14:10–14:20	8360	**From Purpose to Proxies: Purpose Surrogation in AI-Assisted Board Decisions** Domagoj Hruška (Full paper)
14:20–14:30	1720	**Dynamic Volatility Comovement Between Crypto Assets and Equity Markets** Mihael Joshua Vlaisavljevikj and Dragan Tevdovski (Full paper)
14:30–14:40	8944	**The Role of Artificial Intelligence Adoption in Enhancing Organizational Decision-Making in SMEs: Empirical Evidence from Kosovo** Blerim Dragusha (Extended abstract)
14:40–14:50	5370	**Digital Infrastructure and Frontier Technology Diffusion in the European Union: The Conditioning Role of e-Government Maturity** Andrew Adjah Sai (Full paper)
14:50–15:00	3593	**The influence of the political ideology of the ruling parties on the returns of stock market indices in Southeast Europe** Ivan Trajkovski and Mihael Joshua Vlaisavljevikj (Full paper)
15:00–15:10	9814	**Management Strategies for SMEs in the Era of Digital Transformation** Darko Kazankov (Extended abstract)
15:10–15:30	Discussion and session close	

International Projects Session

Thursday 12 November 2026

14:00–15:30 Session PR In person

Chairs: Marina Trpeska and Ivan Dionisijev

Room: Forvis Mazars Room

Research Projects and Impact

Time	Project and coordinator or presenter
14:00–14:10	**Embedding Sustainability Reporting and Assurance in Accounting and Auditing Education Across Europe (EMBRACE)**
14:10–14:20	**AI-Driven Sustainable Marketing: Transforming Higher Education for a Greener Digital Future (AISMark)**
14:20–14:30	**Eco-Innovation Dynamics and Sustainability Transitions in Central and Eastern Europe and the Western Balkans**
14:30–14:40	**Internal Audit Academic Alliance Grant Program 2026 - Aligning Academic Internal Auditing Education with Professional Certification: A CIA-Focused Approach**
14:40–14:50	**Skill Partnerships for Sustainable and Just Migration Patterns (Skills4Justice)**
14:50–15:00	**Skill Match in an Intelligent Learning Environment (SMILE)**
15:00–15:10	**United for Cyber Safety – Up-Skilling High School Communities for Protecting Students (SHIELD)**
15:10–15:20	**Up-skilling researchers for Sustainable Entrepreneurship based on Innovation Process Management (USE IPM)**
15:20–15:30	**Global Entrepreneurial Talent Management 4 (GETM4)**
	Discussion and session close

Online Session

Thursday 12 November 2026

14:00–15:20 Session ON Online

Chair: Martin Kiselichki

Platform and meeting link: https://meet.google.com/kus-nngo-bet (Google Meet)

All times are local to Skopje (CET, UTC+1).

Time	ID	Presentation
14:00–14:10	1261	**Revisiting the Effect of Maritime Piracy on Trade** Inma Martinez-Zarzoso, Laura Marquez-Ramos and Fatima El Khatabi Full paper
14:10–14:20	9185	**First Digital Product Passport (DPP) in EU Candidate Country North Macedonia: The Case of Luxury YOVA Bag** Ivana Ivanova and Irena Kikerkova Full paper
14:20–14:30	9042	**Beyond Protocol: Organizational Culture in Diplomatic Institutions - A Systematic Review and Conceptual Framework** Ivana Kitanovikj, Ljubomir Drakulevski and Aleksandra Janeska-Iliev Full paper
14:30–14:40	3741	**Barriers to Artificial Intelligence Adoption in Brazilian Private Firms: Empirical Evidence from Qualitative Research with Managers** Daniel Maffia Full paper
14:40–14:50	5512	**Multiple pathways towards circular consumption: A fuzzy-set qualitative comparative analysis of consumer profiles in Montenegro** Dragana Ćirović Extended abstract
14:50–15:00	3154	**Conceptual Framework for Strategic Adaptation and Its Role in Building Continuous Innovation through Strategic Crisis Management in Small and Medium-Sized Enterprises** Bekim Syla and Kiril Postolov Full paper
15:00–15:10	9712	**Remittances, Domestic Investment and Consumption Expenditures in North Macedonia** Bojan Shimbov, Maite Alguacil and Oliver Morrissey Full paper
15:10–15:20	Discussion and session close	