



**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



# PROGRAM (PRELIMINARY)

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

10:00-11:00 **Opening Ceremony**

Opening Remarks by:

Assoc.Prof. Miodraga  
Stefanovska - Petkovska,  
Chairperson of AICEI 2020

H.E. Prof. Stevo Pendarovski  
President of the Republic of  
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. Zoran Kostov  
National Director, Habitat for  
Humanity Macedonia

Ana Colovic Leshoska  
Director of Eko-svest Skopje

Prof.Dr. Marjan I. Bojadjev  
Provost of University American  
College Skopje

# PROGRAM (PRELIMINARY)

11:00-13.00

## **Session 1**

Track 1 - *Business, Economy, Finance and Innovation*

Track 2 - *Policy, Justice, Governance and Ethics*

13.00-15.00

## **Session 2**

Track 3- *Health and Society*

Track 4 - *Water-Energy-Food-Agriculture Nexus*

Track 5 - *Urban Planning, Energy and Infrastructure*

Track 6 - *Global Challenges*

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](http://www.aicei.uacs.edu.mk)

Places for workshops are limited!

## Track 1 - Business, Economy, Finance and Innovation

Aleksandra Nakeva Ruzin  
*PRIVATE SECTOR ENGAGEMENT IN CLIMATE CHANGE MITIGATION AND ADAPTATION*

Andrea Valeri  
*MULTI-SIDED BUSINESS PLATFORMS SCALING STRATEGIES: ROAD TO PLATFORM-POWERED ECOSYSTEMS. A EUROPEAN PERSPECTIVE.*

Ivona Mileva, Marjan I. Bojadjiev, 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

Stefan Chichevaliev  
SOCIAL ENTREPRENEURSHIP – THE MUCH-NEEDED ACCELERATOR OF THE MODERN “GREEN” ECONOMY

Paola Vaola and Lorenzo Gelmini  
BIODIVERSITY AND BUSINESS: WHAT DO WE KNOW ABOUT BIODIVERSITY ACCOUNTABILITY?

Snezana Hristova and Dusica Stevceska - Srbinovska  
GREEN HUMAN RESOURCES (HR) MANAGEMENT FOR A SUSTAINABLE COMPETITIVE ADVANTAGE: A THEORETICAL REVIEW

## Track 2 - Policy, Justice, Governance and Ethics

Živan Živković and Marija Panić  
INDEX QUALITY AIR (IQA) , EDUCATION AND SCIENCE IN THE WESTERN BALKAN COUNTRIES AND THEIR EU PERSPECTIVE

Marina Andeva and Vasilka Salevska - Trajkova  
*CLIMATE REFUGEES OR CLIMATE MIGRANTS: HOW ENVIRONMENT CHALLENGES THE INTERNATIONAL MIGRATION LAW AND POLICIES*

Marjana Opashinova Shundovska and Aleksandra Jovanovic  
LEGISLATION IN THE FIELD OF CLIMATE CHANGE: CASE STUDY, NORTH MACEDONIA AND SERBIA

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"

# Paper Presentations Track 1-2

# Paper Presentations

## Track 3-6

### Track 3 - Health and Society

*Maja Korubin*

CHARACTER STRENGTHS AND SOCIAL SELF-EFFICACY AMONG UNIVERSITY STUDENTS IN NORTH MACEDONIA

Vera Dimitrievska

FACTORS CONNECTED TO PATIENTS' SATISFACTION IN THE HEALTH CARE SYSTEM IN NORTH MACEDONIA

Vera Dimitrievska and Vladimir Kendrovski

QUALITATIVE ANALYSIS ON EU CLIMATE CHANGE ADAPTATION STRATEGY IN HEALTH SECTOR

### Track 4 - Water-Energy-Food-Agriculture Nexus

Nadica Jovanovska Boshkovska and Ana Sekulovska

RISK TRANSFER: A MECHANISM TO MAKE THE MACEDONIAN AGRICULTURE SECTOR MORE RESILIENCE TO CLIMATE CHANGE

### Track 5 - Urban Planning, Energy and Infrastructure

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

Bekim Nuhija and Stefani Stojchevska

MILITARIZATION OF THE ANTHROPOCENE THROUGH SOLAR GEOENGINEERING APPLICATIONS

Ivana Vuchkova

TRANSFORMATION IN THE WESTERN BALKANS: THE READINESS FOR A SUSTAINABLE ENERGY LANDSCAPE

### Track 6- Global Challenges

Krum Efremov, Ljupco Veleviski and Makedonka Dimitrova

HISTORY OF CEFTA 2006 –NEW CHALLENGES AND DILEMMAS

Jeremy Cripps

CLIMATE CHANGE: DISASTER RISK AND BUILDING RESILIENCE

# 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](http://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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Register at

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