



**EUROPEAN
UNIVERSITY**



10th International Scientific Conference

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**“THE ROAD TO SUCCESS –
INNOVATION, INTERACTION,
IMPLEMENTATION”**

Call for Scientific Papers
Call for Art and Design Works



EUROPEAN UNIVERSITY

Skopje, 2020



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10th International Scientific Conference

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1. Conference details

Mission

One of the key factors in determining the ultimate success of an organization is their ability to use innovation. Today, the ability to innovate is the most important factor in creating competitive advantages and success for an organization in a dynamic external environment. Innovation is the application of new or improved ideas, goods, services and processes that bring new features and quality to the application. Innovation is the driving force of the economy at all levels and in all types of organizations.

To ensure a reliable and continuous flow of innovation, organizations must continually and systematically manage the innovation process. Innovation requires interaction, debate and cooperation. The interaction process is particularly important and should be included in the overall innovation strategy. It is a process that supports all the other processes in an organization and provides effective communication from the inside out and inside the organization itself. One of the main challenges in this respect is poor interaction between different parts of the organization and between the organization and external stakeholders.

A common feature of any innovation is that it must be implemented. The key to successful innovation is its correct implementation. Choosing implementation options is the final step in the innovation process, which depends on the implementation and development of new market ideas. Successful implementation of innovation depends to a large extent on the continuous interaction from the beginning of the change process and the feedback on the results of change. Innovation is a key driver of economic growth and can lead to success. Organizations that are able to use innovation to improve their processes create opportunities to be different from others, creating conditions for increased market share, profitability and growth.

The mission of this international scientific conference is to encourage scholars and researchers from various educational institutions, the business community of the Republic of North Macedonia and foreign countries, and the governmental and non-governmental sector to exchange their latest know-how in creating new technologies, new ways of work, processes, services, innovative techniques, developments, updates, and achievements in all scientific fields.

Objectives

Innovative processes are a key driver of a society and immensely contribute to the overall development and prosperity of all spheres of social life and work. Innovation increases productivity and can lead to better quality products, better health care, better safety standards for products and services that are environment-friendly. The goals of the conference are to scientifically explore the latest innovative methods and techniques revealed by scientific research, continuous interaction with consumers and employees in organizations related to the

results of their proper implementation to find new inventive solutions for better and more affordable way of living and working.

Topics

The general topics aim to illustrate the latest innovative processes in all aspects of the community.

- **Contemporary security challenges and finding solutions**
- **Balancing innovation and security in the digital transformation era**
- **Law as the basis of successful operation**
- **Law as a civilization benefit**
- **Marketing trends and innovations**
- **Innovation and entrepreneurship**
- **Innovation in digital finance**
- **Modern challenges in functional and aesthetic solutions in prosthetics**
- **Early childhood caries - Education and prevention**
- **Medical forensics methods through maxillofacial osteology**
- **New and modern standards and their implementation in forensic medicine, criminology and medical deontology**
- **Innovations in biological and medical sciences and research**
- **Stem cells - the future of dentistry**
- **Design process as a strategic tool for developing and implementing innovative solutions**
- **Good design - a prerequisite for successful products and services in the innovation era**
- **Art as one of the key drivers of innovation**
- **Artificial intelligence and autonomous innovation**
- **Human-machine interaction paradigms**
- **Challenges of Transhumanism**

2. Committee and Participants in the International Conference

Programme Committee

1. Prof. Vlado Vankovski, PhD – Chancellor of the European University, Skopje, President;
2. Prof. Elizabeta Stamevska, PhD – Vice Chancellor, European University, Skopje;
3. Prof. Aleksandra Stankovska, PhD – Dean, Faculty of economics, European University, Skopje;
4. Prof. Gordana Vrencoska, PhD – Dean, Faculty of Art and Design, European University, Skopje;
5. Ass. Prof. Aleksandar Nacev, PhD - Dean, Faculty of Detectives and Criminology, European University, Skopje;
6. Ass. Prof. Marjan Gaberov, PhD - Dean, Faculty of Law, European University, Skopje
7. Ass. Prof. Anis Sefidanoski, PhD - Dean, Faculty of Informatics, European University, Skopje;
8. Prof. Biljana Andreska Bogdanovska, PhD, Faculty of Economics, European University, Skopje;
9. Prof. Aleksandra Andreska Sarevska, PhD, Faculty of Informatics, European University, Skopje;
10. Prof. Jugoslav Ackoski, PhD, Military Academy “General Mihajlo Apostolski”, Skopje;
11. Prof. Kagri Delibasi, PhD, Faculty of Dentistry, Medipol University, Turkey;
12. Prof. Aleksandar Mitic, PhD, Faculty of Dentistry, Nish;
13. Prof. Zeljko Bartulovic, PhD, Faculty of Law, University of Rijeka;
14. Prof. Dinka Zlateva, PhD, Faculty of Economics, South-West University “Neofit Rilski”, Blagoevgrad;
15. Prof. Tatjana Kovac, PhD, Faculty of Commercial and Business Science, Celje;
16. Prof. Marta Dziomdziora, PhD, Faculty of Visual Arts, Academy of Art, Szczecin;
17. Prof. Darko Trifunovic, PhD, Director of the Institute for National and International Security, Belgrade;
18. Prof. Zoran Dragisic, PhD, Faculty of Security, Belgrade;
19. Prof. Marina Kocarev, PhD, Textile School of Design, Technology and Management, Belgrade;
20. Ass. Prof. Abdullah Islamoglu, PhD, Istanbul University, Istanbul;
21. Ass. Prof. Slađana Milardović, PhD, Faculty of Dentistry, University of Zagreb, Zagreb;
22. Ass. Prof. Mladen Nakić, PhD, Libertas International University, Zagreb.
23. Ass. Prof. Stanislava Panceva Georgieva, PhD, New Bulgarian University, Sofia;
24. Senior Lecturer Petra Vovk Shkerl, MSc, Faculty of Commercial and Business Studies, Celje.

Organizational Committee

1. Ass. Prof. Katerina Vasileva Gesoska, PhD – Dean, Faculty of Dentistry, European University, Skopje, President;
2. Ass. Prof. Marijana Mirceska, PhD – Vice Dean, Faculty of Dentistry, European University, Skopje, Secretary;
3. Andreja Andreev, Secretary General, European University, Skopje - Member;

4. Prof. Olivera Sarakinova, PhD, Faculty of Dentistry, European University, Skopje - Member;
5. Prof. Vera Stojanovska, PhD, Faculty of Dentistry, European University, Skopje - Member;
6. Prof. Enis Redzep, PhD, Faculty of Dentistry, European University, Skopje - Member;
7. Prof. Ljiljana Koneska, PhD, Vice Dean, Faculty of Detectives and Criminology, European University, Skopje - Member;
8. Prof. Savica Dimitrievska, PhD, Faculty of economics, European University, Skopje - Member;
9. Ass. Prof. Blagojce Naumovski, MA, Faculty of Art and design, European University, Skopje - Member;
10. Ass. Prof. Igor Lazov, PhD, Faculty of Informatics, European University, Skopje – Member;
11. Ass. Prof. Emilija Kostadinovska, PhD, Faculty of Dentistry, European University, Skopje – Member;
12. Teaching Ass. Ebru Ibis, MA, European University, Skopje - Member;
13. Prof. Gordana Vrencoska, PhD – Dean, Faculty of Art and Design, European University, Skopje – Graphic Design Editor;
14. Lecturer Marija Dragovikj, MA, European University, Skopje – Translator;
15. Teaching Ass. Mimoza Stamenkovska, MA, European University, Skopje – Technical Secretary;
16. Stefan Jakimovski, European University, Skopje – Technical Editor.

Participants

Participants of the Conference can be any of the following profiles:

- Experts from all fields of art and science, dentists, medics, biologists, ecologists, sociologists, economists, artists, designers, IT experts, mechanical engineers, representatives of the business sector, entrepreneurs, as well as representatives of governmental and nongovernmental organizations, representatives of religious communities, and individuals;
- University professors and teaching assistants;
- Students.

3. Guidelines for Participants

Deadlines for scientific papers

1. Authors should send their abstracts to the official email address of the Conference: intconference2020@eurm.edu.mk by May 1st, 2020, and their papers by September 1st, 2020.
2. Papers will be peer-reviewed from September 1st, 2020 to September 7th, 2020.
3. The Conference Programme Committee shall notify the authors regarding the acceptance of their papers by September 10th, 2020.
4. The participants should pay the registration fee by September 15th, 2020.
5. The conference will take place on September 25th, 2020.
6. The full version of the papers will be published in the printed edition of “IDEA”- The International Journal of Science and Arts, as well as in electronic format on a CD and on the official website of the European University at www.eu.edu.mk
7. Conference participants will receive an official printed Certificate of participation at this International Scientific Conference.
8. The papers will be published on the EBSCOhost Online Research Databases | EBSCO.

Deadlines for art and design works

1. Authors should send the following: title of the work, year of creation, description of the work (up to 250 words), along with visual presentation of the work/photo, to the official email address of the Conference: intconference2020@eurm.edu.mk, by September 1st, 2020.
2. The submitted works will be peer-reviewed from September 1st, 2020 to September 7th, 2020.
3. The Conference Programme Committee shall notify the authors regarding the acceptance of their works by September 10th, 2020.
4. Authors who are able to physically transport their works will be notified about when they can bring them on campus.
5. Authors that plan to send their work by post can do so at the address of the European University: bul. KlimentOhridski 68, 1000 Skopje, and ensure all postal costs are covered.

The organizer will not be held responsible for any damage incurred to the items during transport.

6. The exhibition will open for the public on September 25th 2020, at the conference premises.
7. The works (description and visual form/photo) will be published in the printed edition of “IDEA”- International Journal of Science and Arts, as well as in electronic format on a CD and on the official website of the European University at www.eu.edu.mk
8. Participants at the exhibition as part of the Conference will receive an official printed Certificate of participation at this International Scientific Conference.
9. The participants should pay the registration fee for the conference, i.e. exhibition by September 15th, 2020.
10. After the exhibition closes, authors will be notified about the retrieval of their works. If the items are to be sent by post, all postal costs are to be covered by the author.

Official languages

Macedonian and English

Registration Fee

The conference registration fee is 50 Euro (3075 MKD) per author. This fee applies both to participants that will submit scientific papers and to those participating with art/design works. The fee includes a copy of the printed edition of “IDEA” (International Journal of Science and Arts). If the copy is sent by post, the costs are covered by the author.

A single author can only participate with one paper and as a co-author of one additional paper.

A single author can participate with up to two art or design works only.

A single author can participate with one paper and one art or design work only.

The students of the European University in Skopje participating at the conference are exempt from paying a registration fee.

Accounts for payment of fees:

MKD Account

Recipient: European University – Republic of Macedonia

Bank of the Recipient: Komercijalna Banka A.D. Skopje

Account: 300000002914983

Tax number: 4030007629819

Foreign Exchange Account

Recipient: European University – Republic of Macedonia

IBAN: MK07300701002444367KB

SWIFT: KOBSMK2X

Bank of the Recipient: Komercijalna Banka A.D. Skopje

Additional information

Please address any further requests to:
e-mail: intconference2020@eurm.edu.mk,
telephone No: **02/320 21 65**.

4. Writing guidelines

Paper Format and Contents

The paper should contain an abstract and key words in English (if the paper was written in English) or both in English and in Macedonian (if the paper was written in Macedonian); a content or discussion; a conclusion in English (if the paper was written in English) or both in English and in Macedonian (if the paper was written in Macedonian); and references (bibliography).

The abstract should have up to 300 words and 5 to 7 key words.

The paper, including the tables and graphs, should not exceed 7 pages and should be laid out in the following fashion:

- Microsoft Office – Word 2010;
- Times New Roman font type, font size 11;
- Footnotes Times New Roman font type, font size 9; 1,5 line spacing;
- Custom page size A4 (Width: 21, Height: 29,7), Page margins as follows: Top: 2.5 cm Bottom: 1,8 cm; Left: 1,8; Right: 1,8 cm, Gutter: 0 cm;
- The name of the author, the institution and the country written in the top right corner of the paper's first page
- The title of the paper written on the first page under the author's name, centered, bold, and in a font size 14;
- The abstract and key words written in font size 11, placed right under the paper's title, and followed by the body of the paper.
- The text of the paper follows immediately after the abstract;
- The tables can be placed within the text or on the last page/s of the paper. An inscription on top of the tables should contain the following text: "Table", the ordinal number of the specific table with regard to the sequence of all tables in the paper, and a brief informative title (e.g. Table 1: Real GDP growth rate in Macedonia). The source of the table, written in font size 10, should be stated in the bottom right corner of the table.
- The graphs can also be placed either within the text or on the last page/s of the paper. Above them, the following text should be inscribed: „Graph“, the ordinal number of the particular graph in relation to the sequence of graphs in the paper and a short informative title (e.g. Graph 1: GDP according to the product method). The source of the graph, written in a font size 10, should be stated in the bottom right corner of the graph.

Only papers laid out as instructed by the organizer will be published.

Referencing

All sources should be referenced in keeping with the Harvard style. Here are some examples that illustrate how sources (bibliography) should be referenced:

1. Bruyere, R.: *Credit Derivate and Structured Credit: A Guide for Investors*. New Jersey: John Wiley & Sons. 2006.
2. European Investment Bank: *EIB Steps Up and Diversifies its Financing in the Western Balkans: EUR 320 million in 2001*. Luxemburg: EIB: Annual Press Conference, 2002. No.8.
3. EC: *White paper: European transport policy for 2010: time to decide*. Luxembourg: Office for Official Publications of the European Communities, 2001.
4. Keegan, Warren J.: *Global marketing management*. Delhi (India): Pearson, 2005
5. Kenneth, B.: *International transport: Linking Europe's future to the rest of the world. Innovation: "The European Journal of Social Sciences"*. Vol. 10 (1997) pp. 231-247.
6. Sinkey, Joseph F.: *Commercial bank financial management in the financial-services industry*. Upper Saddle River (New Jersey): Prentice Hall, cop. 2002.
7. <http://www.stat.gov.mk> (20 Dec. 2011)

If the quoted source has three or more than three authors, only the first author's surname is stated and it is followed by the abbreviation et.al.

5. Guidelines for art and design works

Authors are required to send in English (for domestic authors both in English and Macedonian) the following: title of the work, year of creation and description up to 250 words in:

- Microsoft Office – Word 2010;
- Times New Roman font type, font size 11;
- Footnotes Times New Roman font type, font size 9; 1,5 line spacing;
- Custom page size A4 (Width: 21, Height: 29,7), page margins as follows: Top: 2.5 cm Bottom: 1,8 cm; Left: 1,8; Right: 1,8 cm, Gutter: 0 cm;
- The name of the author, the institution and the country written in the top right corner of the text's first page;
- The title of the work written on the first page under the author's name, centered, bold, and in a font size 14;
- The year the work was produced written in font size 11, placed right under the work's title,
- followed by the description of the work in font size 11.

The visual presentation/photo to be published in the journal should be sent as .jpg file not bigger than A4 format in portrait orientation, with a resolution of 300 dpi, RGB.

The format of exhibition works is limited to 70 x 100 cm for two-dimensional works, and 50 x 50 x 70 cm for three-dimensional works.

Location and Date

The conference will be held on **September 25th**, 2020 at 11.00 AM, at the European University, located at Bul. "Kliment Ohridski" 68, 1000 Skopje.

*We look forward to your participation at the
10th International Scientific Conference
European University, Skopje*