



PROGRAM AGENDA FOR THE SUMMER SCHOOL

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

8-17 August, 2014,

Ohrid, Republic of Macedonia

“Make a Difference – Become a Sustainable Competitive Advantage EU Leader”

In fulfillment of the Summer School 2014 **“Make a Difference – Become a Sustainable Competitive Advantage EU Leader”** are integrated the following methodologically – empirical presentations, structured in the following titles of the thematic lectures, in accordance with the Integral thematic field and Concept for realization of the SS FES 2014:

Integral thematic segments:

Key determinants for sustainable organizational development

- ❑ *M.Sc. Keess Daniela, Managing expert for philanthropy development and CSR at Center for Institutional Development (CIRA)& Internationaler Bund, Frankfurt, Germany – **Key determinants and models for sustainable development of NGO’s – Competitive reflections from international applicative models** (Empirical elaboration of real business models)*
- ❑ *Gjoko Apostolov, Manager of the Department for Local economic development (LED) at Ohrid municipality – **Managing the key competitive dimensions of the institutional and organizational development of local municipality – the case of Ohrid** (Empirical elaboration of real business models)*

Business models for sustainable organizational development

- ❑ *Assist. Prof. Stojan Debarliev, Ph.D. ,“Ss. Cyril and Methodius” University in Skopje, Faculty of Economics – Skopje - **Strategic and business planning for sustainable development** (Advanced methodological concepts)*



- ❑ *Teach. Ass. Aleksandra Janeska – Iliev, M.Sc., “Ss. Cyril and Methodius” University in Skopje, Faculty of Economics – Skopje – **Managing the model for sustainable competitiveness of small business** (Methodological introduction for Project analyses of 5 real business problems)*

Methodological concepts for competitive ability and advantage

- ❑ *Assist. Prof. Daniela Mamuchevska, Ph.D., “Ss. Cyril and Methodius” University in Skopje, Faculty of Economics – Skopje – **Eligible and non-eligible business strategies in building the competitiveness of firms** (Advanced methodological concepts)*
- ❑ *Assist. Prof. Atanasko Atanasovski, Ph.D., “Ss. Cyril and Methodius” University in Skopje, Faculty of Economics – Skopje – **Financial intelligence in the function of competitive development – Analyses of financial conditions and perspectives of basic competitors of a certain business** (Advanced methodological concepts)*

Process and behavioral integration of resources and capabilities – continuous development of skills and competences

- ❑ *Ph.D. Zlatko Simonovski, President of the Management Board and Chief Executive Officer of FAKOM, S.C., Skopje – **Managing the sustainable competitiveness through BIM/FIM system and metrological model – case study of FAKOM, S.C., Skopje** (Empirical elaboration of real business models)*
- ❑ *Assoc. Prof. Jovan Stojanoski, Ph.D., “St. Kliment Ohridski” University, Faculty of tourism and gastronomy - Ohrid – **Managing the competitiveness at tourist destinations** (Empirical elaboration of real business models)*

Criteria for sustainable development and competitiveness of the EU and USA

- ❑ *Ph.D. Xiaochen Zhang, Environmental Manager - Climate change finance expert at IB, Washington, D.C., USA and M.Sc. Arsovski Todor, Knowledge Management Specialist - Climate Change expert at IB, Washington, D.C., USA – **Competitive module for managing Innovations for sustainable ‘green development’ of Macedonia** (Empirical elaboration of real business models)*



- ❑ *M.Sc. Boris Jankovski, International innovator and owner of VEDA LLCOP, Skopje – **Creating remarkable competitive advantage of small R&D company in relations with huge multi-national corporations on international market – the case with LG*** (Empirical elaboration of real business models)
- ❑ *Assist. Prof. Ewoud Jansen, Ph.D., Fontys University of Applied Sciences, Hogeschool International Business and Management Studies, Eindhoven, the Netherlands, **Criteria for sustainable development and competitiveness in EU and USA*** (Advanced methodological concepts)

Creation of market distinction, innovativeness and strategic reorientation

- ❑ *Prof. Saso Josimovski, Ph.D., “Ss. Cyril and Methodius” University in Skopje, Vice-Dean of the Faculty of Economics – Skopje – **Innovativeness and competitiveness in ‘mainstream policy’ business model*** (Advanced methodological concepts)
- ❑ *Assist. Prof. Violeta Cvetkoska, Ph.D., “Ss. Cyril and Methodius” University in Skopje, Faculty of Economics – Skopje – **‘Blue ocean’ strategy in function of market distinction – Methodological framework, concept and tools for sustainable competitiveness*** (Advanced methodological concepts)
- ❑ *Teach. Ass. Milivoje Davidovic, M.Sc., University of Novi Sad, Faculty of Economics - Subotica – **Achieving and sustaining competitive advantage in the financial sector – comparative analyses of institutions from USA and Europe*** (Advanced methodological concepts)

Managerial and leadership implications from the sustainable competitive advantage

- ❑ *Ph.D. Zvezdan Horvat, Professional executive director of Adizes Institute for Eastern Europe, Santa Barbara, USA – **Managerial and leadership aspects of organizational mission and structure – Tools for creating and sustaining competitive advantage*** (Advanced methodological concepts)
- ❑ *Assist. Prof. Mimo Draskovic, Ph.D., Head of the study program Management in Maritime studies, University of Montenegro, Faculty for Maritime studies - Kotor – **Influence of the competitive model of the port of Bar towards management***



and leadership of the national economy, case of Montenegro (Empirical elaboration of real business models)

Empirical clarification of successful models for competitiveness and sustainable development

- ❑ *M.Sc. Anita Spasovska – Mitevaska, Chief Executive Officer of Bucen Kozjak, C.L., Kumanovo – **Creating and developing a competitive market position – case of Bucen Kozjak, Kumanovo** (In-field Study visits)*
- ❑ *Vladislav Zupan – Manager of the Department for Local economic development (LED) at Struga municipality – **Approach in managing the local sustainable competitiveness – integration of the needs of citizens and business sector** (Empirical elaboration of real business models)*

President of the Committee of SS 2014,

Assist. Prof. Leonid Nakov, Ph.D.

