

VOLUME 10 NUMBER 3 Aug 2018

**ISSN 2076-9202 (Print)
ISSN 2218-046X (Online)**

International Journal of Information, Business and Management



ELITE HALL PUBLISHING HOUSE

ABOUT JOURNAL

The International Journal of Information, Business and Management (IJIBM) was first published in 2009, and is published 4 issues per year. IJIBM is indexed and abstracted in **EBSCO, ROAD, OALib, Ulrich's Periodicals Directory, ProQuest (ABI/INFORM Global) , ZORA (Zurich Open Repository and Archive), IndexCopernicus, JournalSeek, New Jour, getCITED, Directory of Research Journals Indexing, Open J-Gate, Universal Impact Factor, CiteFactor, ResearchBib, EBSCO Open Access Journals, Scientific Indexing Service, InnoSpace - SJIF Scientific Journal Impact Factor, The Index of Information Systems Journals, National Central Library Taiwan, National Library of Australia , National Science Library (Chinese Academy of Sciences), German National Library of Economics, Eurasian Scientific Journal Index, INTERNATIONAL INSTITUTE OF ORGANIZED RESEARCH (I2OR), Stanford University (USA), The University of New South Wales (Australia)**. Since 2013, the IJIBM has been included into the EBSCO (Business Source Corporate Plus database), one of the largest full-text databases around the world. Since 2013, the IJIBM has been included into the ProQuest (ABI/INFORM Global) list. Since 2014, the IJIBM has been included into the National Science Library (Chinese Academy of Sciences) one of the top databases in China.

IJIBM is an international journal that brings together research papers on all aspects of Information, Business and Management in all areas. The journal focuses on research that stems from academic and industrial need and can guide the activities of managers, consultants, software developers and researchers. It publishes accessible articles on research and industrial applications, new techniques and development trends.

IJIBM serves the academic and professional purposes for those such as scientists, professionals, educators, social workers and managers. It provides new methodology, techniques, models and practical applications in various areas.

CONTENTS

- 1 PUBLISHER, EDITOR IN CHIEF, MANAGING EDITOR AND EDITORIAL BOARD**
- 2 ATTRIBUTES OF 'DIFFUSION OF INNOVATIONS' OF BUSINESS PRODUCTS (REVIEW PAPER)**
MUHAMMAD TARIQ KHAN, NASEER AHMED KHAN
- 3 BUILDING LINKAGE BETWEEN FDI AND EXPORTS OF MACEDONIAN PRODUCTS**
TATJANA BOSHKOV
- 4 THE NEED FOR FINTECH COMPANIES AS NON-BANK FINANCING ALTERNATIVES FOR SME IN DEVELOPING ECONOMIES**
ZORAN TEMELKOV, MARIJA GOGOVA SAMONIKOV
- 5 ECONOMIC AND POLITICAL IMPLICATIONS OF CREDIT EUROIZATION: THE CASE OF MACEDONIA**
TATJANA BOSHKOV
- 6 INFLUENCE OF 'ISLAMIC PRINCIPLES' ON 'HUMAN RESOURCE MANAGEMENT'**
MUHAMMAD TARIQ KHAN, NASEER AHMED KHAN
- 7 USING THOMAS-KILMANN INSTRUMENT TO EVALUATE THE MODES/METHODS OF CONFLICT RESOLUTION IN PAKISTAN'S INSURANCE COMPANIES**
KAMIL HUSSAIN, KHALID ZAMAN
- 8 FACTORS AFFECTING MAINTENANCE OF HOSPITAL BUILDINGS: A LITERATURE REVIEW**
DANA JANDALI, RATEB J SWEIS, AFNAN R ALAWNEH
- 9 PROFIT AND PRACTICE: ONLINE SHOPPING CENTERS**
TOSIN P. ADEWUMI
- 10 FINANCIAL CRISIS AND BALKAN PERSPECTIVES ON THE EU**
TATJANA BOSHKOV, DIMITAR KOVACEVSKI, ZORAN TEMELKOV
- 11 LEADER-MEMBER EXCHANGE AND JOB PERFORMANCE: THE MEDIATING ROLE OF DELEGATION IN HEALTH SERVICES SECTOR**
SAHIBZADA AHMAD MUNEEB BUGVI, IHSAN-UL-HAQ WAFI
- 12 OWNERSHIP AND MANAGEMENT STRUCTURE: COMPANY VALUE IN INDONESIA**
ZULKIFLI ABDULLAH, RATIH KUSUMASTUTI
- 13 EFFECT OF TRANSPORTATION INFRASTRUCTURE ON PAKISTAN'S ECONOMIC GROWTH: THE GMM APPROACH**
SHERAZ AHMED CHOUDHARY, BASERAT SULTANA
- 14 NON LINEAR ANALYSIS OF CASH CONVERSION CYCLE AND PROFITABILITY: AN**

EMPIRICAL EVIDENCE FROM PAKISTAN

MEHWISH NASEER, ABDUL WAHEED

15 BUILDING COMPANIES PROFIT: SIS AND STRATEGIC MANAGEMENT PERSPECTIVES

TATJANA BOSHKOV, MARIJA MAGDINCEVA-SHOPOVA

16 CORPORATE SOCIAL RESPONSIBILITY (CSR) AND FIRM PERFORMANCE: IMPACT OF INTERNAL AND EXTERNAL CSR ON FINANCIAL PERFORMANCE

HABARAGODA B.S

17 MEASURING EMPLOYEES' EMPOWERMENT AT HIGHER EDUCATION INSTITUTIONS

JULIJANA ANGELOVSKA, ŞERMIN ŞENTURAN, DALIBORKA BLAZESKA

18 RESEARCH ON THE TEACHING QUALITY STRUCTURE OF SINO FOREIGN JOINT UNIVERSITY AND ITS INSPIRATION—A SURVEY FROM XJTLU UNIVERSITY

CAI LI, HE DI, MUHAMMAD OVAIS ARSHAD, TU WEN JUAN

19 SKEW CORRECTION IN BRAILLE RECOGNITION SYSTEMS

TOMADER J. BANI-ATA, RAWAN I. ZAGHLOUL

20 THE CONTRIBUTION OF BEHAVIORAL FINANCE IN THE DECISION OF THE MICROCREDIT GRANTING: EMPIRICAL APPLICATION TO THE TUNISIAN AMC CASE

ZOUHAYER MIGHRI, BEL HADJ TAREK, HANÈNE KHEIREDDINE, ANIS JARBOUI

21 THE IMPLEMENTATION OF CULINARY SEARCH ENGINE BY USING WEB AND MOBILE-BASED GLOBAL POSITIONING SYSTEM (GPS) TECHNOLOGY AS THE SUPPORT SYSTEM OF CULINARY TOURISM DEVELOPMENT AT MARGONDA RAYA STREET, DEPOK CITYE

ACHMAD SARWANDIANTO, BERTHA MEYKE WATY HUTAJULU, AHMAD HUSEIN

22 THE IMPACT OF PUBLIC SPENDING ON AGRICULTURAL GROWTH IN PAKISTAN (1972 - 2015)

SHER ALI, ABID ALI, ZIA UR RAHMAN

23 AN ANALYSIS OF INFLOW OF TOURISTS AND FOREIGN EXCHANGE EARNING OF INDIA

S.SENTHIL KUMAR, M.R. AJMAL KHAN

Publisher: Elite Hall Publishing House**Editor in Chief:**

Dr. Muzaffar Ahmed (Bangladesh)
E-mail: muzaahme1@gmail.com

Managing Editor:

Dr. Jia Chi Tsou
Associate Professor, Department of Business Administration
China University of Technology, Taiwan
E-mail: tsou.tw@yahoo.com.tw

Editorial Board:

Dr. Claudio De Stefano
Professor, Department of Computer Science
University of Cassino, Italy.
E-mail: destefano@unicas.it

Prof. Paolo Pietro Biancone
Professor of Financial Accounting, Faculty of Management
and Economics
University of Turin, Italy
Email: biancone@econ.unito.it

Dr. Michael A. Hignite, Ph.D.
Professor, Department of Computer Information Systems,
College of Business
Missouri State University, USA
Email: mikehignite@missouristateuniversity.com

Dr. Seema Varshney
Assistant Professor, Wajjat college of applied sciences
Muscat, Oman
E-mail: smvarster@gmail.com

Dr. Morteza Rasti Barzoki
Assistant Professor, Department of Industrial Engineering
Isfahan University of Technology, Iran
E-mail: rasti@cc.iut.ac.ir

Mr. Mohsen Fathollah Bayati
Department of Industrial Engineering
Iran University of Science and Technology, Iran
E-mail: mfbayati@ind.iut.ac.ir

Dr. Edgardo Palza Vargas
Telfer School of Management
University of Ottawa, Canada
Email: edgardo.palza-vargas.1@ens.etsmtl.ca

Dr. Solomon Markos
Assistant Professor, School of Commerce
Addis Ababa University, Ethiopia
Email: solomonmarkos5@yahoo.com

Dr. Olu Ojo
Lecturer, Department of Business Administration
Osun State University, Nigeria
Email: oluoioe@yahoo.com

Dr. Mohammed-Aminu Sanda
Visiting Research Fellow, Lulea University of Technology,
Sweden
Senior Lecturer, Department of Organization and Human
Resource Management, University of Ghana, Ghana
Email: masanda@ug.edu.gh

Dr. Khalid Zaman
Assistant Professor, Department of Management Sciences
COMSATS Institute of Information Technology, Pakistan
Email: khalidzaman@ciit.net.pk

Dr. Kartinah Ayupp
Deputy Dean, Economics and Business
Universiti Malaysia Sarawak, Malaysia
Email: akartinah@feb.unimas.my

Dr. Malyadri. Pacha
Principal, Government Degree College
Affiliated to Osmania University, India
Email: drpm16@yahoo.co.in

Dr. Arif Anjum
Assistant Professor, M.S.G. Arts, Science & Commerce
College, Malegaon, India
Managing Editor, International Journal of Management
Studies
Email: infoijcms@gmail.com

Mr. Andrew McCalister
Global Research Awardee, Royal Academy of Engineering,
University of Cambridge, UK
Email: andrewmccalister@gmail.com

Dr. Mohsin Shaikh
Professor & Head, Department of Management Studies
SKN College of Engineering, Pune, India
Email: skmohs@yahoo.co.in

Dr. M. Razaullah Khan
Associate Professor, Department of Commerce &
Management Science
Maulana Azad College, Aurangabad, India
Email: drzakhan@sify.com

Mr. Kai Pan
Research Assistant & Ph.D. Candidate, Department of
Software and Information Systems
University of North Carolina (UNC Charlotte), USA
Email: kpan@uncc.edu

Dr. Sundar Kumararaj
Associate Professor, Commerce Wing, Directorate of
Distance Education,
Annamalai University, Annamalai Nagar, Tamil Nadu, India
E-Mail: commercesundar@gmail.com

Dr. Mohammad Alawin
Associate Professor, Business Economics Department
The University of Jordan, Amman, Jordan
E-mail: m.alawin@ju.edu.jo

Mr. Dinh Tran Ngoc Huy
Visiting lecturer, PhD candidate, Banking University HCMC,
Vietnam
Email: dtnhuy2010@gmail.com

Dr. Cüneyt AKAR
Associate Professor, Department of Business Administration
Bandirma Onyedi Eylül University, Turkey
Email: cakar@bandirma.edu.tr

Web: <http://ijibm.elitehall.com>

ISSN 2076-9202 (Print)

ISSN 2218-046X (Online)

FINANCIAL CRISIS AND BALKAN PERSPECTIVES ON THE EU

Tatjana Boshkov, PhD

Assistant Professor

Faculty of Tourism and Business logistics
University “Goce Delcev”, Stip, Macedonia

Email: tatjana.boskov@ugd.edu.mk ; tatjana.boshkov@gmail.com

Dimitar Kovacevski, PhD

Assistant Professor

School of Business Economics and Management
University American College, Skopje.

e-mail: dimitar.kovachevski@uacs.edu.mk, dimitar.kovachevski@gmail.com

Zoran Temelkov, PhD

Assistant Professor

Faculty of Tourism and Business logistics
University “Goce Delcev”, Stip, Macedonia

Email: zoran.temelkov@ugd.edu.mk

Corresponding author: tatjana.boshkov@gmail.com

Abstract

In this paper we put emphasis on the financial crisis and prospects of the euro and the Western Balkans. Here are highlight the problems with the size of the status quo related to the euro-zone financial and political crisis, which will make a frame and describe the current crisis and its management in order to assess its consequences. They will be reviewed and the consequences for the Balkans, which includes problems with the Balkan EU perspective. It will also sketched what should be done in institutional terms in order to prevent future crises.

Part of the paper is devoted to assessing proposals for a European Monetary Fund, which would define a plan in the context of labor. It will eventually make a different perspective on issues that are still open and critical and which are important for crisis management in the euro zone, and will refer to the resolution of sovereign debt.

Keywords:

EU, Balkan crisis, finance, economics, politics

1. Introduction

The reasons for the financial crisis, which has grown into a global and economic crisis, have been rooted since the period of expansive growth in the period 2003-2007. During that period, developing countries recorded surpluses on the current balance of payments accounts, generating higher investment saving rates, which created the possibility of placing surplus domestic savings in developed countries. The crisis arose from the combination of unsustainable global macroeconomic imbalances and structural weaknesses of the financial system in the context of the overly loose monetary policy, liquidity, asset price growth and the growth of financial innovation and globalization, with a weak regulatory framework and weak financial sector control and non-financial institutions. All of this has affected the

the mitigation of its creditors. This promise must be based on two pillars (Amato et al., 2010).

The first pillar consists of the new banking rules for each bank, including large cross-border banks, in case of default and compensation in full to their creditors and shareholders - with the only exception of insured deposits. A strong incentive for bank managers and equity holders is to limit the risks and create a much stricter market share, also extending to independent borrowers. A good start would be to make it clear that banks will have to bear the losses that are hidden in their balance sheets and government deficits, to rescue their creditors. The second pillar should be provided by the European Monetary Fund (EMF) - a permanent extension of the current EFSF, which is now approved by the EC - approved with sufficient capital and access to market financing and the protection of the euro and the financial system of the Union from the collapse and the debtor crisis. His mandate should not include covering losses of public and private insolvency. The main task should be to mitigate the financial shocks of deposit financial institutions, and thus to preserve confidence. It could be given by a loan from member states that will establish strict conditionality, and will never save their credit banks as was the case with the Greek interventions. And this could help manage the outcome of large cross-border banks, which would provide capital to bridge the banks arising from liquidation, and abandoning shareholders and creditors to bear the full residue of losses.

5.2. Perspectives for Macedonia

Despite the great importance of the candidate country for domestic financing, external risks are also not negligible, since the liabilities of the banking sector countries range from 13% to 20% of total liabilities. These external financing risks only partially occurred during the recent financial crisis, and none of the countries has so far experienced such a sharp turn in external financing.

Macedonia's foreign financing is mainly channeled through foreign banks, which in the majority of cases in the EU have over 90% of the total assets. The presence of EU banks is generally considered a factor of stability for the banking system of the Western Balkan economies, with the credit that their lending is less limited by local shocks. However, the crisis underlined the possibility of two-way overflow, that is, the shocks originating from the home country of the parent banks could also adversely affect the subsidiaries.

However, experience has so far confirmed the strategic and long-term interest rates of the parent banks in the region. One indicator is that the share of external liabilities in the total liabilities has steadily increased in Macedonia during the crisis. This suggests that subsidiaries have not faced severe types of fines. Overall, the banking system in Macedonia has weathered the pressures in domestic and international sources of funding during the crisis, and this is quite good. For the donation with high level of capital contributed elasticity.

Liquid risks were also contained through the abundance of liquidity provision by central bank, in the same way as in the further deterioration of international liquidity and the conditions for possible restructuring further into the balance sheet of some Western European parent banks in the face of the current debt a crisis in the EU, which could lead to a sudden deterioration of the liquidity requirements for the banking systems in candidate countries. If the reduced availability or higher cost of external financing prevails and domestic savings remain stable, increased competition for retail deposits can raise cost financing and reduce net interest margins in the future, which could exacerbate the pressures caused by the extremely robust but recently deteriorated profitability. Observed as a whole, thus, the future economic and non-economic well-being in the Balkans will be largely dependent on the correct and sustainable institutional solutions of the EU debt crisis.

6. Conclusion

What is important for the countries of the Western Balkans is the fulfillment of the criteria for EU membership and the precisely defined sets of economic and political conditions. This includes the stable democratic institutions, the national market economy and the capacity for adopting and implementing

EU legislation. These criteria stem from the basic EU law, as well as from the fundamental values of the EU and the preconditions for the formation of post-national European identity. The ability to fulfill the obligations of membership with the implementation of the EU legal order is related to the technical conditionality.

The impact of the financial crisis on the European perspective of the Western Balkan countries is of crucial importance for the economic progress of these countries and a basic precondition for public support for EU integration. Hence, the reduction of the negative impact of the crisis on economies and the improvement of the economic situation of the population in those countries is vital for the support and their European perspective. At the same time, despite the difficult economic impact of the crisis on these countries, their economies and the living standard of their population can be said that these countries and the countries of the Western Balkans are provocatively oriented.

The impact of the crisis on the Western Balkan countries is followed by European and global trends but with a certain delay of one year behind the development of the crisis in the EU. In almost all countries, the real or projected GDP growth is still at stake. One constant problem is a very low level. Unsettled, all countries in the region need greater, and sustainable growth. The export is the one that stimulates further stimulation. In terms of their European integration and the global and financial crisis, almost all countries in the region are eager to invest more in securing macroeconomic stability, continuing to consolidate their fiscal policy and balancing their national budgets in order to improve negative trends arising from the problematic budget deficits in recent years; they need to maintain a prudent fiscal discipline, responsible banking and public finances. Also, these countries have to deal with the high unemployment rate and continue with structural reforms in the education, social sphere, and health systems, and to improve the level and skills of the workforce. The expansion of the private sector and the more effective protection of property rights can increase the competitiveness and ability of markets. Despite the fragile recovery, there is still a need for greater efforts and deeper reforms, which is confirmed by the analysis of country projections. However, the question remains whether these countries could be affected for the second time since the crisis, in view of the predictions that Europe might fall back into recession, or to repeat a second recession that will have a very negative impact on the economic situation of the Western countries Balkan.

Reference

1. AmatoH, G., HBaldwinH, R., Gros, D., Micossi, D. and Padoan, P.C., (2010), A new political deal for Eurozone sustainable growth: An open letter to the President of the European Council, VoxEU, 17 December 2010,
2. Annunziata, M., (2010), Moral hazard in the eurozone: a proposed solution, UniCredit, Munich, Economics & FI/FX Research, Economic Special, May 17.
3. Belke A., (2012), Financial Crisis, Euro perspectives and the Balkans, Journal of Economics and Business, Vol 15. No 1 &2 (17-35)
4. Bini Smaghi, L., 2010, Interview, "Die Zeit", No. 46, November 11.
5. Bradley, M., Cox, J.D. and Gulati, M., 2010, The market reaction to legal shocks and their antidotes: lessons from the sovereign debt market, *Journal of Legal Studies*, Vol. 39, No. 1: 289-324
6. Darvas, Z., 2010, Beyond the crisis – prospects for emerging Europe, Bruegel Working Paper 2010/06, Brussels, December
7. ECB, 2009, Strengthening macro- and micro-prudential supervision in EU candidates and potential candidates, Frankfurt/Main.

8. ECB, 2010, Financial stability challenges in EU candidate countries – Financial systems in the aftermath of the global crisis, Occasional Paper 115, Frankfurt/Main.
9. European Commission(2010), „Europe 2020“, A European strategy for smart, sustainable and inclusive growth“,
10. Fahrholz, C. and Wójcik, C., 2010, The European Council summit and the political economics of the EMU crisis, CEPS Policy Brief 217, Centre for European Policy Studies, Brussels, November.
11. Gianviti, F., Krueger, A. O., Pisany-Ferry, J., Sapir, A. and von Hagen, J., 2010, *A European mechanism for sovereign debt crisis resolution: A proposal*, Bruegel, Brussels, November 9.
12. Gros, D. and Mayer, T., 2010, How to deal with sovereign default in Europe: create the European Monetary Fund now!, CEPS Policy Brief, Centre for European Policy Studies, Brussels, May 17.
13. Haede, U., 2010, Legal evaluation of a European Monetary Fund, *Intereconomics*, 45(2): 69-72.
14. Krueger, A. O., 2002, A new approach to sovereign debt restructuring, Washington DC.
15. Lessenski M., (2010), *The Western Balkans: Between the Economic Crisis and the European perspective*, Balkan Trust for democracy, Sofia
16. Sadiku M., et al., (2014), *The financial crisis in Greece and its impact on Western Balkan Countries*, Springer International Publishing Switzerland.