

23<sup>rd</sup> International Scientific Conference  
KNOWLEDGE IN PRACTICE (12-15.12.2019)



KNOWLEDGE - KAPITAL OF THE FUTURE

XXIII- rd

INTERNATIONAL SCIENTIFIC CONFERENCE

KNOWLEDGE IN PRACTICE



Venue

December, 13 - 15. 2019  
Bansko, Bulgaria

[www.ikm.mk](http://www.ikm.mk)

**KNOWLEDGE**  
International Journal Vol. 35

[info@ikm.mk](mailto:info@ikm.mk)



Final date for abstract submission: 10.11.2019  
Final date for full paper submission: 17.11.2019

**23<sup>rd</sup> International Scientific Conference**  
**KNOWLEDGE IN PRACTICE (12-15.12.2019)**

Dear Sir/Madam,

It is our pleasure to inform you that in the period from

**12 – 15 December, 2019**  
**in Bansko, Bulgaria**

the 23<sup>rd</sup> international scientific conference under the topic **KNOWLEDGE IN PRACTICE** will be held. The focus of the conference is *transfer of knowledge and newest research papers*. The main intention of the conference is to emphasise the significance, the importance, the power and the practical application of the knowledge in the contemporary and modern society and to connect it with the scientific fields **1) Natural and mathematical sciences, 2) Technical and technological sciences, 3) Medical sciences and health, 4) Biotechnical sciences, 5) Social sciences and 6) Humanities.**

**ORGANIZERS**

1. Institute of knowledge management, Skopje (N. Macedonia)
2. Agricultural University, Plovdiv (Bulgaria)
3. University "Aleksandër Moisiu", Durrës (Albania)
4. National Military University "Vasil Levski", Veliko Tarnovo (Bulgaria)
5. Todor Kableshkov University, Sofia (Bulgaria)
6. University "Angel Kanchev", Ruse (Bulgaria)
7. Medical University, Plovdiv (Bulgaria)
8. KROK University, Kiev (Ukraine)
9. University of Telecommunications and Posts, Sofia (Bulgaria)
10. European University – Politechnical, Pernik (Bulgaria)
11. University for business studies, Faculty of law, Banja Luka (Bosnia and Herzegovina)
12. University Neofit Rilski, Faculty of pedagogy, Blagoevgrad (Bulgaria)
13. University Neofit Rilski, Technical Faculty, Blagoevgrad (Bulgaria)
14. University Neofit Rilski, Faculty of Philosophy, Blagoevgrad (Bulgaria)
15. University Neofit Rilski, Faculty of Law and History, Blagoevgrad (Bulgaria)
16. University of Forestry, Sofia, Bulgaria
17. Faculty of biotechnical studies, University "Ss. Clement Ohridski", Bitola (N. Macedonia)
18. Institute of Earthquake Engineering and Engineering Seismology, UKIM, Skopje (N. Macedonia)
19. Institute for sociological, political and juridical research, Skopje (N. Macedonia)
20. Faculty for Business and Tourism, Budva (Montenegro)
21. High School of Technology and Arts, Leskovac (Serbia)
22. Faculty for tourism and hospitality, Ohrid (N. Macedonia)
23. Alliance of the educated – Blagoevgrad, Blagoevgrad (Bulgaria)
24. Institute of Management and Knowledge, Skopje (N. Macedonia)
25. Faculty of Hotel Management and Tourism in Vrnjacka Banja, University of Kragujevac (Serbia)
26. Faculty of Economics, Trakya University, Stara Zagora (Bulgaria)
27. College of Sports and Health, Belgrade (Serbia)
28. Faculty of strategic and operational management, Belgrade (Serbia)
29. FAM – Faculty of Management, Sremski Karlovci (Serbia)
30. Higher School of applied sciences, Vranje (Serbia)
31. Higher Medical School, Bitola (N. Macedonia)
32. Medical College, Trakya University, Stara Zagora (Bulgaria)
33. Higher School for applied studies for management and business communication, Sremski Karlovci (Serbia)
34. Higher medical school "Hipokrat", Bujanovac (Serbia)
35. Higher medical-sanitary school of applied studies "Visan", Zemun (Serbia)
36. FORKUP, Belgrade (Serbia)
37. OIKOS Institute, Bijeljina (BiH)
38. College Biznesi, Prishtina (Kosovo)
39. Академията за иновации и устойчиво развитие, Пловдив (Bulgaria)
40. Academy Filipović, Jagodina (Serbia)
41. Institute Plasma, Skopje (N. Macedonia)
42. Journal of process management - New Technologies, Vranje (Serbia)
43. Forum for research and mobility, Bitola (N. Macedonia)
44. Institute Sano, Zagreb (Croatia)
45. Institute Camel Solar, Skopje (Macedonia)
46. Macedonian Scientific Society, Bitola, N. Macedonia

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### IMPORTANT DATES

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Final date for paper submission	17.11.2019

THE ABSTRACTS/PAPERS ARE SUBMITTED IN WORD FORMAT TO THE FOLLOWING ADDRESS:  
[INFO@IKM.MK](mailto:INFO@IKM.MK)

**OFFICIAL LANGUAGES:** English, Russian and all Balkan languages.

**MANUSCRIPT REQUIREMENTS:** All papers shall be submitted to the e-mail address [info@ikm.mk](mailto:info@ikm.mk). Article files should be provided in Microsoft Word format, following the abstract template and full paper template, sent in addition to this call for papers. The author must ensure that the manuscript is complete, grammatically correct and without spelling or typographical errors.

**REVIEW PROCESS:** Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to two referees for double blind peer review.

**EDITORIAL BOARD:** The Editorial board is composed by eminent professors and researchers from 13 countries in the fields covered by Frascati classification.

**COPYRIGHT:** Articles submitted for publication in the journal should not have been published before in their current or substantially similar form, or be under consideration for publication with another journal. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty.

**PUBLICATIONS:** All accepted papers will be catalogued and published in the **Knowledge – International Journal Vol. 35** with an ISSN number (for e- version and printed version), with DOI number, indexed in EBSCO, Index Copernicus, Europub and Global Impact & Quality Factor and published in e-version on OJS platform.

Authors who wish to present their paper will be able to do so at the **23<sup>rd</sup> International Scientific Conference KNOWLEDGE IN PRACTICE** that will be held in the period from 12 – 15 December 2019 in Bansko, Bulgaria.

Knowledge – International journal Vol. 35 will be published on 30.11.2019. The journal will be distributed to the participants at the conference (**1 JOURNAL PER PAPER**). All the participants will receive the proceedings in e-version (on a CD), as well as all the conference materials. The participants who will have a published paper, but are not personally present at the conference will receive the materials after 18.12.2019.

### CERTIFICATES

The following certificates will be distributed:

- **Certificate of Publication** (all authors with accepted and published papers)
- **Certificate of Participation** (all participants at the conference)
- **Certificate of Special Contribution** (key speakers and moderators)

**23<sup>rd</sup> International Scientific Conference  
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**PUBLICATION FEE (per paper)**

Category	One author	Two or more authors	Participation without paper
Professor, Collaborator, Teaching assistant, PhD student <b>with attendance</b>	50 euro	40 euro per author	50 euro
Professor, Collaborator, Teaching assistant, PhD student <b>without attendance</b>	70 euro	50 euro per author	/

\*ALL AUTHORS FROM THE INSTITUTIONS CO-ORGANIZERS HAVE 30% DISCOUNT OF THE PUBLICATION FEE.

**PAYMENT**

The publication fee for accepted papers shall be paid **no later than 25.11.2019**.

A) Bank payment from abroad (for all countries, except Macedonia):

Firm Name	Institut za menadzment na znaenje - Skopje
Address	Bul. Jane Sandanski 3/2-13, Skopje, Aerodrom
IBAN Code	MK07210722000005111
Bank Name, address	NLB BANKA, SKOPJE, MACEDONIA Mother Teresa, 1
SWIFT	TUTNMK22

B) Bank payment from Macedonia

Име на фирма	Институт за менаџмент на знаењето
Адреса	Јане Сандански 3-2-13, Скопје
Банка	НЛБ Банка, Скопје
Сметка	210 – 0635707501 -03
Даночен број	4030008029203

C) The payment can be made in cash at the conference – no credit/debit cards, or through our regional coordinators, given bellow.

**REGIONAL COORDINATORS**

<b>Serbia</b>	Aleksandra Penjisevic, Belgrade, Serbia <a href="mailto:aleksandra_penjisevic@yahoo.com">aleksandra_penjisevic@yahoo.com</a>	+38163275674
<b>Bulgaria</b>	Marija Kavdanska, Blagoevgrad, Bulgaria <a href="mailto:kavdanska@abv.bg">kavdanska@abv.bg</a>	+359888435189
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**VENUE AND ACCOMMODATION**

**Venue: Hotel Astera SPA - Bansko**

For the participants in the conference, the organizers provided accommodation in hotel **Astera SPA - Bansko**.

2 half board	 <a href="http://www.asterabansko.com/?lang=en">http://www.asterabansko.com/?lang=en</a>	3 half board
<b>85 euro</b>	<b>SINGLE ROOM</b>	<b>127 euro</b>
<b>55 euro per person</b>	<b>DOUBLE ROOM</b>	<b>82 euro per person</b>

**TRANSPORT**

For the conference participants from Skopje, there is an organized transport Skopje – Bansko – Skopje. The price is **1200 denars**.

President of the Organizational Committee  
Robert Dimitrovski, PhD

[www.ikm.mk](http://www.ikm.mk)

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fb: [Institute of Knowledge Management](#)

Contact: +38970207370

**DRAFT PROGRAM**

**Thursday, December 12, 2019**

- 12:00 – 14:00 Workshop in Municipality-Bansko: DIGITAL MARKETING IN TOURISM
- 14:00 – 15:00 Meeting of the representatives of Scientific Committee
- 16:00 – 17:00 Meeting of Organizational Committee and the Conference Presidency
- 17:00 – 18:00 Welcome and registration of participants

**Friday, December 13, 2019**

- 9:00 - 12:30 Registration
- 13:00 - 14:30 Conference opening**  
**Welcoming address; Keynote speeches**
- 14:30 – 15:00 Cocktail and refreshment
- 15:00 - 19:00 Parallel thematic sessions
- 18:00 – 19:00 Poster sessions
- 19:00 Informal evening

**Saturday, December 14, 2019**

- 10:00 – 11:00 Round table
- 11:00 – 12:00 LTU Workshop: Creating complex touristic product
- 10:00 – 10: 45 Plenary session – professional papers
- 11:00 – 18:00 Parallel thematic sessions
- 19:00 Informal evening

**Sunday, December 15, 2019**

- 9:00 - 10:00 Scientific Committee issues – future perspectives
- 10:00 - 11:00 Meeting of the Organizational Committee

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