



## 3rd China-CEE conference

The role of human capital in the One Belt One Road initiative  
 Lake Ohrid, Macedonia: October 6–7, 2017

### Conference program: Venue – **Hotel Metropol Lake Ohrid**

<b>Thursday, October 5</b>
Arrival of conference participants
<b>Friday, October 6</b>
<b>Registrations: 9am – 10am (Metropol Hotel conference venue)</b>
<b>Opening ceremony: 10am – 10:45am (Biljana Hall)</b>
<u>Official speakers:</u>
<b><i>Dr. Gjorge Ivanov, President of the Republic of Macedonia</i></b> (opening remarks)
<i>H. E. Yin Lixian, Ambassador of PRC in Macedonia</i>
<i>Prof. Nikola Jankulovski, Rector of Ss. Cyril and Methodius University in Skopje</i>
<i>Prof. Biljana Angelova, Vice-rector of Ss. Cyril and Methodius University in Skopje</i>
<i>Prof. Metka Tekavčič, Dean of Faculty of Economics, University of Ljubljana</i>
<i>Prof. Liao Wei, Director of Confucius Institute at Ss. Cyril and Methodius University</i>
<i>Danijela Voljč, Director of Confucius Institute Ljubljana at Faculty of Economics</i>
<b>Coffee break: 10:45am – 11.15am</b>
<b>Keynote speeches: 11.15am – 1pm</b>
<i>Prof. CHEN Xin, Chinese Academy of Social Sciences, Institute of European Studies</i>
<i>Prof. Howard Davies, Hong Kong Polytechnic University</i>
<i>James Evans, Fairbank Center for China Studies, Harvard University</i>
<b>Lunch: 1pm – 2pm</b>
<b>Special lecture: 2pm to 2:45pm</b>
<i>Prof. Ljubomir Kekenovski, Ss. Cyril and Methodius University in Skopje, Faculty of Economics</i>
<b>Refresh break: 2:45pm – 3pm</b>

<b>PARALLEL SESSIONS: 3pm – 4:30pm</b>			
China-CEE session A (Biljana Hall)	Language & translation session A (Kaneo Hall)	OBOR and its dimensions session A (Samoil Hall)	Business & economics session A (Ohrid Hall)
<b>COFFEE BREAK: 4:30pm – 5:00pm</b>			
<b>PARALLEL SESSIONS: 5:00pm – 6:30pm</b>			
China-CEE session B (Kaneo Hall)	Business & economics session B (Ohrid Hal)	Human capital session A (Samoil Hall)	
<b>Time to refresh: 6:30pm – 7:30pm</b>			
<b>OFFICIAL CONFERENCE BANQUET: start 7.30pm</b> Ss. Cyril and Methodius University - Congress Center – Ohrid (right next to the Metropole Hotel) (Dress code: business smart, cocktail dress)			
<b>Saturday, October 7</b>			
<b>SHORT PARALLEL SESSIONS: 10:30am – 11:30am</b>			
Human capital Session B (Samoil Hall)	Language & translation session B (Ohrid Hall)	OBOR and its dimensions session B (Kaneo Hall)	
<b>COFFEE BREAK: 11.30am – 12am</b>			
<b>SPECIAL PANEL: 12am to 1pm</b> <i>(Mis)understanding a Changing China</i> – talk with Howard Davies (HK Polytechnic Uni) and Matevz Raskovic (University of Ljubljana) about their new book: <i>“Understanding a Changing China: Key issues for Business”</i> (Routledge, August, 2017)			
<b>Time to refresh: 1pm – 1:30pm</b>			
<b>SPECIAL CLOSING CEREMONY: 1:30pm – 6:30pm (departure from Metropol hotel lobby)</b> <b><i>Boat ride to St. Naum island on Ohrid Lake</i></b> <i>(lunch will be provided on board, informal dress)</i>			
<b>Sunday, October 8</b>			
Departure of conference participants			

# Conference Session Schedule

**FRIDAY, OCTOBER 6 – PARALLEL SESSIONS 3:00-4:30PM**

## Session 1: China-CEE session A

Session chair: **Joanna Wardęga**, Jagiellonian University in Krakow, Poland

### TOWARDS ASSESSING THE COMPARATIVE IMPACT OF THE CHINA-CEEC “16+1 COOPERATION” MECHANISM: THE CASE OF MACEDONIA

By Gjorgjioska M. Adela, PhD in Social Representations and Communications, Sapienza University; and MSc in Comparative Politics, London School of Economics.

### COOPERATION BETWEEN HUNGARIAN AND CHINESE UNIVERSITIES: SUCCESS OR FAILURE?

By Alexandra Zoltai, Junior Analyst, Pallas Athene Geopolitical Research Institute, Hungary

### “BELT AND ROAD INITIATIVE” IN POLISH ONLINE TEXTUAL MEDIA

By Kaja Kałużyńska and Joanna Wardęga, Jagiellonian University in Krakow, Poland

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## Session 2: Language & translation session A

Session chair: **Luminita Balan**, Director of Confucius Institute University of Bucharest, Romania

### PROMOTING CHINESE LANGUAGE AND CULTURE IN THE REPUBLIC OF MACEDONIA: OVERCOMING CULTURAL BARRIERS AND BREAKING STEREOTYPES

By Elena Damjanoska, Confucius Institute at Ss. Cyril and Methodius University in Skopje, Macedonia

### CULTURAL EXCHANGE THROUGH TRANSLATION: SOFT POWER TOOLS IN CHINA-CEE DIALOGUE

By Iulia Elena GÎȚĂ, Lucian Blaga University of Sibiu, Faculty of Letters and Arts, Romania

### LITERATURE ENABLING A DIALOGUE OF CULTURES: A CASE STUDY OF INTERCULTURAL COMMUNICATION

By Eva-Nicoleta Burdusel, Lucian Blaga University of Sibiu, Faculty of Letters and Arts, Romania

### THE TRANSLATION OF CHINESE LITERARY WORKS IN ROMANIA – PAST EXPERIENCE AND FUTURE CHALLENGES

By Luminita Balan, Director of Confucius Institute University of Bucharest, Romania

## Session 3: OBOR and its dimensions session A

Session chair: **Dejun CAO**, School of International Business, Southwestern University of Finance and Economics, Sichuan, China

### UNDERSTANDING THE NARRATIVE BEHIND OBOR CONNECTIVITY PROJECTS – TRADITIONAL DONORSHIP OR MODERN-DAY PARTNERSHIP?

By Blazheska Ana, Government of the Republic of Macedonia, State Secretary for European Affairs, Macedonia

### MANAGING COMPLEMENTARY CHANGES AT KEY SUCCESS FACTORS FOR SUSTAINABLE DEVELOPMENT WITHIN THE OBOR INITIATIVE

By Leonid Nakov, Vlado Dimovski, Sreten Miladinovski and Igor Ivanovski, Faculty of Economics, Ss. Cyril and Methodius University in Skopje, Macedonia

### THE “16+1 COOPERATION”: A POSSIBLE MODEL FOR THE EUROPEAN UNION?

By Viktor Eszterhai, Senior Analyst, Pallas Athene Geopolitical Research Institute, Hungary

### CREDIT RISK AND BANKING SECTOR'S SHAREHOLDERS WEALTH: CHALLENGES AND OPPORTUNITIES FOR THE FINANCIAL SECTOR AFTER OBOR

By Fayqa Abdullah Ashkanani, MME – Planning & Quality Department, Ministry Of Municipality & Environment, Doha, State of Qatar

### CHINA (SICHUAN) PILOT FREE TRADE ZONE: ITS GOAL, PLAN AND BUSINESS OPPORTUNITIES

By Dejun CAO, School of International Business, Southwestern University of Finance and Economics, Sichuan, China

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## Session 4: Business & economics session A

Session chair: **Matevž Raškovič**, University of Ljubljana, Faculty of Economics, Slovenia

### CONFLICTS IN VERBAL AND NON-VERBAL CROSS-CULTURAL TRADE RELATIONSHIPS

By Boris Kabylnskii, Faculty of Customs Affairs and Security in the North-West Institute of Management, Russia

### CHINESE MODEL FOR DEVELOPING COUNTRIES: COULD THEY DEVELOP THE CHINESE MODEL TO GROW?

By Elif Kaya, Kilis 7 Aralik University, Department of Economics, Turkey

## **BUILDING SUSTAINABLE BUSINESS MODELS THROUGH COLLABORATIVE-INNOVATION PARTNERSHIPS**

By Slavica Trajkovska, Angelina Taneva-Veshoska, and Kristina Antikj-Georgievski, Institute for Research in Environment, Civil Engineering and Energy, Skopje, Macedonia

## **COMPARING CONSUMER DECISION-MAKING STYLES IN EAST ASIA AND EASTERN EUROPE: BLACK, WHITE, OR FIFTY SHADES OF GREY?**

By Matevž Raškovič, University of Ljubljana, Faculty of Economics, Slovenia  
Zhonghui Ding, University of Ljubljana, Faculty of Economics, China  
Morikazu Hirose, Tokyo Fuji University, Faculty of Business Administration, Japan  
Vesna Žabkar, University of Ljubljana, Faculty of Economics, Slovenia

**FRIDAY, OCTOBER 6 – PARALLEL SESSIONS 5:00-6:30PM**

### **Session 5: China-CEE session B**

Session chair: **Marija Vojne Drakulovska Chukalevska**, Ss. Cyril and Methodius University in Skopje, Faculty of Philosophy, Macedonia

## **BUILDING SYNERGY BETWEEN UNIVERSITIES AND CONFUCIUS INSTITUTES TO STRENGTHEN THE HUMAN CAPITAL CAPACITIES FOR THE OBOR COOPERATION – EMPIRICAL EVIDENCE FROM MACEDONIA**

By Vladimir Petkovski, Ljubomir Drakulevski, Aleksandra Janeska-Iliev, Ss. Cyril and Methodius in Skopje, Faculty of Economics, Macedonia; and  
Jovanka Damoska Sekuloska, University of Information Science and Technology, "St. Paul the Apostle", Ohrid, Macedonia

## **COOPERATION BETWEEN POLISH LOCAL GOVERNMENTS AND CHINESE PROVINCES AS AN IMPORTANT DIMENSION OF POLAND AND CHINA RELATIONS**

By Adriana Skorupska, Polish Institute of International Affairs (PISM), the Eastern Europe Programme, Poland

## **REGIONAL DIFFERENCES AND CHINA'S URBAN MILLENNIAL CONSUMER LANDSCAPE: IMPLICATIONS FOR MARKETING AND CHINA-CEE COOPERATION**

By Matevž Raškovič, Zhonghui Ding and Davor Vuchkovski, University of Ljubljana, Faculty of Economics, Slovenia & China

## **THE IMAGE OF CHINA IN MACEDONIAN MEDIA: CONTENT ANALYSIS OF THE COVERAGE IN MACEDONIAN NEWSPAPER**

By Marija Vojne Drakulovska Chukalevska and Anica Velimir Dragović, Ss. Cyril and Methodius University in Skopje, Faculty of Philosophy, Macedonia

## Session 6: Business & Economics session B

Session chair: **Zhaoyang LI**, Shangahi University of International Business & Economics (SUIBE), China

### THE ROLE OF COMMUNICATION IN THE ORGANIZATION OF MANAGEMENT AND DECISION-MAKING PROCESS

By Keso Sumbadze, Faculty of Economics and Business of Iv. Javakhishvli, Tbilisi State University, Georgia

### DETERMINING CHINESE SPECIALIZATION FOR SITIC TECHNOLOGY CLASSIFICATION: AN ANALYSIS FOR THE PERIOD 1996-2015

By Kazim Saricoban and Elif Kaya, Kilis 7 Aralik University, Department of Foregin Trade, Turkey

### THE ENTREPRENEUR'S CREATIVITY INTRAPRENEURSHIP AND GROWTH OF SMEs: EVIDENCE FROM CHINA

By Bostjan Antoncic, University of Ljubljana, Faculty of Economics, Slovenia

Zhaoyang LI, Shangahi University of International Business & Economics (SUIBE), China

Jasna Auer Antoncic, University of Primorska, Slovenia

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## Session 7: Human capital session A

Session chair: **Connie Zheng**, Deakin University, Australia

### AN ASSESSMENT TOOL BASED ON VOCATIONAL INTERESTS FOR EFFECTIVE HUMAN CAPITAL MANAGEMENT

By Kelitha Mary Cherianand and Kamalanabhan T.J, Indian Institute of Technology Madras, Department of Management Studies, Chennai, India

### HUMAN CAPITAL RESOURCES: RECENT DEBATES AND EMERGING RESEARCH DIRECTIONS

By Vesna Zabijakin Chatleska, University "Ss. Cyril and Methodius" in Skopje, Institute for sociological, political and juridical research and Center for management and human resource development, Macedonia

### THE DISTRIBUTION OF NATIONAL WEALTH AS A GLOBAL SOCIAL-ECONOMIC PROBLEM

By Slavko Sasajkovski and Ljubica Micanovska, Institute for Sociological, Political and Juridical Research, Ss. Cyril and Methodius University of Skopje, Macedonia

### FROM "GOING GLOBAL" TO "ONE BELT ONE ROAD": REVIEW OF POLICY IMPACT ON STRATEGIC HUMAN CAPITAL OF CHINESE FIRMS

By Connie Zheng, Deakin University, Australia; and David Lamond, Victoria University, Australia

## **Session 8: Human capital session B**

Session chair: **Tatjana Petkovska-Mirchevska**, Ss. Cyril and Methodius University Skopje, Institute of Economics – Skopje, Macedonia

### **DYNAMIC ANALYSIS OF NATIONAL CULTURE VALUES OF VISEGRAD GROUP COUNTRIES**

By Chunyan WANG, Shanghai University of International Business & Economics (SUIBE), China

### **HUMAN CAPITAL DEVELOPMENT IN CEE AND CHINA**

By Łukasz Bryl, Poznan University of Economics and Business

### **THE DEVELOPMENT OF THE HUMAN CAPITAL IN THE BALKAN COUNTRIES MEASURED BY THE HUMAN DEVELOPMENT INDEX – COMPARATIVE ANALYSIS**

By Biljana Angelova, Tatjana Petkovska-Mirchevska, Vladimir Petkovski, Elizabeta Djambaska, Aleksandra Lozanoska, Ss. Cyril and Methodius University Skopje, Institute of Economics – Skopje, Macedonia

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## **Session 9: Language & translation session B**

Session chair: **Ana M. Jovanović**, Faculty of Philology, University of Belgrade, Serbia

### **THE ROLE OF LANGUAGE TEACHING IN CHINESE-HUNGARIAN RELATIONS**

By Fanni Marácz, Junior analyst at the Pallas Athene Geopolitical Institute, Hungary

### **THE “WORLDLED” LEARNERS OF LANGUAGE – THE ROLE OF CROSS-CULTURE EDUCATION IN ROMANIA WITHIN OBOR**

By Jiong WANG, Director of Confucius Institute, Lucian Blaga University of Sibiu, Romania and Beijing Language and Culture University, China.

### **TO UNDERSTAND AND TO BE UNDERSTOOD – CURRENT SITUATION AND ISSUES IN THE FIELD OF TRANSLATION AND INTERPRETING IN SERBIA**

By Ana M. Jovanović and Mirjana Pavlović, Faculty of Philology, University of Belgrade, Serbia

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## Session 10: OBOR and its dimensions session A

Session chair: **Anastas Vangeli**, Polish Academy of Sciences, Warsaw, Poland

### THE BELT AND ROAD INITIATIVE IN THE BALKANS: PERCPETIONS, REALITIES AND CHALLENGES AHEAD

By Anastas Vangeli, Polish Academy of Sciences, Warsaw, Poland

### THE IMPACTS OF CULTURAL AND INSTITUTIONAL DISTANCE ON CHINA'S OFDI TOWARDS OBOR COUNTRIES

By Zhang LIN, Shanghai University of International Business and Economics (SUIBE) School of Business, China

### PARADIGM SHIFT IN FINANCIAL INTEGRATION OF PAKISTAN STOCK EXCHANGE AFTER CHINA-PAKISTAN ECONOMIC CORRIDOR

By Abdul Wahid, National University of Modern Languages (NUML), Department of Governance & Public Policy, Pakistan