

CONTENTS

Tatjana Petkovska Mircevska, Sasho Nefovski THE ROLE OF MEDIA AND PROMOTION IN INCREASING CONSUMER AWARENESS TO REDUCE FOOD WASTE. (Original scientific paper).....	6
Elizabeta Djambaska, Vladimir Petkovski DEMOGRAPHIC CHANGES IN NORTH MACEDONIA – EFFECTS AND CONSEQUENCES ON ECONOMIC GROWTH (Original scientific paper).....	20
Iskra Stanceva Gigov, Emilija Miteva Kacarski, Klimentina Poposka EXPORTS AND MNE LINKAGE IN SMEs INTERNATIONALIZATION IN WESTERN BALKAN (Original scientific paper).....	33
Katerina Hadzi Naumova-Mihajlovska, Milena Boshkoska Klisaroski, Tea Josimovska GOVERNMENT POLICIES FOR GREEN ECONOMY DEVELOPMENT IN SME's (Original scientific paper)	46
Natasha Daniloska, Diana Boshkovska DEMOGRAPHIC CHANGES AND ECONOMIC ACTIVITY IN THE VARDAR REGION (Original scientific paper).....	58
Silvana Mojsovska TRENDS AND PROSPECTS OF THE MACEDONIAN MANUFACTURING INDUSTRY IN THE LIGHT OF THE FDI INFLOWS (Original scientific paper).....	74
Tea Josimovska, Katerina Hadzi Naumova-Mihajlovska, Milena Boshkoska Klisaroski ENTREPRENEURIAL CHALLENGES FOR WOMEN IN THE EUROPEAN UNION COUNTRIES (Original scientific paper).....	89

Irina Piperkova, Elizabeta Djambaska, Aleksandra Lozanoska, Elena Davitkovska	
MAIN HR CHALLENGES FOR SMALL BUSINESSES IN REPUBLIC OF NORTH MACEDONIA: A QUALITATIVE RESEARCH (Original scientific paper).....	102
Angelco Andonovski	
VALUE MARKETING AND CONSUMER ENGAGEMENT IN HEALTHCARE (Professional paper).....	113
Authors` guidelines and Editing instructions	126