



# Small Places Can Change the World

Skopje, Macedonia: March 24-27, 2009

Hosted by

Seavus Corporation, Ss Cyril & Methodius University  
FON University, University American College

Lead Sponsors:



## Program Summary:

### Tuesday, March 24

- 13:00 – 16 :00 Program for students  
University American College. Address: 20 III Makedonska Brigada bb
- 17:00 – 20:00 Registration, Reception & Dinner  
Museum of Macedonia.

### Wednesday, March 25

- 9:00 – 17:00 Plenary and panel discussions  
FON University. Address: Str. Vojvodina b.b.

### Thursday, March 26

- 8:00 – 20:00 Tour of Ohrid and discussions  
Meet at Ss Cyril & Methodius University, Faculty of Mechanical Engineering,  
Address: Karpos II bb, Boulevar Oktomvriska Revolucija bb ( do MIDA)

### Friday, March 27

- 9:00 – Noon Tour of Skopje and panel discussion  
Ss Cyril & Methodius University, Faculty of Mech. Engineering  
Address: Karpos II bb, Boulevar Oktomvriska Revolucija bb ( do MIDA)  
New Building, Third Floor, Room K3-9



**Small Places Can Change the World:  
S&T as a catalyst for economic development  
Macedonia, March 24-27, 2009**

How are businesses, governments, NGOs and higher education - working individually or collaboratively - securing a better economic future for their people? How are science, technology and other innovations being used as a catalyst for economic development? How can the experiences of smaller countries be translated and applied elsewhere?

The four-day program in Skopje is a multi-national, multi-disciplinary program that focuses on the unique contributions that smaller jurisdictions can bring to economic and social development.

**Conference Sponsors:** (in alphabetic order)

- Deloitte Touche Tohmatsu
- FON University, Skopje
- Fulbright Commission in Sweden
- Macedonian Enterprise Development Foundation
- Pal Kris Winery
- South Eastern European University
- Ss Cyril & Methodius University: Faculty of Mechanical Engineering
- Ss Cyril & Methodius University: Business Start-up Center
- Seavus Group
- University American College
- US Embassy in Belgrade, Serbia

**Tuesday Afternoon Program at University American College**

**International Education Discussion for Students – 13:00 to 16:00.**

13:00 -13:05	Welcome Dr. Marjan Bojadziev, Provost of UACS
13:10-13:20	Mr. Eric Howard Executive Director, Fulbright Academy of Science & Technology
13:20-13:30	Dr. Zvonimir Jankuloski Fulbright Alum & Dean of the School of Law, UACS
13:30-14:00	Dr. David McGaffey Fulbright specialist at UACS
14:00 -14:45	Break: Pizza and Networking
14:45-15:20	Dr. Clarisse Molad Fulbright Alum & Vice Dean, UACS
15:20- 15:45	Doncho M. Donev, M.D., Ph.D. Macedonian Humphrey Alum & Professor and Director, Institute of Social Medicine, Faculty of Medicine
15:45-16:00	Closing Remarks, Dr. Clarisse Molad

## **Opening Night at the Museum of Macedonia: (March 24) – 17:00 to 20:00**

### **Welcome from Seavus.**

**Mr. Aleksandar Blagoevski-Trazoff** – Sales and Marketing Manager. The Seavus Group was founded in 1999, and today, the firm has over 300 employees in nine countries. In his role, Aleksandar develops strategic marketing and business development plans for the Products Division at Seavus. His expertise includes a complement of strategy, technology, online and business-to-business marketing, product management and high-level negotiations.

### **Welcome from the Program Co-chair and Ss Cyril & Methodius University:**

**Dr. Atanas Kocov** is an Associate Professor at Ss Cyril and Methodius University's Faculty of Mechanical Engineering and is involved in several economic development programs in partnership with the US Agency for International Development. He was a Fulbright scholar in 2003 to the University of Washington's Department of Mechanical Engineering and has been President of the Macedonian-American Alumni Association

### **Welcome from the Fulbright Academy.**

**Ms. Louise Shaxson** is science policy consultant, working primarily for government agencies in the UK. She was born in Malawi and trained as an agricultural economist, winning her Fulbright scholarship to study for her MS at Cornell University in 1988-90. She has worked in many different countries in Africa and Latin America, and currently advises several UK government departments on their science policy and strategy processes. She is a Director of the management consultancy company Delta Partnership, and is Chair of the Board of the Fulbright Academy.

## **Wednesday at FON University: (March 25)**

### **9:00 Registration & Welcome from our host at FON University – Amfitheatre**

**Dr. Zoran Gacovski** is a Professor at FON University. He has also taught at the Military Academy in Skopje. In 2003, he was a Fulbright post-doctoral fellow in the Center for Advanced Information Processing at Rutgers University in New Jersey. Prior to his academic career, he was Chief of the Information Technology Department at the Ministry of Defense of Republic of Macedonia. His research focuses on intelligent control (fuzzy logic, Petri nets, neural and Bayesian networks), multi-modal interfaces, system modeling and simulation, software development, computer graphics, and knowledge-based reasoning.

### **9:15 Opening Plenary**

**Mr. Eric Howard** was the founder of the Fulbright Academy of Science & Technology. He has been building bridges between leaders interested in science, technology and business for over fifteen years. He was a Fulbright scholar to West Germany in 1989-90, where he conducted research in regional planning and sustainable development. His academic work explored the intersection of geology, land use and climate change. For eight years (1992-2000), he was the contributor of the section on Soil/Desertification to the *Yearbook of International Environmental Law*.

### **10:00 – Coffee Break**

### **10:45 - Business Panel – Room A – Concurrent Session**

Session Chair: Dr. Mariane Hattar

#### *Entrepreneurship - Split P's*

Dr. Emeric Solymossy, 2008-09 Fulbright-Hall Chair for Entrepreneurship in Center Europe and Professor of Management, Western Illinois University - Quad Cities, Moline IL

#### *Company Management in the Time of Economic Downturn: The HRM System of Motivation Maps*

Dr. Yelena Istileulova, HR Consultant, ARNA / DUCAT, Almaty, Kazakhstan and a Fulbright Scholar to the US Bureau of Labor Statistics in 2000

#### *Wine, Tourism, Law and Climate Change: A view on the heart of the Balkans*

Emilia Larrachea, Pal Kris Winery, Negotino, Macedonia

#### *Development of the students' entrepreneurship skills*

Katerina Sapundzieva, Ss Cyril and Methodius University, Skopje, Macedonia

#### *Picking up the Pieces: Themes in Macedonian Midcareer Transitions*

Dr. Paul Sudnik, Professor, New York University-Skopje, Skopje, Macedonia

### **10:45 - IT Panel – Room B – Concurrent Session**

Session Chair: Mr. Eric Howard

#### *The Role of Information Technology in Small & Medium Sized Enterprises in Kosovo*

Ms. Mihane Berisha-Namani, Assistant Professor, Faculty of Economics, Pristina University, Pristina, Kosovo

#### *Education Technology & the Bologna Process in Serbia*

Dr. Emilija Stankovic, University in Kragujevacj, Faculty of Law, Kragujevac, Serbia & 2002 Fulbrighter at Tulane University

#### *Innovation in ICT and Economic Development in the Republic of Macedonia*

Dr. Vera Naumovska, Ss Cyril and Methodius University, Skopje, Macedonia

#### *Digitization and Translation Memory as a Building Block for Cultural Heritage Preservation in the Context of Machine Assisted Translation*

Mr. Dimitar Poposki, University of Zagreb, Zagreb, Croatia

#### *Information Systems Curriculum Design - Mongolia*

Dr. Mary Granger, Professor, Information Systems and Technology Management, George Washington University, Washington, DC & 2003 Fulbrighter to Poland and 2006 Fulbrighter to Mongolia

### **12:30 – Lunch – University Restaurant**

#### *Roundtable #1 - International Undergraduate Research*

Dr. Alfred Conklin, Jr., Professor and Chair, Department of Chemistry, Wilmington College, Wilmington OH

#### *Roundtable #2 - Social Science & The Humanities' Contributions: Understanding the Changing Ethnic and Racial Diversity Landscape*

Dr. Christina Morus, Assistant Professor of Comparative Genocide & Rhetorical Studies, The Richard Stockton College of New Jersey, Pomona NJ

#### *Roundtable #3 - Activities for Workplace Development*

Ms. Violeta Stevanovska, Teacher, School St. Kliment Ohridski, Bitola, Macedonia

#### *Roundtable #4 - English - ESL in the Sciences*

Ms. Marsela Harizaj, English Lecturer, University of Vlora, Vlora Albania

#### *Roundtable #5 - Innovation as a Challenge in Small Business*

Ms. Monika Markovska, Teaching Assistant, Faculty for administration and management for information systems, Bitola, Macedonia

### **1:30 - Economic Development Panel – Room A – Concurrent Session**

Session Chair: Ms. Louise Shaxson

*Improving Competitiveness of Macedonian SMEs through linkages with Academia.*

Ms. Petranka Delova, Head of Administration, Austrian Development Corporation, Negotino, Macedonia

*An Interorganizational Approach to Development Assistance*

Dr. Eric Martin, Associate Professor of Business Administration, Eastern Connecticut State University, Willimantic, Connecticut & 2009 Fulbrighter to University of Belgrade, Dept. of Political Science.

*How to Develop a Small Country in E. Europe - Learning from the Israeli Case*

Dr. Amos Avny, Omidev International, Israel

*Transforming the "Efficiency Gap" into a Viable Business Opportunity: Lessons Learned from the ESCO Experience in Sweden*

Ms. Katie Lindgren, 2008 Fulbrighter at Lund University, Lund, Sweden

*Energy Development in the Balkans*

Dr. Clarisse Molad, Vice Dean, University American College, Skopje, Macedonia & 2005 Fulbrighter to Macedonia

### **COFFEE BREAK**

*Preparing Small Countries for the Economic Expansion*

Ms. Lidija Nanuš, Deloitte Touche, Skopje, Macedonia & 2003 Fulbrighter to Northern Illinois University, USA

*R&D as a Key Factor for Private Sector Development*

Marija Zarezankova-Potevska, FON University-Skopje, Macedonia

*Globalization and Development*

Dr. David McGaffey, InterConsultUSA, Alameda, California & 2009 Fulbrighter to University American College, Macedonia

*Economic Development & Public Health*

Dr. Marianne Hattar, Professor of Nursing, Azusa Pacific University, Azusa, California & 2002 Fulbrighter to Jordan

### **1:30 - R&D Panel – Room B – Concurrent Session**

Session Chair: Dr. Flynn Picardal, Indiana University

*Global Environmental Change and Biodiversity for Agriculture*

Dr. Gordana Surlan-Momirovic, Faculty of Agriculture University of Belgrade, Serbia & 2002 Fulbrighter to University of Missouri, Columbia USA

*International Undergraduate Research*

Dr. Alfred Conklin, Jr., Professor and Chair, Department of Chemistry, Wilmington College, Wilmington OH

*New Internet Architectures*

Mr. Shpetim Latifi, South-Eastern European University, Skopje, Macedonia & 2007 Fulbrighter at Indiana University-Purdue University

*Testing the Waters Before Jumping In: six tests for more effective innovation and new-product development*

Mr. Boro Petkoski, MSc candidate, Ss Cyril and Methodius University, Skopje, Macedonia

### **COFFEE BREAK**

*Project Assignment Problem Solved by Neuro-fuzzy Inference System*

Dr. Zoran Gacovski, Professor, FON University, Skopje Macedonia

*Application of N-Period Dynamic Inventory Model with Deterministic and Probabilistic Demand*

Ms. Katerina Mitkovska-Trendova, Teaching Assistant, Military Academy, Skopje, Macedonia

*Global Economic Crisis and the Impact on Macedonia*

Dr. Dragan Tevdovski, Ss Cyril and Methodius University, Skopje, Macedonia & 2006 Junior Faculty Development Program at George Washington University, USA

## **Thursday in Ohrid: (March 26)**

**8:00 am meet at Ss Cyril & Methodius University for a 8:15 departure**

Ss Cyril & Methodius University, Faculty of Mechanical Engineering,  
Karpos II bb, Boulevar Oktomvriska Revolucija bb ( do MIDA)

Discussion and tours relating to historical and cultural preservation and tourism.  
Special program organized by Dr. Kocov of Cyril & Methodius University.

## **Friday at Ss Cyril & Methodius University: (March 27)**

**9:00 Faculty of Mechanical Engineering, New Building, 3<sup>rd</sup> Floor, Room K3-9**

**Closing Panel – Can Small Places Change the World – Lessons Learned**

Comments from Selected Conference Participants

**Lunch and optional tours of research facilities and labs.**

**Location on Wednesday: (9:00 am)**

FON University is located near the Aerodrom

- Address: Str. Vojvodina b.b., Skopje
- Phone: 02 244 55 55



FON University

**Meeting Location on Thursday (8:00 am) & Friday (9:00 am)**

Ss Cyril & Methodius University  
Faculty of Mechanical Engineering

- Address: Karpos II bb, Boulevar Oktomvriska Revolucija bb ( do MIDA)
- Phone: +389 2 3099 200 or +389 71 299 299



This photo also shows the location of the Postgraduate Student Dormitory. The name of the dorm is Atanas Bliznakov. Address is Dresdenska 19.