

THIRD MULTIPLIER EVENT

Cultural Studies in Business
"Cross-Cultural Studies in Business:
a European Analysis"

29 January, 2021 KUMANOVO

**CULTURAL
STUDIES**
in Business



 Erasmus+ K2 -Strategic Partnership in the field of HIGHER EDUCATION

12:00- Welcome speech

12:10-12:20- Presentation of CSB
project - **Ljubisha Petrushevski**

12:20-12:30 – Presentation of the
intellectual output #3 of the project:
Management – Journal of
Contemporary Management Issues –
Special issue: IMPLICATIONS OF
CULTURE FOR
BUSINESS STUDIES IN EUROPE-
Marija Stojanova

PART 1 Paper presentation by authors

12.30-12.50: **Aleksandra Shumar** -
Leadership across Cultures

12:50-13:10- **Dejan Krstevski** – Start
your own business with 0 investments
and generate minimum 2 average
national monthly salaries

13:10-13:30: **Ljubisha Petrushevski** -
Aestheticization versus Anaesthetization

13.30-13.50: **Emilija Egger** - Economics
and Society- Global Issues

13.50 -14.00: Coffee Break

PART 2 Paper presentation by authors

14.00-14.20: **Makedonka Dimitrova** - The
specifics of business communication: Case
study of Turkish businesses

14.20-14.40 - **Marija Stojanova** –
Organisational culture and change

14.40-15.00 - **Marjan Mladenovski** -
Gender, culture and unpaid work: aspects
of the macedonian case

15.00-15.20: **Abedin Zendel** - Body
Language in business: Decoding the
signals

15.30-15.50: Discussion and end of the
event



Higher Education Professional
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