

UNIVERSITY OF TOURISM AND MANAGEMENT

**The Third International Scientific
Congress - Biennale**

5th October, 2013



Skopje, Macedonia

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Congress - Biennale**

5th October, 2013
Skopje, Macedonia

**Collection of works of the Congress
on the theme**

ICON BEST 2013



English version



Dear ladies and gentlemen,

*It is great honor and pleasure to welcome you at the Third International Congress, Biennale with the theme: **ICON BEST 2013**. The Congress is organized by the University of Tourism and Management in Skopje which permanently monitors the educational, scientific and economic trends in developed economies in Europe and worldwide in order to create and implement innovations which will bring us closer to the standards of the European Union.*

I am convinced that each and every one of us present will give an exceptionally high contribution to exchange information on the current scientific thought about tourism and sharing of ideas. At the congress the best practices about enhancing the business climate in the region and wider will be presented. At the same time you will have the opportunity to establish business contacts with prominent leaders in the field of tourism and management.

Thank you for your participation in the congress. I'll be especially pleased to see the next Congress.

Chancellor

Prof. Ph.D. Ace Milenkovski





UNIVERSITY OF TOURISM AND MANAGEMENT IN SKOPJE

The University of Tourism and Management in Skopje is a private university accredited in 2006 by the Ministry of Education and Science in the Republic of Macedonia.

The University is managed by the Chancellor Prof. Ace Milenkovski PhD. The University has a competent teaching staff, the most sophisticated technical, material and spatial resources. The design of the mission and vision is compatible with the world trends to ensure total management quality.

University of Tourism and Management in Skopje organizes first cycle of Undergraduate studies, the second cycle of Master Studies while the third cycle of Doctoral studies is in process of accreditation. Within the University exist and function the Faculty of Tourism, the Faculty of International Marketing Management, Faculty of Human Resources Management, Faculty of Economics, Faculty of Public Relations, Faculty of Sports Tourism, and Faculty of Entrepreneurial Business. The lectures at the faculty are conducted according to the principles of Bologna declaration with the explicit application of the methodology of the European Credit Transfer System, supported by computer software that is aimed at efficient and effective communication of stakeholders, access to information and objectivity in measuring the quality of the teaching process and the final solutions. The priority in permanently monitoring, implementing and evaluating the process and results is the direction of the University to create an effective interaction of students and teachers in order to acquire competencies, i.e. applicable knowledge according to the standards of the universities in Europe and the world. The multidisciplinary approach is a sign of the teaching process for acquiring theoretical knowledge which are assessed through the mandatory realization of the internship in reputable institutions in the country and abroad. After completing the studies, the students are trained for the competitiveness in the labor market.

An integral part of the University is the FTS travel, travel agency, managed by graduates who are leaders in creating the internship. The scientific and research activity is noted by the intensive production of the university textbooks and scientific papers, publications and a magazine which is published annually.

International collaboration is accomplished through participation in scientific congresses, symposiums and signing collaboration memorandums with renowned universities in Europe and beyond.

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CONTENTS

CONTEMPORARY MANAGEMENT INTENTION > 3 - 53

Konstantin Petkovski ¹ , Ph.D Fanche Joshevska, MSc	ANALYSIS OF A MODEL OF TEAMWORK BY HILL	3
Rozalina Popova-Koskarova, PhD Arijana Koskarova, Dr. Mimoza Serafimova Dr. Tanja Angelkova Petkova	EDUCATIONAL PRESUMPTIONS FOR SUCCESSFUL MANAGERS	9
Ivo Kuzmanov, PhD Konstantin Petkovski, PhD.	RESEARCH BASED ON THE PSYCHOLOGICAL ASPECTS ON THE ENTREPRENEURSHIP AS A PERSON AND ANALYSIS ON THE RESULTS FROM THE CONDUCTED RESEARCH BASED ON ENTREPRENEURSHIP PROGRAMS IN BITOLA'S REGION IN 2012	13
Sofija Petkovska Biljana Gjorgjeska	THE SIGNIFICANCE OF THE QUALITY MANAGEMENT SYSTEM IN MAKING MANAGEMENT DECISIONS	18
Jasna Teofilovska Ph.D.,	MOBBING AS DISCRIMINATION IN EMPLOYEE RELATIONS: TRENDS IN TOURISM	25
Aleksandra Stoilkovska, Ph.D. Violeta Milenkovska Ph.D. Gordana Serafimovic MSc	THE CORRELATION BETWEEN ORGANIZATIONAL CLIMATE AND EFFICIENCY OF TEAMS	29
STAMBOLISKI VASIL, M. Sc	IMPROVEMENT OF BODY SHOP MANAGING AS A PART OF VEHICLE IMPORTERS CENTER	38
		46

HOSPITALITY MANAGEMENT > 57 - 92

Amelia Tomašević, PhD	HOTEL INDUSTRY TRENDS	57
TRAJKO MICESKI, Natasa Stojovska	IMPROVING THE QUALITY OF HUMAN RESOURCES MANAGEMENT IN TOURISTIC ORGANIZATIONS – KEY FACTOR FOR INCREASING THE SATISFACTION OF SERVICE USERS	62
Mr. Miško Radjenović	RECRUITMENT OF HUMAN RESOURCES IN THE PREPARATION OF SERVICE PROGRAM IN HOTEL COMPANIES	73
Ljerka Cerovic, Ph.D., Danijel Drpić, M.Sc., Vedran Milojica, M.A.,	THE POSSIBILITIES FOR REPOSITIONING OF THE OPATIJA RIVIERA'S TOURISM OFFER	85

PUBLIC RELATIONS AS A PRESUMPTION FOR CREATION OF COMPANY IMAGE AND BRAND > 95 - 135

MSc Renata Stoilkovska	MANAGEMENT SKILLS OF EMPLOYEES FOR EFFECTIVE GUERRILLA MARKETING	95
Metodija Angjeleski PhD Nikoli na Gaberova Ljupcho Tashevski	PUBLIC RELATIONS	100
Ilija Moric, MSc	SPECIFIC & NECESSITY OF PR IMPLEMENTATION IN RURAL TOURISM	106

Mr.Elena Doneva	PUBLIC RELATIONS	113
PhD. Valentina Mucunska Palevska MSc. Vera Boskovska MSc. Ljupco Dimitrievski	THE FUNCTION OF PUBLIC RELATIONS IN PROMOTION AND BRANDING OF COMPANIES	119
ZORAN STREZOVSKI,PhD SASKO GRAMATNIKOVSKI,PhD VERA BOSKOVSKA.Msc.	THE ROLE OF PUBLIC RELATIONS FOR CREATION BRAND OF THE FESTIVAL	130

SPORT TOURISM AS A BASE FOR TOURISM INCREASE SCOPE > 149 - 169

Krassimir Petkov, PhD, Valentine Panayoytov, PhD	ANALYSIS OF THE PERFORMANCE OF BULGARIAN COMPETITORS ON 2013 WORLD CADET FENCING CHAMPIONSHIP	149
<i>Prof. dr. Konstantin Angelovski</i> <i>Mainly ass. Dimitar Iliev</i>	ORGANIZATION OF SPORTS COMPETITIONS AS A BASIS FOR THE DEVELOPMENT OF SPORTS TOURISM	155
IVA BULATOVIĆ, M.Sc. ANA TRIPKOVIĆ-MARKOVIĆ, PhD	STRATEGIES FOR SPORT TOURISM DEVELOPMENT (CASE: THE MUNICIPALITY OF BAR, MONTENEGRO)	159

STOCK EXCHANGE MARKETS AS ACCELERATOR OF ECONOMIC GROWTH > 173 - 213

Nadica Ivanovska, Ph.D, Zoran Ivanovski, Ph.D,	FUNDAMENTAL ANALYSIS AND DISCOUNTED FREE CASH FLOW VALUATION OF STOCKS AT MACEDONIAN STOCK EXCHANGE	273
<i>S.Kozhuharov, Ph.D</i> <i>Z.Ivanovski, Ph.D</i> <i>M.Georgievski Ph.D</i>	MANAGERIAL ECONOMICS IN CONTEMPORARY ECONOMIC CONDITION	184
Dr. Baki Koleci, Haxhi Zeka, Mr.sc.Violeta Koleci	QUALITY IN HIGH EDUCATION IN REPUBLIC OF KOSOVO	190
Zoran Ivanovski, Ph.D, Nadica Ivanovska, Ph.D,	STOCKS VALUATION AT MACEDONIAN STOCK EXCHANGE WITH DIVIDEND DISCOUNT MODEL: IS IT OBSOLETE OR STILL APPLICABLE IN PRACTICE	195
Tatijana Ashtalkoska, PhD Aleksandra Srbinovska-Donchevski, PhD	THE IMPACT OF MANAGEMENT STRUKTURES AND THE GLOBAL ECONOMIC CRISIS ON EMERGENCE OF NEW FORMS OF ECONOMIC CRIME	203
M-r Katerina Nikolovska	THE ROLE OF TNC IN ECONOMIC RELATIONS	209

URBAN TOURISM > 217 - 328

Lorena Peroš, BA	Affirmation of cultural identity tourism destination through city break travelling – Zadar city example	217
<i>Zlatko Jakovlev, PhD.</i> <i>Cane Koteski</i> <i>MSc. Snezana Bardarova</i>	ANIMATOR ROLES IN ENRICHING THE CONTENT OF TOURIST STAY	228
<i>Mircea Muresianu, PhD</i> <i>Eduard Schuster</i>	BISTRITA URBAN AREA & ITS INTERNATIONAL TOURISTIC FLOWS	234
<i>Danijel Drpić M.Sc.,</i>	CULTURAL HERITAGE AS THE FACTOR OF GROWTH OF COMPETITIVE ADVANTAGES OF TOURISM IN THE REPUBLIC OF CROATIA	241

<i>Sanja Pavlović, PhD, Snežana Štetić, PhD, Sara Stanić, MSc, Ana Vizjak, PhD</i>	CULTURAL INDICATORS OF SUSTAINABLE TOURISM IN URBAN AREAS IN SERBIA	250
<i>Sanja Komadina, MSc Maja Vizjak, MSc</i>	DEVELOPMENT OF TOURIST POLICY IN THE EUROPEAN UNION	258
<i>Nikola Cuculeski, MBA Ilijana Petrovska, PhD.</i>	Emerging trends in the tourism industry – the need of alternative forms of tourism	268
<i>Hristina Dimeska MSc Katerina Mijalova MSc,</i>	EVENTS AND THEIR IMPACT ON TOURISM - THE CASE OF SKOPJE	274
<i>Biljana Petrevska, Ms.C</i>	INNOVATIVE APPROACHES FOR PROMOTING TOURISM IN MACEDONIA	281
<i>SnežanaŠtetić PhD Dario Šimičević MSc Saša Stevanović, MSc</i>	MAJOR SPORTING EVENTS AND THEIR INFLUENCEON THE DEVELOPMENT OF TOURISM IN BELGRADE	287
<i>Mijalce Gjorgievski, PhD Dejan Nakovski</i>	Climatic features as a factor for development oftourism in the Republic of Macedonia	296
<i>Risto MIJALOV PhD, Goran KITEVSKI</i>	Regional and European Economic Relations of the Republic of Macedonia and economic integration of tourism as a factor for economic development	305
<i>Ana Vizjak PhD, Maja Vizjak, MSc Ilija Moric</i>	SHOPPING TUORISM AND CONSUMER HABITS	310
<i>Đurđica Perović Tatjana Stanovčić Sanja Peković</i>	The Role of Tangible and Intangible Elements in Tourist Satisfaction: The Empirical Evidence on Montenegrin Data	321
<i>Kole PAVLOV, MSc Ace MILENKOVSKI, PhD Gjorgji PAVLOVSKI, PhD</i>	ANALYSIS OF GEOGRAPHICAL FACTORS IN FUNCTION OF THE DEVELOPMENT OF VINICULTURE AND WINE TOURISM IN THE TIKVESH VALLEY	327
<i>Julijana Petrovska, M.Sc. Marina Stojmirova, M.Sc.</i>	ANALSYIS OF POSIBILITIES OF DEVELOPMENT OF RURAL TOURISM OFFER OF SOUTH-WEST SIDE OF MOUNTAIN SKOPSKA CRNA GORA	328

Conclusions of the Congress..... xxx

RESEARCH BASED ON THE PSYCHOLOGICAL ASPECTS ON THE ENTREPRENEURSHIP AS A PERSON AND ANALYSIS ON THE RESULTS FROM THE CONDUCTED RESEARCH BASED ON ENTREPRENEURSHIP PROGRAMS IN BITOLA'S REGION IN 2012

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Abstract

The basic aim of the paper is to represent the results from the research conducted based on the psychological aspects on the entrepreneur as a person and the results from the research conducted on the entrepreneurship programs into Bitola's region in 2012. For the aim of the research based on the psychological aspects on the entrepreneur as a person, a proper questioner was created. The same one was given to a specific target group, created by people from various segments of social life such as: entrepreneur people, people included into the educational processes (teachers and professors) and students. This kind of a research was done with an aim to get proper information's about the entrepreneur as a person. On the other hand the second part from the research was dedicated to the processes of utilization of the entrepreneurship programs into Bitola's region in 2012, as a way for creating new work places.

Key words: *Entrepreneurship, Psychological aspect of the entrepreneur as a person, programs for utilization of the entrepreneurship*

INTRODUCTION

Taking into consideration that the entrepreneurship and the entrepreneurship approach in today's world are the basics for economical growth and development, no ether the region and the environment, this thematic are more than actual and it's a source for continuous research. Although the entrepreneur process, as defined into literature, includes a numerous interrelated processes such as: opportunity recognition, decision making, resource collection, starting, building success and processes of the so called harvesting of the labour, an detail analysis of the methodological approach on such defined process is more than necessary. [1]

So that the entrepreneurship processes could be recognized as a process or an activity done by a person with a visionary view on things, several key factors should be taken into consideration such as [1]:

- Economical, technological and social conditions where opportunity is spotted
- The human factor (the entrepreneur as a person)
- The business techniques and the law structures which are used during the processes of opportunity developing
- The economic and social factors as a result of defined development

Taking into consideration the defined processes, the main conclusion is that the same one is an uninterrupted cycle where the key element is the human as a main factor (the entrepreneur). It's also normally that society and the business conditions into the environment has more influence on the entrepreneurship as a process, but the key element is the human factor and it's ability for opportunity recognition in the right moment. From this aspect, and considering numerous authors, the entrepreneur as a person could be defined as a human that recognizes the market opportunity and has the desire and courage to prepare the necessary resources for taking the opportunity with an aim for long term personal and financial benefits. From one hand the entrepreneur is a person which starts with numerous new things and has an extra ordinal characteristics which defines him as different from the others, but from the other hand every one that has an courage and desire to create work places for himself and others could be defined as an entrepreneur.

If the global way of working is taken into consideration, and the way that things changes in world frames, but taking into consideration the organizations that has numerous employees today, has started as an idea, it can be concluded that the entrepreneurship is an discipline which is a key element of social and economical development and growth. On other hand if the momentarily situation considering the process of entrepreneurship into Republic Macedonia is taken into consideration, and especially in Bitola's region from an entrepreneurship point of view and from the possibility for job creation, the conclusion is that the entrepreneurship as a subject (in universities) and as a process is a key element for further growth and a key basis for the processes of new job creations. That is why the basic aim of this paper is to represent a long term study considering the psychological aspect of the entrepreneurship as a person, and from a point of view of usage of numerous programs for creation of SME's into Bitola's region in 2012.

For that purpose, the research is divided into the following parts:

- The first one that represents the results from the conducted research done with 186 people, from the business sector (successful entrepreneurs), teachers and people from the educational sector and students, with an aim to get the psychological code of the entrepreneur as a person and,
- The second one which represents the data from several programs for backup of entrepreneurship ideas and SME's in initial phases into Bitola's region in 2012.

PRESENTING THE RESULTS FROM THE CONDUCTED RESEARCH

Presenting the results from the research base on the definition of the psychological code of the entrepreneur as a person

Starting from the point of view where the most of the people in the business world hasn't an developed entrepreneurship spirit, but at the same time has an lack of initiative, innovation, creativity and the capability for opportunity perception, the aim of the research is to get an idea for the momentarily situation considering the entrepreneur as a process in Bitola's region, and at the same time with usage of an comparative analyses considering the results, to precise what are the key characteristics (psychological aspects) that makes the humans great entrepreneurs. An key factor that was an initial point while creating the research was the momentarily situation into R. Macedonia where young people hasn't any kind of an interest for creating business after the process of education and getting their bachelors diplomas. On the other hand another key element that justifies the necessarily for this kind of a research is the momentarily educational process where teachers and professors doesn't have an entrepreneurship characteristics and does not use such techniques. Maybe that is the reason why young people doesn't have an entrepreneur characteristics and such a spirit, but also doesn't have the ability for taking the risk.

Also a criterion that should be taken into consideration is the dilemma among author and researchers about the entrepreneurship and the entrepreneur as a person. A part of them consider that the entrepreneurship is an art and as such the same one is a part of the entrepreneur as a person as a born characteristics. On the other hand the other part on the entrepreneurship sees as discipline that could be learned and used. Also several dilemmas are about the gender of the person. Most of the authors and researchers see the male figure as a superior in the field of entrepreneurship. These dilemmas and criteria's and several others are taken into consideration during the processes of research.

Explaining the research part considering the entrepreneur psychological aspects

Having in mind that the basic aim of the paper is more that actual world wide as well and in R. Macedonia, but on the other hand taking into consideration the numerous benefits from the society and the government in R. Macedonia (starting a new company for one day, zero expenses for on line business registration, numerous entrepreneurship programs and grants, worldwide foundations that helps worldwide ideas financially etc.), the basic aim of the research were 186 people taken into the research. There were three main categories of people such as:

- Successful entrepreneurs (50 people)
- Teachers and professors (100 people)
- Students (36 people)

Seeing the three main categories of people taken into research, the target group is a mix of the three main categories of people that are the most concerned with the entrepreneurship problems considering business leading (successful entrepreneurs), the problems and potentials for further curriculum improvements into the educational processes (teachers and professors) and about the challenge for future employment (students)

For the aim of the research a questioner was developed with total number of questions 60. During the process of making the questioner several criteria's for future entrepreneurship success were taken in mind, such as:

- Possession of the so-called "entrepreneurial abilities", despite the appropriate expertise and competences
- Possession of entrepreneurial skills (which helps them to be more and more successful in carrying out their work tasks)
- Possession of the so-called "developed sense for business" among successfully entrepreneurs (compared with the ones employed into public sectors and into educational system)

During the process of research every single person has answered and responded specifically about the questioner. Later the gathered data were analyzed in two ways: as summarized gathered data, and as well as comparative analysis of the summary results to those obtained from the business sector.

Presenting the results from the research based on the psychological profile of the entrepreneur as an individual

Taking in consideration that 60 questions were a part of the specifically designed questioner, some of them are presented into the tabular views in addition of the paper. All of the questions that were a part of the questioner, were specifically designed in an aim to create a psychological profile of the person (entrepreneur), considering the environment in which the person has grown, his/hers social life at young age and latter, projected future and perception about the future, persistence as a factor for success, formal and informal learning, desires and interests, communicative skills, money and material goods as a motivation factor, the desire for companionship, the momentarily social life etc. Considering the previous mentioned factors a complete picture about the potential entrepreneur could be created after the research, taking into consideration the results from the three main categories of people included into the research.

The tabular view 1, given in addition represents 20 of the questions and summarized data (given in numeric and percentage).

Num.	Question	Answer			
1	How was your life as a child?	Hard/Difficult	22 (12%)	Very easy	164 (88%)
2	Were you among the best pupils in the primary school?	YES	177 (95%)	NO	9 (5%)
3	Were you popular at school?	YES	93 (50%)	NO	93 (50%)
4	Are you interested about the details?	YES	148 (80%)	NO	38 (20%)
5	Are you persistent?	YES	162 (87%)	NO	24 (13%)

6	Have anyone said that you're thinking is different from the others?	YES	128 (69%)	NO	58 (31%)
7	Have you even heard "internal voices" about the decisions you made?	YES	149 (80%)	NO	37 (20%)
8	Do you sleep only a little?	YES	100 (54%)	NO	86 (46%)
9	Are you determined?	YES	148 (80%)	NO	38 (20%)
10	Do you want action?	YES	140 (75%)	NO	46 (25%)
11	Has the communication with the so-called "problematic people" been a problem for you sometimes?	YES	48 (26%)	NO	138 (74%)
12	Do you have confidence?	YES	174 (94%)	NO	12 (6%)
13	Has the concentration been a problem for you while doing things?	YES	174 (94%)	NO	12 (6%)
14	Are money a motivation factor for you?	YES	107 (58%)	NO	79 (42%)
15	Have you planned your carrier?	YES	118 (63%)	NO	68 (37%)
16	What do you want to talk about more: for the FURUTE of for the PAST?	Future	161 (91%)	Past	17 (9%)
17	What do you talk about more: about persons or about ideas?	Persons	29 (16%)	Ideas	157 (84%)
18	Have you often lose the sense for time?	YES	56 (30%)	NO	130 (70%)
19	Are you an optimist?	YES	169 (91%)	NO	17 (9%)
20	Are you crossing the limitations?	YES	68 (37%)	NO	118 (63%)

Table 1: Summarized results from the questions

Analyzing the data presented into the tabular view, an clear conclusion can't be get if an comparative analysis of these summary results isn't done with the one gathered from the business sector. Having in mind that this segment is represented with 50 representatives (successfully entrepreneurs), table 2 presents the comparative review where the section marked in red are the results gathered from the business sector. Before the tabular view is represented, only one explanation why the representatives of the business sector are taken into account as relevant data. It can be explained by the notion that they are so successful in what they do, have taken risks in life and in business and grabbed the business opportunities. Also it can be added the conclusion that literature provides confirmation about the previously mentioned, and also the results from the research given in red into tabular view 2 are a representation and confirmation about the previously mentioned statements. In addition of this part the tabular view number 2 is represented.

Num.	Question	Answer	Answer				
1	How was your life as a child?	Hard/Difficult	22 (12%)	10 (20%)	Very easy	164 (88%)	40 (80%)
2	Were you among the best pupils in the primary school?	YES	177 (95%)	40 (80%)	NO	9 (5%)	10 (20%)
3	Were you popular at school?	YES	93 (50%)	26 (52%)	NO	93 (50%)	24 (48%)

4	Are you interested about the details?	YES	148 (80%)	34 (68%)	NO	38 (20%)	16 (32%)
5	Are you persistent?	YES	162 (87%)	42 (84%)	NO	24 (13%)	8 (16%)
6	Have anyone said that you're thinking is different from the others?	YES	128 (69%)	36 (72%)	NO	58 (31%)	14 (28%)
7	Have you even heard "internal voices" about the decisions you made?	YES	149 (80%)	42 (84%)	NO	37 (20%)	8 (6%)
8	Do you sleep only a little?	YES	100 (54%)	37 (74%)	NO	86 (46%)	13 (26%)
9	Are you determined?	YES	148 (80%)	42 (84%)	NO	38 (20%)	8 (16%)
10	Do you want action?	YES	140 (75%)	44 (88%)	NO	46 (25%)	6 (12%)
11	Has the communication with the so-called "problematic people" been a problem for you sometimes?	YES	48 (26%)	2 (4%)	NO	138 (74%)	48 (96%)
12	Do you have confidence?	YES	174 (94%)	44 (88%)	NO	12 (6%)	6 (12%)
13	Has the concentration been a problem for you while doing things?	YES	174 (94%)	48 (96%)	NO	12 (6%)	2 (4%)
14	Are money a motivation factor for you?	YES	107 (58%)	10 (20%)	NO	79 (42%)	40 (80%)
15	Have you planned your carrier?	YES	118 (63%)	41 (82%)	NO	68 (37%)	9 (18%)
16	What do you want to talk about more: for the FURUTE of for the PAST?	Future	161 (91%)	46 (92%)	Past	17 (9%)	4 (8%)
17	What do you talk about more: about persons or about ideas?	Persons	29 (16%)	8 (16%)	Ideas	157 (84%)	42 (84%)
18	Have you often lose the sense for time?	YES	56 (30%)	8 (16%)	NO	130 (70%)	42 (84%)
19	Are you an optimist?	YES	169 (91%)	44 (88%)	NO	17 (9%)	6 (12%)
20	Are you crossing the limitations?	YES	68 (37%)	38 (76%)	NO	118 (63%)	12 (24%)

Table 2. Comparative analysis between the summary results and the ones from the representatives of the business sector, shown in red

If we perform a comparative analysis between the summary results (taking into consideration 186 people) and the ones from the business sector (50 representatives), most of the results doesn't show a larger deviations. But on the other hand, what is relevant in this moment is to notice that the representatives from the business sector spend less time in sleep, have a significantly greater determination and persistence, has more developed communication skills, the communication with the so – called "problematic people" isn't quite a problem for them, the money aren't such special motivation factor and they know quite well what do they want and plan their careers. At this point those comparative results and the obtained knowledge from the summary results creates the psychological profile of the entrepreneur as an individual, especially the ones that could be considered as a part of the personality of the entrepreneur and perhaps are the key element for business success and taking risks.

Presenting the results from the survey in terms of the results from programs that support the entrepreneurship in Bitola's region in 2012

Given the fact that the entrepreneurial approach is perhaps the only way for economic growth and development and the best way for creation of new jobs, there are numerous programs that supports the entrepreneurship in Republic Macedonia. Such an institution in Bitola's region is the foundation Business Start up Centre, which works on the problems of entrepreneurship and job creation since 2007 till today. One of the basic goals of the institution are the supporting programs (financial, educational, consultancy) as a way to encourage young people in this area to create their own business. For this purpose the institution, has organized numerous trainings and consultations with young people that wants to turn their ideas to "successful stories". On the other hand as a daily routine of the foundation are the supporting programs that evaluates business ideas through Business Plans Competitions. Taking in consideration that the number of applications from prospective entrepreneurs in the past year (2012) was total 193 people, a part of the paper and the study was dedicated into this area.

For the purpose of the research, this kind of data were analyzed and shown the total number of new business creations and new work places that were created as a part of the programs that offers the foundation in 2012. For this kind of a research the annual report from the Foundation [2] was used. Actually the tabular view number 3 is the best representation for the results. Given the fact that the subject of controversy is the question whether men are better entrepreneurs, in the tabular view is given a special preview of successful women entrepreneurs.

Num.	Segment	Targets	Results	Woman entrepreneurs
1	Creating new SME's	40	75	30
2	Creating new work places	100	307	140

Table 3. Presentation of the results from entrepreneur programs in Bitola in 2012

Seeing tabular view 3, a trend of exceeding the projections is spotted, considering creation of new businesses in 2012 as well as in the process of job creation. But on the other hand considering the total numbers of applications in 2012 (193), the percentage of success is around 38.8%, which leads to conclusion that additional steps are necessary so future entrepreneurs could be more persistent in the idea to develop and open their own businesses. Having in mind the starting hypothesis that men are better entrepreneurs, the results shown in table 3, shows that woman are as good as men entrepreneurs, with a percentage 40% or 30 out of 75 total. If the fact that the number of women presented in earlier stages of Business competitions are significantly lower that men, conclusion is that these results provides a completely new light on entrepreneurship and women as a segment of it.

Yet the conclusion remains that only one institution cannot contribute towards positive results in terms of entrepreneurship and appropriate steps must be taken first of all into the educational system (secondary schools and in high school), but also in terms of financial relief from the government when businesses are opened.

CONCLUSION

Analyzing the results from the studies regarding entrepreneurship, presented into the paper, conclusion is that there are some personal features that differentiate the entrepreneur as a person from all other people around him. On the other hand, if the results from the entrepreneurial programs are looked, the conclusion is that some changes into the educational processes are necessary. Those changes includes changing's in the way of teaching in secondary and higher educational institutions, where teachers would teach using entrepreneurial techniques, that will lead to the processes of idea creation among students. Also necessary steps in a matter of financial relief in the process of new business creation are more that necessary, combined with an informal education, trainings, consultation for the new entrepreneurs as a government measure. In fact, these things mentioned in the conclusions are the necessary steps for economical development through the process of new job creation. Only an entrepreneurial society is a successful society.

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