
UTMS JOURNAL OF ECONOMICSVolume 15 Number 2 pp. 109–261 December 2024

CONTENTS*Research Papers*

THE AUGMENTED DICKEY-FULLER TEST FOR THE STATIONARITY OF THE FINAL PUBLIC CONSUMPTION AND GDP TIME SERIES OF THE REPUBLIC OF NORTH MACEDONIA. Z. Ivanovski and N. Ivanovska.	109
GLOBAL CHALLENGES OF THE FUTURE. CAN WE SOLVE THEM?. G.Bandov.	125
SUSTAINABILITY OF THE TRADITIONAL CONCEPT OF PERFECT COMPETITION UNDER THE CONDITIONS OF DIGITAL TECHNOLOGY. A. Čović, L. Cerović and D. Maradin.	135
DIGITIZATION OF THE RECRUITMENT PROCESS: A CASE STUDY OF THE TALENTLYFT PLATFORM. S. Puljević and K. Fotova Čiković	148
ASSESSMENT OF OHRID'S TOURISM POTENTIAL BY USING TEMPERATURE HUMIDITY INDEX AND ITS CONTRIBUTION TO INTERNATIONAL TOURISM MARKETING. İ. Zeydan and Ö. Zeydan.	156
THE IMPACT OF ENTREPRENEURSHIP TO ECONOMIC GROWTH IN TUNISIA: APPLICATION OF THE ARDL MODEL. N. Ben Afia, I. Ben Saied and R. Amairia.	164
EVENT (OVER)TOURISM IN OHRID (NORTH MACEDONIA): CRITICAL THINKING. B. Petrevska and S. Martinoska.	172
BEYOND POLITICAL: TOURISM (RE)SHAPING THE IMAGE OF THE BALKANS. G. Kitevski and K. Mijalova.	187
BEYOND WORDS: THE IMPORTANCE OF ACTIVE LISTENING ON TEACHING PERFORMANCE. M. Novakovska and A. Stojkov.	200
THE EFFECTS OF ARTIFICIAL INTELLIGENCE ON TOURISM INDUSTRY. P.Petkov	218
TOURISM AS AN ECONOMIC DRIVE THE ROLE OF ENGLISH IN DEVELOPING EMERGING DESTINATIONS. D.Dekova	229
EMPIRICAL RESEARCH OF THE INFLUENCE OF E-PROPAGANDA ON THE DEVELOPMENT OF A TOURIST DESTINATION (case study North Macedonia). Lj. Milenkovski	239