



University "Aleksandër Moisiu", Durrës Faculty of Business

Conference Agenda

11-th International Scientific Conference "ECONOMIC POLICY AND EU INTEGRATION"

May 27th - 29th, 2021

Conference Hall, Building nr. 1, University "Aleksandër Moisiu", University Campus,
Durrës

May 27th, 2021

09:30 - 10:00	Registration
10:00 - 12:00	Opening Remarks Meeting's link: https://meet.google.com/imi-zuuc-hbd
	<ul style="list-style-type: none">• Prof. Dr. Kseanela SOTIROFSKI, Rector of University "Aleksandër Moisiu", Durrës• Prof. Asoc. Dr. Shkëlqim FORTUZI, Dean of Faculty of Business, University "Aleksandër Moisiu", Durrës• Prof. Francesco SCALERA, Keynote speaker, University "Aldo Moro", Bari, Italy• Prof. Uwe ROESLER, Keynote speaker, FH Bielefeld, University of Applied Sciences, Germany• Prof. Ayşe GÜNSEL, Keynote speaker, Kocaeli University, Turkey
12:00 - 12:30	Network Meeting
12:00 - 12:30	Peer to Peer Forum
12:30 - 13:00	Coffee Break
13:00 - 13:30	Meet the Editor (Conference Hall)
13:30 - 16:00	City Tour



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May 28th, 2021

08:30 - 09:00 Registration

9:00 - 11:00 Session I Economic Impact of COVID-19
Moderator Prof. Assoc. Dr. Osman METALLA - Conference Hall Building N.1

- Ela GOLEMI, "Macroprudential policy response to COVID-19"
- Aishejla MYSHKETA, "COVID- 19 and its impact in the tourism industry of Western Balkan countries"
- Mehmet ZİREK & Özcan ASILKAN, "A Suggestion to Improve the Efficacy of COVID-19 Related Policies and Measures"
- Osman METALLA & Ines JAHO, "Consequences of Covid-19 in SME"
- Violeta NEZA, Edlira LLAZO & Doreta TARTARAJ- "Digital consumer behaviour during the Pandemic"
- Blerina DERMISHAJ & Ednor ALIAJ, "The Impact of Covid-19 on consumer behaviour and the need for adaptation"
- Elisabetta VENEZIA, "Changing travel behavior and the Covid pandemic period"
- Ermelinda SATKA, Anxhela BAKIASI & Ervi KOSTA, "Impact of COVID-19 on travel agencies in Tirana, Albania"
- Valbona MEHMETI, Ulpian HOTI & Erisa MUSABELLI, "Managing Businesses in Times of Pandemic: Betting on ICT for Success"

9:00 - 11:00 Session II Marketing Management (online)
Moderator Prof. Assoc. Dr. Ervin MYFTARAJ & Zoica ZHARKALLI
Meeting's link for presentations: <https://meet.google.com/bhr-wemq-xzg->

- Eldian BALLA & Arjan ABAZI, "The role of digital influencers in the time of the Coronavirus crisis"
- Olda ÇIÇO, "Consumer Behavior aspects changed through Digital Platforms (Airbnb)"

- Krasimir MARINOV, "Analysis of studies on the composition of the process of developing a new product"
- Irma SHYLE, "Online marketing vs. offline marketing- impact of COVID-19 on consumer behavior"
- Blerim KOLA & Jehona GERMIZI, "Trends of Social Media, Marketing in Albania"
- Radostin Georgiev ELENKOV, "Influencer marketing - a leading trend in modern digital marketing"
- Nadya Mitkova STANOEVA, "Stereotypes of the female image in advertising - literature review"
- Tatyana Netseva-PORCHEVA, "Factors Affecting Pricing Decisions"
- Tsvetelina VLADIMIROVA, "Usage of Rhetorical Figures in Advertising Slogans - Previous Research"
- Tatiana DEMKINA & Artan QINETI, "Influence of policy and media on food systems in Russia"

9:00 - 11:00 Session III Financial Institutions & Audit (Online)

Moderator Adriana BUICÁ & Enida ISTREFI

Meeting's link for presentations: <https://meet.google.com/kxz-thou-znr>

- Sara KECI & Teuta THANASI, "Efficiency and performance of financial institutions during global pandemic - airlines and insurance company analysis"
- Shkëlqim FORTUZI & Taulant KULLOLLI, "Economic and Financial Impact of COVID-19 pandemic on the tourism sector in Albania"
- Adriana BUICÁ, Marioara AVRAM & Mihail ANTONESCU, "The Importance of Financial Audit Services for EU-funded Projects"
- Georgiana Maria LUNGU, Daniel Costin AVRAM & Radu Nicolae BALUNĂ, "The Importance of Financial Communication in the Investment Decision"
- Andreas UPHAUS, "Sustainable Capital Budgeting of Investment Projects"
- Raffaella GIRONE, "The financial support to SMEs during the Covid 19 pandemic"
- Silvana GASHI, Shkëlqim FORTUZI, "Informality, fiscal evasion in Durrës region and Covid-19 impact"
- Klodian MUCO, Flora MERKO & Florjon MERKO, "Money Laundering and its Usage in Formal Economy in Western Balkan Countries"
- Vlora PRENAJ, Iliriana MIFTARI, Vlora BERISHA, "Performance assessment of the commercial banks in Kosovo"
- Krisdela KAÇANI, "Impact of capital structure on banking profitability in Albania"

11:00 - 11:30 Coffee Break

11:30 - 13:30 Session IV Future challenges

Moderator Prof. Dr. Ayse GUNSEL - Conference Hall Building N.1

- Mauro Gianfranco BISCEGLIA, Ines ILOLLARI & Odri LAKO, "The Microcredit in Albania. An application with a decreasing rate structure as a function of sustainability"

- Nensi XHANI, Costin Daniel AVRAM & Carmen Maria NEGRILA, "The development of auditing in the public sector and communication with the responsible institutions"
- Zamir HOXHA, Olta NEXHIPI & Oliana SULA, "Leasing: One of the Most Unique and Modern Contracts in the Civil Circulation in Albania"
- Rovenia TROPLINI (VANGJEL) & Merjeme ZYKO, "The financial systems in the countries of southeastern Europe: key features"
- Casten BERG, Olta NEXHIPI & Arian DEDEJ, "Maritime Heritage of Albania - An Anchor for Sustainable Tourism?"
- Ayse GUNSEL & Selen SENGÜL, "The reflections of digital leadership on innovation based competitiveness"
- Oltzen GRIPSHI & Irena XHAFERRI, "The synthesis of the dream here and there of the artist's existence"
- Erisa MUSABELLI, Oliana SULA & Arjan DEDEJ, "Managerial challenges of state-owned enterprises in Albania (The case of Albania)"
- Redvin MARKU, "Arm's Length Principle, Application in Albania"

11:30 - 13:30 Session V Education & Research Trends (Online)

Moderator Dr. Bernhard WACH & Dr. Ejona DUCI

Meeting's link for presentations: <https://meet.google.com/juk-sdse-por>

- Oltiana BAME (TOSHKOLLARI), Fjoralba JANKU & Viola BAKIASI (SHTINO), "University, students and online learning. The impact of COVID-19 on education"
- Elfrida MANOKU & Rezarta SHKURTI (PERRI), "Sources of Motivation for Students Under Pandemics- Empirical Findings from University of Tirana"
- Jani SOTA & Ferëniqi FULLI, "School management - new concept and practice in Albanian education"
- Bernhard WACH & Tim KAMPE, "Entrepreneurship Education in Dual Study Programs"
- Natasha HODA & Hysen HODA, "The role of the university in SME development in Albania"
- Entela VELAJ, "Tax System Changes Effect on Business Climate - Albanian Case"
- Jani SOTA & Ferëniqi FULLI, "A new Albanian school in a European perspective: towards decentralization and essential autonomy"
- Denada QUKU & Vesa QUKU, "The Importance of the Collaboration of Labour Market and Educational System"
- Mois KAMBERI, "Archives, the place where documents are stored, in support of scientific research for professors and students"
- Klarida PRENDI & Llambi PRENDI, "University-business cooperation in Albania"
- Oliana SULA, Emil VELINOV & Erisa MUSABELLI, "The role of circular entrepreneurship business models for students' sustainable consumption in developing countries"
- Enis FITA, "The Importance of Human Capital in Economic Development - Focus on Some Aspects in Albania"

11:30 – 13:30 Session VI Innovation & Business Transformation (Online)
Moderator Prof. Assoc. Dr. Bajram KORSITA & Dr. Mario GJONI
Meeting's link for presentations: meet.google.com/dfy-gkbf-ezf

- Bajram KORSITA & Zamir HOXHA, "Supply chain disruptions after the Covid-19 Pandemic"
- Yovka BANKOVA, "Influence of Digitalization and Times of Crisis on Business Models"
- Piro TANKU & Gaqo TANKU, "The Impact of Internal Communication on Staff Motivation in "Antipatrea" Company"
- Radka KATANIKOVÁ, Petronela ŠVIKRUHOVA & Zuzana KAPSDORFEROVÁ, "The role of innovative entrepreneurship - a case study in a selected company"
- Denada LICA, "Offshoring or reshoring: How COVID-19 influences firms' location choice"
- Petronela ŠVIKRUHOVÁ, Zuzana KAPSDORFEROVÁ & L'udmila DOBOŠOVÀ, "Team Development Using Whole Brain Thinking Method"
- Refik RAMADANI, "Kosovo in the digital economy"
- Ina KECI & Ani MBRICA, "Toxic leadership influence in employee engagement, the moderating role of organization-based self-esteem"
- Sabrina Vasileva KALINKOVA, "The "Rise" of Big Data Analytics for Business Development"
- Esmeraldo XHAKOLLI & Veton KURTSMALAJ, "Flexibility of businesses during Covid-19 pandemic, Albanian Case"

11:30 – 13:30 Session VII Tourism & Sustainability (Online)
Moderator Prof. Assoc. Dr. Hristo Ivanov KATRANDEJIEV & Valbona MEHMETI
Meeting's link for presentations: <https://meet.google.com/kfg-anqf-mhy>

- Ermira REPAJ, "Business Improvement Districts, a Public-Private Partnership Approach for the Development of the Regions"
- Bislim AHMETAJ, Perikli QIRJAZI & Fatmir MEMAJ, "Tourism of caves: Potential of adventure tourism in the Tropoja area"
- Ermira PERVIZI, "Covid-19 Pandemic and its effects on Albanian tourism and economy"
- Ulpian HOTI, Erisa MUSABELLI & Valbona MEHMETI, "Economic-tourist impact of via Egnatias in the city of Durrës and in its suburbs"
- Cosmina-Simona TOADER & Brunilda LICAJ, "Albania in the Offers of Romanian Travel Agencies and Perception of Romanian Tourists Towards Albanian Tourism Products"
- Majlinda MUKA & Mirela TASE, "Challenges of coastal tourism managements in time of pandemic COVID 19"
- Vaeld ZHEZHA, "Tourism sector in Albania and impact of the Sars Covid - 19 Pandemic"
- Ervin MYFTARAJ & Erjonilda HASRAMA, "The impact of the Covid 19 pandemic on the behavior of Albanian consumers"
- Elton NOTI, "Agritourism a good opportunity for development in Albania even in the conditions of the COVID-19 pandemic"
- Hristo Ivanov KATRANDEJIEV, "Genesis of branding: Analysis of Ancient Egypt's Cylinder Seals and their Contemporary European Discourse"

14:00–17:00 Socializing lunch



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May 29th, 2021

8:45 - 9:00 **Opening Announcement**

9:00 - 11:00 **Session VIII Sectorial Development & Economic Policy (Online)**
Moderator Radovan SAVOV & Dr. Silvana GASHI
Meeting's link for presentations: <https://meet.google.com/sam-hgme-grq>

- Radovan SAVOV & Xénia SZARKOVÁ, "Craft beer revolution in EU as a consequence of globalization in brewing industry"
- Aurela BICAKU, Osman HYSA & Fejzi KOLANECI, "Testing the fair game hypothesis for inflation process in Albania economy over the period March 2017 - February 2021"
- Ermir SHAHINI, "The Impact of Public Health in the Transformation of Physical Money: Albania and Regions Survey"
- Ismet VOKA & Bardhyl DAUTI, "Foreign direct investment, trade and economic growth in Albania. Evidence from time series"
- Florin ALIU & Isa MULAJ, "The coming of housing bubble burst in the face of emigration from Kosovo"
- Servete GRUDA & Zoica KOKOVESH (ZHARKALLI), "Prohibited Agreements (Cartels), their Economic Damages and Policies toward them (Albanian Case)"
- Blerta MJEDA, "Analysing Risk and Uncertainty in Oil Projects. Case Albpetrol Company"
- Egis ZAIMAJ & Nerajda FERUNI, "Remittances as a Potential Engine for Growth - Case of Balkans"
- Albana DEMI (MOSHO), Shqipe XHAFERRI, & Flutura DEMI, "Impact of VAT on the Albanian economy"
- Mario GJONI & Sanije DODA, "New Paradigms in the Ontology of Organizations"

9:00 – 11:00 Session IX COVID-19 Impact (Online)
Moderator Prof. Mauro Gianfranco BISCEGLIA & Dr. Juliana YMERAJ
Meeting's link for presentations: <https://meet.google.com/wkg-kkge-cxm>

- Denis DHYVERT, "Which Approach for a Successful Territorial Recovery of the Economic Activity?"
- Etleva MUCA (DASHI) & Marya PENEVA, "Impact of COVID -19 situation in agriculture. Reflections among Albania and Bulgaria"
- Eusebio DE MARCO, Patrizia DIBARI & Francesco SCALERA, "Trade during the pandemic time"
- Vaeld ZHEZHA & Eriona KATRO, "State aid measures - an instrument to support the economy in the current COVID-19 outbreak"
- Mauro Gianfranco BISCEGLIA, Nicla DITARANTO & Elvjon MECANI, "Differential equations and the Covid 19 Pandemic"
- Daniel M. LYUBENOV, "Post COVID-19 revenue recovery of the distribution companies in the healthcare industry"
- Juliana IMERAJ & Ermelinda BARDHOSHI, "Exports and Imports during the Covid -19 Pandemic crisis"
- Ermir SHAHINI, "The Correlation between Covid 19 and Green Politics"
- Ina SHEHU, "Fiscal Rules in Times of Covid -19"
- Hysen HODA & Natasha HODA, "IFRS flexibility in pandemic conditions"

9:00 – 11:00 Session X Law, Tax Regulation, Politics and EU Integration (Online)
Moderator Svetla Marinova KANEVA & Erjonilda HASRAMA
Meeting's link for presentations: <https://meet.google.com/qbc-ncyz-fca>

- Diana Nikolova GENKOVA, "Economic integration in the EU: what are the major risks? Evidence from the recent decades"
- Svetla Marinova KANEVA, "Further to the question of Natural law as a topic of the Philosophy of Law"
- Lavdosh AHMETAJ & Kamila KARAJ, "Hegelian philosophy on property as - slavery"
- Markelian KOÇA, "Procedure and reasonable trial involving commercial entities and the impact of the pandemic situation in these trials"
- Isa MULAJ, "When the left gets it right: landslide victories in the US presidential and Kosovo general parliamentary elections"
- Giovanna MASTRODONATO, "The role of European Law in the fight against Climate Change and the pursuit of EU Climate Neutrality"
- Silvana LULE, "Tax Legislation- and Criminal Offences"
- Eriona VADINAJ, Aurora KINKAJ & Suada MANI, "The orientation of businesses towards the implementation of accounting and fiscal rules for their financial evaluation. Case Study: Shkodra Region"
- Markelian KOÇA, "Mediation as an economic alternative for dispute resolution in a reasonable time"
- Jonada MAMO & Vilson XHAFERRAJ, "The role of the fiscalization process in increasing economic formality in Albania"

11:00 - 11:15	Prof. Ilir HOTI (In Memorial)
11:15 - 11:30	Honorification Ceremony Prof. Dr. Afrim HOTI
11:30 - 11:45	Honorification Ceremony Asoc. Prof. Dr. Gaqo TANKU
11:45 - 12:00	Honorification Ceremony Dr. Alush KUCI
12:00 - 12:30	Conference Remarks
12:30 - 13:00	Coffee, Conversations & Photos



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May 28th, 2021

08:30 - 09:00

Registration

9.00-11.00

10th Conference Session, (Online)

Moderator: Prof. Assoc. Dr. Elton NOTI & Dr. Dorina XHERAJ

- Eldian BALLA, Taulant KULLOLLI "Digital Marketing and the Business Environment in Albania"
- Blerim KOLA, JEHONA GJERMIZI, "Trends of Social Media Marketing in Albania"
- Pirro TANKU, Gaqo TANKU, "Communication at the State Oil Production Company "Kuçova"
- Ariola HARIZI, Azeta TARTARAJ, Ludmilla NAGYOVA, "The Effect of Music on Consumer Buying"
- Eda BEZHANI, "The Importance of Digital Marketing and Consumer Behavior"
- Violeta NEZA, "WHAT PRODUCTS DO ALBANIANS CHOOSE, FACTORS THAT INFLUENCE THEIR CONSUMER BEHAVIOR?"
- Esteljana ZEKA, Ariola HARIZI, "Business Opportunities To Use Funds From Different Types Of Entities"
- Elton NOTI, "Promoting new forms of tourism activities in National Park Divjaka - Karavasta"
- Elena HORSKA, Ariola HARIZI, Ludmilla NAGYOVA, "Consumer Behavior on the Market of Agricultural Products in Albania and Slovakia"
- Luftim CANIA, Bajram KORSITA, Xhudiljana POLE, "THE IMPORTANCE OF SOFT SKILLS IN TOURISM - AN EMPIRICAL STUDY OF ALBANIA"
- Mirela TASE, Arjeta HALLUNOVI, "Perception of Eco-Tourism among Residents in Albania"

9.00-11.00

10th Conference Session (Online)

Moderator: Prof. Assoc. Dr. Hasim DEARI, Dr. Eldian BALLA

- Valbona Mehmeti, "Applying Data Envelopment Analysis to Improve the Management of Business Enterprises"
- Jonida LAMÇJA, Ikbale TOTA, "Identifying challenges in Disaster Insurance in Albania"
- Albana Jeminaj, "Virtual water and the importance to revise the agreement between Albania and Northern Macedonia for the waters of the Radica River"
- Sonila ZERELLI, "THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND TEACHING IN EXACT SCIENCES"
- Vilson XHAFERRAJ, Jonada MAMO, "The role and ideologies of politic parties, the electoral systems and their impact on the exercise of political power in the last three decades in Albania."
- Alma ZISI, Bitila SHOSHA, "Unemployment and migration of young people" Albania Case"
- Armela ANAMALI, Juliana IMERAJ, Bitila SHOSHA, "Doctoral programs in Albania: A feasibility study"
- Zoica KOKAVESHI, "The Effect of Human Capital Relocation on the Competitiveness of a Country"
- Sylwester KOZAK, Etleva MUÇA, "Differences of Regional Development Level between Albania and Poland (2010-2017)"
- Hasim DEARI, Eldian BALLA, "Consumers challenges and attitudes towards biomedical products"
- Mustafa UÇ, Qamile ZDRAVA, "The Use of Creative Accounting in Albania: Evidence from Information and Communication Technology (ICT) Companies"
- Afrore Bërdyna MAZREKU, "Economic and financial reforms towards Kosovo's European integration"

11:00 – 11:30 Coffee Break

11:30 – 13:30 10th Conference Session, (Online) Moderator: Francesco SCALERA & Dr. Majlinda MUKA

- Francesco SCALERA, "Investment strategies for Italian Companies in Morocco and Tunisia"
- Arlind KASA, "Impact on employment influenced from cultural tourism in Durres"
- Jani KOÇILLARI, "The importance of red-figure pottery in Illyria for the economic and cultural development of Albania"
- Alush KUÇI, Marcela MELE, "Impact of tourism demand pricing policies on the coast of Durres District, Albania"
- Dorina XHERAJ -SUBASHI, "After the disaster, "Fostering volunteerism as citizen value"
- Marcela MELE, Majlinda MUKA, "Fortress Landscapes': The New Neighborhood Development in East Gate Tirana, Albania"
- Majlinda MUKA, Violeta ALIAJ "Cultural routes new trends in Albania sustainable tourism"

- Brunilda LICAJ, "Evaluation of the role of foreign donations in function of the development of Albanian Tourism"
- Ermelinda SATKA, Anxhela BAKIASI, Ervi KOSTA, "Ecotourism and Sustainable Tourism for Rural Development"
- Francesco SCALERA, "Investment strategies for Italian Companies in Morocco and Tunisia"

11:30 – 13:30

10th Conference Session, (Online)

Moderator: Prof. Asoc. Dr. Klodian MUÇO & Ariola HARIZAJ

- Denada LICA, Erald BERBERI, "Strategies of internationalization of Albanian handicrafts firms: A multiple case study approach"
- Klarida PRENDI, Llambi PRENDI, "Innovation Index, (Case of Albania Compared with the Western Balkan Countries)"
- Natasha HODA, Hysen HODA, Jonida AVDULAJ, "Role of good governance in economic development"
- Klodian MUÇO, Natasha HODA, Hysen HODA, "Impact of inequality on increasing crime in albania"
- Bislim AHMETAJ, Sanie DODA, Yllka ALLARAJ, "Mycotic contamination of cheeses in tirana markets"
- Oliana Sula, Erisa Musabelliu, "The role of education in youth social entrepreneurship education in Western Balkans"
- Myfarete MALASI, Ariola HARIZI, "Local Government Tax Policy in Albania Compared To Balkan Countries"
- Alvina GUCAJ, Alba RAMALLARI, Faik ÇELIK, Flora MERKO, "The role of policies in the agro-economic development of a country"
- Brunela TREBICKA, Azeta TARTARAJ, "Tax Evasion Triggers"
- Ervis BEJKO, Llambi PRENDI, "The IFRS 9 implication and the expected credit loss in the Albanian Banking Sector"
- Enida Zhugri, "How the Foreign Direct Investment impacts the economic growth. Case of Albanian economy"