

Book of Abstracts

9th INTERNATIONAL SCIENTIFIC CONFERENCE OF BUSINESS
FACULTY
“ECONOMIC POLICY AND EU INTEGRATION”

Durrës, Albania, 3 & 4 May, 2019

ECONOMIC POLICY AND EU INTEGRATION

9th International Conference

**“ECONOMIC POLICY AND EU
INTEGRATION”**

*Organized by Faculty of Business
University “Aleksandër Moisiu” Durrës*

**May 3-4, 2019
Durrës, ALBANIA**

EDITORS: *PhD Mirela Tase, PhD Denada Lica, Prof.Assoc.Dr. Eda Bezhani, PhD Candidade Ariola Harizi*

Conference Proceedings include papers that reflect results of theoretical and practical research of university faculty, staff of academic organizations and institutions.

The proceedings have not been amended or proofread and editors are not responsible for the language used in paper.

SCIENTIFFIC COMMITTEE

SOTIROFSKI Kseanela, Rector of University “Aleksandër Moisiu” Durrës, Albania

TARTARAJ Azeta, Dean of Business Faculty, University “Aleksandër Moisiu” Durrës, Albania

CANIA Luftim, Vice Dean of Business Faculty, University “Aleksandër Moisiu” Durrës, Albania

PRENDI Llambi, Vice Dean of Business Faculty, University “Aleksandër Moisiu” Durrës, Albania

GOLEMI Ela, Dean of FASTIP, University “Aleksandër Moisiu” Durrës, Albania

ALBAGLI Claude, President of CEDIMES Institute, France

BEZHANI Eda, Senate member, University “Aleksandër Moisiu” Durrës, Albania

CEROVIĆ Bozidar, President of ASECU University of Belgrade, Serbia

CUCLLARI Frederik, Dean of Economic Faculty, University “Fan S.Noli” Korçë, Albania

DRAGUSHA Blerta, Dean of Economic Faculty, University “Luigj Gurakuqi” Shkodër, Albania

DEDAJ But, Dean of Economic Faculty, University of Prishtina, Kosovo

FORTUZI Shkëlqim, University “Aleksandër Moisiu” Durrës, Albania

HOTI Afrim, University “Aleksandër Moisiu” Durrës, Albania

HORSKA Elena, Slovak University of Agriculture, Nitra, Slovakia

KOÇI Ervin, Executive General Director, Financial Supervisory Authority, Albania

KUME Kristaq, University “Aleksandër Moisiu” Durrës, Albania

KULE Dhori, Dean of Economic Faculty, University of Tirana, Albania

LATIFI Juliana, Chair of The competition Commission, Competition Authority, Albania

MEMA Mit’hat, University “Aleksandër Moisiu” Durrës, Albania

NOTI Elton, University “Aleksandër Moisiu” Durrës, Albania

OSMANI Elez, Institute for Research and Development, Montenegro

QARRI Albert, Dean of Economic Faculty, University “Ismail Qemali” Vlorë, Albania

RUSPI Ermonela, Dean of Economic Faculty, University “Eqrem Çabej” Gjirokastrë, Albania

ECONOMIC POLICY AND EU INTEGRATION

SEJDINI Imelda, Dean of Economic Faculty, University “Aleksandër Xhuvani” Elbasan, Albania

SCALERA Francesco, University of Bari “Aldo Moro”, Italy

SOKOLI Lekë, University “Aleksandër Moisiu” Durrës, Albania

TSEKOURAS Yannis, Honorary President of ASECU University of Macedonia, Greece

TOMA Ernesto, University of Bari “Aldo Moro”, Italy

ZAROTIADIS Grigorios, Vice Dean of ASECU, Greece

ZEQO Eris, University “Aleksandër Moisiu” Durrës, Albania

ORGANIZATIONAL COMMITTEE

Executive Committee

TARTARAJ Azeta, Dean Faculty of Business, University “Aleksandër Moisiu”, Albania

CANIA Luftim, Vice Dean for Scientific Research, Faculty of Business

PRENDI Llambi, Vice Dean for Education, Faculty of Business

ALIAJ Ada, Head of Dept. of Finance

MUKA Majlinda, Head of Dept. of Tourism

MERKO Flora, Head of Dept. of Economics

MYFTARAJ Ervin, Head of Dept. of Marketing

NEXHIPI Olta, Head of Dept. of Management

Local Arrangements

LIKA Daniela

DUCI Ejona

ISTREFI Enida

GASHI Jonida

Conference Secretariat

XHERAJ Dorina

OSMANI Juliana

TROPLINI Rovena

BALLA Eldian

HALLUNOVI Arjeta

Press and Communication

SHOSHA Bitila

MEHMETI Valbona

MYSHKETA Redi

Programme Committee

SULA *Oliana*

TASE *Mirela*

HARIZI *Ariola*

BEZHANI *Eda*

Coordinators

LICA *Denada*

PRENDI *Llambi*

ECONOMIC POLICY AND EU INTEGRATION

TABLE OF CONTENTS

<i>Index developments of economic freedom in the Balkans</i> Azeta Tartaraj, Llambi Prendi, Luftim Cania,	14
<i>Efficiency and performance of financial institutions</i> Amarilda Radovicka.....	15
<i>Role of Psychological and personality traits in the food market</i> Ariola Harizi, Myfarete Malasi.....	16
<i>Banking products in Albania: Their perspectives in the future</i> Arjeta Hallunovi, Mirela Tase.....	17
<i>Economic Growth Models - Theoretical Framework</i> Alma Zisi, Bitila Shosha, Armela Anamali.....	18
<i>Impact of economic and administrative reforms in economic development</i> Alba Ramallari, Flora Merko.....	19
<i>Sustainable Tourism and Handicrafts products in Kruja and Tirana</i> Arlind Kasa, Halisa Xhepa.....	20
<i>Human resources in event management</i> Ajla Dunga.....	21
<i>Analysis of financial statements for SIGAL companies UNIQA Group Austria</i> Armanda Xhani.....	22
<i>E-government and One Stop Services</i> Aida Prendi.....	23
<i>Valorizations of tourist centers along Via Egnatias in Albanian territory</i> Alush Kuci, Afrim Hoti.....	24
<i>Challenges in Marketing Management - Case of Kosovo</i> Afreze Mazreku.....	25
<i>E-Banking adoption and use in Albania: A comparative analyses with Western Balkans countries.</i> Arvena Golemi, Përparim Dervishi.....	26
<i>The importance of life insurance in developing countries (Albania Economy)</i> Ada Aliaj, Ikbale Tota, Ina Shehu.....	27

<i>Corporate Governance and its Challenges in Albania</i> Brikena Kazazi.....	28
<i>Capital Structure and Firm's performance: A Review of Studies and Their Relevance on Albanian Case</i> Brikena Kazazi.....	29
<i>Economic growth in Albanian economic policies</i> Bernard Balla.....	30
<i>Sustainable Development by Means of Community Centered Business Practices: The Tourism Industry in Context</i> Babu George, Blendi Shima.....	31
<i>Loan impairment and internal credit rating system in commercial banks</i> Bosko Mekinjc, Novo Plakalovic.....	32
<i>Import of food products, the dark side of globalization! (Case of Albania)</i> Brixhilda Imeri, Marcelo Rustani.....	33
<i>Cryptocurrency, Bitcoin market coin analysis</i> Bora Myrto, Eris Zeqo, Alsa Kaziu.....	34
<i>Evaluation of the role of foreign donations in function of the development of Albanian Tourism</i> Brunilda Licaj.....	35
<i>A panorama on Corporate Social Responsibility in Albania</i> Blerim Kola.....	36
<i>Internationalization of Albanian firms: A cluster analysis</i> Denada Lica Berberi, Erald Berberi.....	37
<i>ICT and CO2 emissions: Perspectives for the reduction of environmental pollution in Africa</i> Diego Mazzitelli, Francesca Aura.....	38
<i>Dealing with sustainability of museums</i> Dorina Xheraj Subashi.....	39
<i>The positioning of social networks in academic life an the impact of social meia usage</i> Eda Bezhani, VioletaNeza.....	40
<i>Cybersecurity: Risks and Costs for the Company</i> Eusebio De Marco, Patrizia Dibari, Francesco Scalera.....	41
<i>Estimating Okun's Law for Albania (1992 – 2017)</i> Esmeraldo Xhakolli, Veton Kurtsmajlaj.....	42

ECONOMIC POLICY AND EU INTEGRATION

<i>The level of internationalization of Albanian SMEs and the effect of internal factors on their performance: Analyze of sample definition and questioners testing.</i> Emi Hoxholli, Donika Kercini.....	43
<i>Albanian justice reform . Legal institutions transformation</i> Elvana Cicolli.....	44
<i>Integration through transport and impact on entrepreneurs</i> Eni Çulli, Krenar Bardhi.....	45
<i>Operations Management. Case: "Me-2008-Import-Export"</i> Engjellushe Hodo.....	46
<i>The Role of Innovation in Retailing</i> Esteljana Zeka, Juela Sherolli.....	47
<i>Private brands a tendency in the coffee bar chains of Tirana: Case Study in the City of Tirana</i> Eldian Balla, Taulant Kullolli.....	48
<i>Priority for investments in the transport sector: approaches to evaluation processes</i> Elisabetta Venezia, Fabio Pizzutilo.....	49
<i>Approximation of Value Added Tax Legislation with European Union standards</i> Eris Milova, Olta Milova.....	50
<i>Determinant factors of remittances in Albania</i> Elfrida Tarku, Ejona Duçi.....	51
<i>Life insurance performance. The Albanian insurance industry case</i> Eridana Gjoni, Elona Stafasani.....	52
<i>Durres region and employment opportunities</i> Elton Noti,.....	53
<i>Complementary Currency as an instrument for economic development in the Western Balkan Countries</i> Ela Golemi, Klodian Muco.....	54
<i>The alternative holiday in a sustainable way: l'albergo diffuso</i> Francesca Aura, Caterina Aura, Franco Rubino.....	55
<i>The control of financial performance and ratios: A theoretical note</i> Fitim Deari, Izet Zeqiri.....	56

<i>Increasing Inequality-The real Problem Nowadays</i>	
Gaqo Tanku, Piro Tanku.....	57
<i>E-Learning, Analyzing and Comparing Two E-Learning Platforms, Moodle and Ilias</i>	
Gerild Qordja, Dolantina Hyka.....	58
<i>Global Marketing Management Challenges in Albania</i>	
Gerti Dajci.....	59
<i>Public services in the context of EU requirements and administrative territorial reform</i>	
Gentjana Kraja, Arjan Dedej.....	60
<i>The role of recruitment method in the financial performance of the Banking System</i>	
Irida Vejsiu.....	61
<i>Consumers' preferences towards meat products in Albania</i>	
Irini Goga, Eda Deçi.....	62
<i>Social entrepreneurship - Accounting and tax consideration for social enterprise development and growth</i>	
Ivana Tomasevic, Sandra Djurovic.....	63
<i>Human Resources in the Economic Sustainability on Tourist Facilities</i>	
Iris Cekani, Francesco Favia.....	64
<i>Importance of inventory audit to increase the credibility of financial accounting information</i>	
Iliescu (Ristea) Maria-Andreia, Avram Marioara, Xhani Nensi.....	65
<i>Social entrepreneurship vs. Traditional entrepreneurship: A qualitative approach to understanding social entrepreneurship as a social value.</i>	
Juliana Laze.....	66
<i>Consumer Behaviour on the Market of Milk in Albania and Slovakia</i>	
Jana Rybanská, Ariola Harizi, Ľudmila Nagyová.....	67
<i>Finding the Modern Definition of Human Rights in Business & Economy</i>	
Jeanne Francoise.....	68
<i>Informal economy in Albania: From a micro in a macro perspective</i>	
Jonada Mamo, Ada Aliaj, Ina Shehu.....	69
<i>Institutional impact on reforming the role of management and leadership in higher education in Albania</i>	
Jani Sota, Novruz Ahmeti.....	70

ECONOMIC POLICY AND EU INTEGRATION

<i>Decision-making and regret: Do women managers feel more regret than men?</i> Juliana Osmani, Sanie Doda, Bislim Ahmetaj.....	71
<i>Blue Economy of Albania</i> Jonida Gashi, Daniela Dauti, Ermir Shahini.....	72
<i>The role of local government in the integration of Albania into the European Union</i> Kozeta Ligeja.....	73
<i>Insurance Industry Challenges</i> Kiti Shabanaj.....	74
<i>Assessment of the Economic Impact on SMEs In The Context Of Unfair Trading Practices In The EU Food Supply Chain</i> Kononets Yevhen, Rajčániová Miroslav, Artan Qineti.....	75
<i>“The Common Agricultural Policy and Performance of the Agricultural Sector of Visegrad Countries”</i> Katarína Baráthov, Artan Qineti, Abdullah Alawad.....	76
<i>Index of misery in Albania compared to Balkan countries</i> Klarida Prendi, Azeta Tartaraj, Llambi Prendi.....	77
<i>Financial Sectors of Albania in the process of joining the European Union</i> Ledia Canga, Amarilda Radovicka.....	78
<i>The economics of cryptocurrency. How do they appear in the eyes of investors? Are they safety or risky? The case of Bitcoin</i> Ledion Zoku, Eneo Kadrimi.....	79
<i>Crisis as a legal and state in a market society</i> Lavdosh Ahmetaj.....	80
<i>Performance appraisals and the performance management philosophy – case study of telecommunication sector</i> Luftim Cania, Bajram Korsita, Daniel Borakaj.....	81
<i>Use of public relations strategies and perception by Albanian audience</i> Lorena Liçenji.....	82
<i>Inequality by regions in Albania and in the western Balkans</i> Llambi Prendi, Daniel Borakaj, Ervin Myftaraj.....	83
<i>Convergence in the Information and Communication Technology Industry (ICT-Industry)</i> Matthias Paletta.....	84

<i>Product Portfolio Management as Means of Strategic Management in Theory and Practice</i> Matthias Paletta.....	85
<i>Sustainable tourism through development of creative tourism</i> Majlinda Muka, Viola Aliaj.....	86
<i>The relationship between management levels and contemporary concepts of organization managing</i> Musa Musai, Qufli Osmani.....	87
<i>Empower Yourself</i> Michele Tribuzio.....	88
<i>Aspetti stocastici nella gestione del credito</i> Mauro Bisceglia.....	89
<i>Aspects of reforming the role of management in pre-university education in Albania</i> Novruz Ahmeti, Jani Sota.....	90
<i>The accounting role in reducing of the information asymmetry</i> Natasha Hoda, Hysen Hoda.....	91
<i>Building an inclusive digital society for citizens and businesses in Albania</i> Oliana Sula, Zamir Hoxha, Olta Nexhipi.....	92
<i>Central iliria during the hellenistic period in the IV-II century B.C</i> Oltsen Gripshi.....	93
<i>Companies' Financial versus Social Performance - A Brief Analysis for Romania</i> Olivian Bîltac.....	94
<i>The Context and Promise of Social Business: Albania</i> Oriana Bani.....	95
<i>New Technologies and Marketing</i> Petraq Papajorgji, Attila Gere, Howard Moskowitz.....	96
<i>The co morbidity of the constraining factors to the level of presence of contemporary management in Kosovo companies</i> Qufli Osmani, Musa Musai.....	97
<i>The relationship between democracy and economic growth: Democratic transition case of Tunisia</i> Rahma Ben Naya.....	98

ECONOMIC POLICY AND EU INTEGRATION

<i>The new era of TV industry</i> Raffaella Girone.....	99
<i>Audit, an indispensable and vital tool for the private sector</i> Rudina Qurku, Armelina Lila.....	100
<i>Strengths And Weaknesses Of Talent Management In Enterprises Of Slovakia</i> Radovan Savov, Drahoslav Lančarič, Jana Kozáková, Artan Qineti.....	101
<i>An overall view of risk identification in Albanian's Companies</i> Rovena Troplini.....	102
<i>Entrepreneurs innovation journey and new startup's trends</i> Sara Keçi, Teuta Thanasi.....	103
<i>Voluntary Turnover & Job Satisfaction in Employee Tenure</i> Sonila Cvilo, Përparim Dervishi.....	104
<i>Management of intellectual property as an instrument for business development</i> Sabrina Spallini, Karola Shehu.....	105
<i>Cooperation as an internationalization strategy for Italian Universities</i> Sabrina Spallini, Domenico Viola, Paolo Lattanzio.....	106
<i>Abuses with the Dominant Position – a restricting competition practice “The case of Albanian Mobile Telephony Market”</i> Servete Gruda, Zoica Kokaveshi, Esa Hala.....	107
<i>The impact of education on economic well-being</i> Sonila Zerelli.....	108
<i>Impact of public investments in the growth of perception ‘Country Brand Albania’ a multifactorial analyses</i> Shkelqim Fortuzi, Taulant Kullolli.....	109
<i>The impact of entrepreneurial environment on youth employment (case of Albania)</i> Teuta Çerpja, Forcim Kola.....	110
<i>Nation branding in Albania</i> Taulant Kullolli, Eldian Balla.....	111
<i>Municipal asset management and problems after last Administrative- Territorial Reform in Albania”</i> Tatjana Elezi.....	112

<i>The Role Of Branding in Choosing University” (Case Study - Uamd)</i> Violeta Neza, Eda Bezhani.....	113
<i>Business environment and the challenges toward European Integration</i> Voltiza Prendi.....	114
<i>Boosting Albania-Kosovo trade relations: Is this the first step towards an Albanian trading bloc?</i> Valbona Mehmeti.....	115
<i>The effect of audit in municipal institutions’ performance</i> Xhani Nensi, Avram Marioara, Iliescu (Ristea) Maria-Andreia, Eridana Gjoni.....	116
<i>Remittances and Economic Growth. The Case Of Albania</i> Xhuljeta Bushi Meçaj, Valentina Sinaj, Fatmir Memaj	117
<i>The Social Responsibility and Innovation Activities at the Decreasing of Food Losses with Special Focus on the Sustainable Use of the Natural Resources</i> Zuzana Kapsdorferová, Petronela Tarinová, Mária Kadlečíková, Pavol Grman.....	118
<i>Internal Control System at Public Institutions</i> Zamir Kurushi, Albana Jupe.....	119

Index developments of economic freedom in the Balkans

Azeta TARTARAJ¹, Llambi PRENDI², Luftim CANIA³

Abstract

The Index of Economic Freedom analyzes 12 factors under four pillars, Rule of law, Government size, Regulatory efficiency, and Market openness. As countries' governments compete to improve their scores and move up in the rankings, the real winners are the people. The link between economic freedom and development is clear and strong. Albania's economic freedom score is 66.5, making its economy the 52nd freest in the 2019 Index.

Albania is ranked 27th among 44 countries in the Europe region, and its overall score is below the regional average but above the world average. In the first part of this paper we will compare Albania with Western Balkan countries with this index, then we will see which of the four pillars will affect the welfare of Western Balkan countries. As a variable to measure wealth we will use GDP per capita. The method we will use to see the significance of the four pillars will be the least square method.

Keyword: *Index, economic freedom, Rule of law, Government size, Regulatory efficiency, Market openness*

JEL Classification: E10, E31, E47

¹ Prof. As. Dr. Dean of Faculty of Business, University of Aleksander Moisiu, azetatartaraj@yahoo.co.uk

² Dr. Vice Dean of Faculty of Business, University of Aleksander Moisiu, llambi.prendi@yahoo.com

³ Dr. Vice Dean of Faculty of Business, University of Aleksander Moisiu, luftimcania@yahoo.com

Efficiency and performance of financial institutions

Amarilda RADOVICKA¹

Abstract

Predicting the future is a dangerous game, but a fun one. The need for change in European banking is evident, but it will not occur without effort and, indeed, risk, for all stakeholders. The driving forces of increased capital regulation, low yields, shareholder pressure for results and rapid digital innovation will weigh heavily on traditional European balance sheet banking. Regulators and politicians, for their part, will have to decide whether ever-harsher regulation has its own negative systemic effects in terms of helping to create an unhealthy low return-banking sector that struggles to retain profits or attract private capital. Artificial intelligence (AI), machine learning and robotic process automation (RPA) hold all sorts of promises for solving the banking problems of today. When these technologies are fully realized, what will banking look like?

Financial Market is the market where financial securities like stocks, bonds and commodities like valuable metals are exchanged at efficient market prices. Financial innovation has come through advances over time in financial instruments and payment systems used in the lending and borrowing of fund. These changes, which include updates in technology, risk transfer and equity generation, have increased available credit for borrowers and given banks new and less costly ways to raise capital.

Studying different kinds of financial markets, methods of research and innovation in financial markets and banking system, also being part of changes in Albania Banking System for a period of 12 years, gave me credit to understand, explore, study and work for this amazing and challenging process.

Keywords Financial markets, Banking Sector, Payment System, Digital Innovation, Capital, Artificial Intelligence

JEL Classification: E58, G1, E52, E42, O160, G32

¹Amarilda Radovicka, American Bank of Investments Albania S.A, email: amiradovicka@yahoo.com

Role of Psychological and Personality Traits in the Food Market

Ariola HARIZI¹ Myfarete MALASI²

Abstract

The main objective of this paper is to analyze the role of Consumer Emotional Behavior on food market performance. In particular, we will analyze general consumer behavior attitude. The methodology through in order to verify the impact that psychological and Personality traits has on performance of buying and choosing food products, in trade is through questionnaires that will be address at Albanian costumers and companies registered in Albania that operate on food market. Also, we will collect data from Albanian Statistical Institute and National Authority of Food, to compare our results. The expected results from these analyses will contribute not only for expand the literature review focus on these topics but even for the same companies object of this study in order to understand how to implement better the marketing functions.

Keywords: *consumer, behavior, food, marketing functions, Albania*

JEL Classification: M31, Q13, L29

¹PhD Candidate, Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Marketing Department, A. Hlinku 2 949 76 Nitra, Slovakia. ariolaharizi@hotmail.com,

²Msc, Statistic Specialist, Municipality of Durres, Department of Tax and Fees, Sheshi Iliria 1, Durres, Albania, m.malasi@yahoo.it

Banking products in Albania: Their perspectives in the future

Arjeta HALLUNOVI¹, Mirela TASE²

Abstract

Commercial banks in Albania have improved not only the quantity but also the quality of the products and services offered. The application of new technologies by banks has considerably increased the modernization of the products and services. Since the performance and development of the banking system in Albania plays a decisive role in the economic development of the country it is very important to analyze its current stage, identify problems and prospects for the future. Despite these developments, banks in Albania continue to offer significantly more traditional products, for this reason this paper aims to identify the factors of this approach.

To describe the current development of banking products in Albania, it was used a descriptive and observational analysis. Through it will be evidenced the development of banking products in Albania in recent years, how have changed and how have the main products of banks improved, the range of products they offer for individuals and businesses and the prospects of banking in the future. The main question where emphasis is placed is whether in the future the banking system in Albania should combine the provision of traditional products with new contemporary products? Is it able to integrate with the world's leading payment operators and focus on educating clients on the application of new technologies?

Keywords: *Albania, Banking Products, Descriptive Analyses, Internet Impact*

JEL Classification: G21, B41, F65

¹PhD, Lecturer, University Aleksander Moisiu Durres email:arjetahallunovi@yahoo.com

²PhD, Lecturer, University Aleksander Moisiu Durres email:mirelatase@hotmail.com

Economic Growth Models - Theoretical Framework

Alma ZISI¹ Bitila SHOSHA² Armela ANAMALI³

Abstract

Economic growth has been a focus of study by economists. The first studies of economic growth are found in neoclassical models. Their simplicity has made the neoclassical models to be the basis of applied and theoretical work for capital accumulation and economic growth. The neoclassical growth theory focuses on productivity growth: models rely on the production function, which expresses the relation between the amount of inputs used (capital and work) and the output quantity.

New growth theory began in the 1980s as a response to criticism of the neoclassical growth theory. The new growth theory identifies the main endogenous factors including research, education, and human capital. The main purpose of this article is to provide a full framework of economic growth models.

Keywords: *economic growth, neoclassical growth theory, new growth theory, economic development.*

JEL Classification M40, M41, M42

¹ PhD, Lecturer, Department of Economics, University "Aleksandër Moisiu" Durrës, Email: alma_zisi@yahoo.com

² PhD, Lecturer, Department of Finance-Accounting, University Aleksandër Moisiu, Durrës Email: bitilashosha@yahoo.com

³ PhD, Lecturer, Department of Finance-Accounting, University Aleksandër Moisiu, Durrës Email: financa@hotmail.com

Impact of economic and administrative reforms in economic development

Alba RAMALLARI¹ FLORA MERKO²

Abstract

We have often noticed and are familiar with reforms that developing countries undertake and realize or seek to achieve with efficiency and effectiveness. Often these reforms are complex in content and therefore require an expertise capable of implementing them requiring government incentives. In this regard, the case of our country is a model that time to time undertakes reforms in various fields with the aim of changing and strengthening the existence of the decision-making state. An important part of them is the results that are required to be achieved. The variables that are reviewed and analyzed are not as independent as they seem, especially in the case of countries with prolonged transition. From economic changes with the effect of promoting economic development, gaps for problems; such as unemployment or evasion are present and sometimes inevitable, which are identified as circumstantial social and economic drawbacks.

Keywords: *reforms, economy, administrative reforms, development, rules and laws,*

JEL Classification: H11, H10, O1, O2, O3, K40

¹PhD, Lecturer, Department of Economics , Faculty of Business Aleksander Moisiu University, Durres, Albania, albaramallari@gmail.com

²Prof.Asoc.Dr, Lecturer, Department of Economics , Faculty of Business Aleksander Moisiu University, Durres, Albania, email: floramerko@yahoo.it

Sustainable Tourism and Handicrafts products in Kruja and Tirana

Arlind KASA¹ Halisa XHEPA²

Abstract

Today, tourism is an important economic development asset in Albania. In the past years, tourism had not a relevant influence in the Albanian economy but in the present day more and more it has an important impact role in economic development in Albania. In this paper we will analyze a case of sustainable tourism and the role of handicrafts products in Kruja and Tirana, two are Albanian city. In Kruja we will study the artisans in the Traditional Market of Kruja, near the castle. In the city of Tirana, we will study the artisans that labor in their craft in the city. Ours study will focus the situation of artisan and their handicrafts products in these both city. We will analyze the problems that artisans in Kruja and Tirana have in these days. Also, we will analyze why this sector of tourism did not turn on in a sustainable Tourism in Tirana but in Kruja it is. The data for this study are taken from interviews with artisans, from literature and from Albanian government institutions. We hope that the problems and the solutions that we will present in our paper will help to solution of some problem that the handicrafts products have in Kruja and Tirana in order to in the future this sector of sustainable tourism will develop more and more.

Keyword: *sustainable tourism, handicrafts products, problems, traditional market, income*

JEL Classification JEL: Z32 , JEL: Z1, JEL: Z38, JEL: Z33,

¹PhD,Lecturer, University “Aleksandër Moisiu” Durrës, Faculty of Business, Marketing Department, e-mail: arlindkasa2@gmail.com

²Student on Management Tourism with Profile Management Archaeological Tourism, University “Aleksandër Moisiu” Durrës, Faculty of Business, Department of Tourism, e-mail: xhepah@gmail.com

Human resources in event management

Ajla DUNGA¹

Abstract

Nowadays, the event industry plays a vital role in our society. People have come up with a lot of occasions for organizing events such as educational events, birthdays, international conferences, company parties etc. Generally speaking, events are also a part of human beings' social life because they get to know and talk with different people from different backgrounds. However, in order to organize a good and successful event, it requires a thorough and detailed planning process. Event managers and event coordinators need to collaborate in order to formulate the most viable plan for events. In order to make events successful and well-organized, all of the stages in the entire planning process also need to be in harmony and be correlated with one another. Risk management has been of great importance during the entire planning process. Under no circumstances should risk management be underestimated. Additionally, evaluation process helps event organizers and event managers to realize which aspects should be improved and need further development.

The final aim of the paper is to find out how the event department is managed and organized. Through that, there can be found areas for development and improvements. This paper will help the audience to gain a better understanding of how an Event Management Department works in practice and what it takes to be a good event planner.

Keywords: Event planning, Event management, Public relations, Useful skills

JEL Classification : D21, D23, M11, M12, M53,

¹ Event coordinator at Rogner Hotel Tirana, email: ajla.dunga@gmail.com

**"Analysis of financial statements for SIGAL companies UNIQA Group
Austria"**

Armanda XHANI¹¹

Abstract

This topic is based on the latest techniques utilized in the Financial Analysis science.

Applied techniques to perform a complete and exact financial analysis can never be separated from the Financial Tables and financial information on which they are based on. We can say that the quality of analysis depends deeply on the quality of information provided for this reason. On the other side, the quality of performed analyses will always depend to a very large scale on the capability, proficiency and especially on the gifts of the financial analyst who does it.

The topic focuses in treating the main types of analysis and its main focus is on Standard Accounts, ways of calculating them, what these indicators represent and some of the critical issues related to them.

The topic presents an overview of the theoretical concepts of the survey based on findings of one of the most important markets in our country; Insurance market. The analysis is based only on the most important (Axis) Financial Reports and is done for a period of 4 years activity (2012-2015). Any theoretical aspect, tendency of analyses, structure analysis and interrelations analysis is treated first theoretically and then based on the financial information taken from the company.

Keywords: *Financial Statements, Balance Sheet, Long-term assets, Short-term assets, Earnings, Leverage*

JEL Classification: M44, M45

¹¹ Msc, Universiteti "Aleksander Moisiu", email: aarmi98@gmail.com

E-government and One Stop Services

Aida PRENDI¹

Abstract

According the laws and legislative acts there are some essential principals that should be followed for offering and assuring a good governance. Such principals leading the work of central and local governments are transparency, decentralization, constitutionality, subsidiarity, the right to information, confidentiality, non-discrimination etc.

Due to Europeanization and Globalization phenomenon, and of course the integration of countries in the acquits communautaire there are some different approach toward the citizens and the services they need, too. Innovation and the outstanding impact of the communication and information technology has affected the government services as well as other sectors.

This paper represents the e-government approach and the One Stop Services novelty in public services, as a response and solution to the required de bureaucratization process. As a case study I brought Albania and more specifically the Municipality of Tirana.

Keywords: *e-government, communication, information, services*

JEL Classification: D73, D8, L86, O38

¹Albanian Municipality, email: prendaaida@gmail.com

Valorizations of tourist centers along Via Egnatias in Albanian territory

Alush KUCI¹, Afrim HOTI²

Abstract

Along the current automotive line Durrës – Qafë/Thanë that, where more and less, it follows the ancient artery of Via Egnatias, you will face a series of monuments and archaeological remains. To re-emerge these values of cultural heritage, little known, it is required that in some locations in this ancient route and near some monuments to create new museum micro-environments, titled with the names: a) The gates and the startpoints of Via Egnatias. b) Antique lanterns (Durrës), c) Ad Quintum (Bradashesh), d) (Scampin), Elbasan etc. Alongside them a special attention should be paid to the launch of tour guides for the Via Egnatias monuments in the cities of Durrës, Kavajë Peqin (Clodiana), Bradashesh (Ad-Quintum) etc.

Keywords: tourist centers, cultural heritage, archaeological, monuments, museum

JEL Classification: L83, R53, Z32,

¹ PhD, Lecturer, University “Aleksander Moisiu” Durres, Albania, alush.kuci@yahoo.com

² Prof.Dr, Lecturer, University “Aleksander Moisiu” Durres, Albania, afrimhoti@gmail.com

Challenges in Marketing Management - Case of Kosovo

Afrore MAZREKU¹

Abstract

The paper is focused on discussing the challenges in marketing management in Kosovo and providing findings on the most appropriate strategies for adapting the challenges that marketing management - the case to Kosovo. This research is based on a questionnaire that will be distributed online and interviews that will be conducted with participants in the process of challenging challenges during marketing management. To evaluate the model, data from companies to be taken as case studies in Kosovo are also used. During this paper we will discuss detailed implementation techniques and overcome these challenges and see how difficult the enterprise has been to overcome these challenges. More specifically, the study aims at determining what the most used social media outlets are, what viewpoints do representatives of various companies have on the credibility of social media as a marketing channel and whether they measure the effectiveness of their social media campaigns.

Keywords: *Challenge, management, marketing, enterprise*

JEL Classification: M30, M31, M38

¹ Corresponding author: Marketing, Universiteti sv.Klement Orhidski-Bitola , Department Economic, Fidanishte quarter, tower G3 no.15 Peja , email: afrore.039@hotmail.com

**E-Banking adoption and use in Albania: A comparative analyses with
Western Balkans countries.**

Arvena GOLEMI, ¹Përparim DERVISHI²

Abstract

The rapid changes and development in information and technology have urged the global business environment and in particular the banking sector to think and work more digitally. Banks need to adapt to the new technologies in order to be able to reach the customer demand and improve the customer experience in a digital area. Although Electronic Banking services have been provided in Albania, by almost all banks, for more than a decade, nowadays it is still common to see lines of people waiting in queue at bank's branches, or even worse, many people waiting in line to pay an invoice for utility's services, such as electricity or water consumption.

The main purpose of this study is to present the current situation in Albania regarding the use of e-Banking services and compare it with Western Balkan countries. On the other hand the research aims to investigate the main factors influencing the adoption and use of such services in Albania. The need to study e-Banking services adoption and use in Albania, is very important, not only for the banks which offers these services, but also for other decision-making and regulatory institutions, such as the Bank of Albania, government's agencies, experts of the field, researchers and customers (individual or business).

Keywords: *Electronic Banking (e-Banking), Internet Banking, Mobile Banking, Adoption, e-Banking usage, Albania, Western Balkan countries.*

JEL Classification: G21, L86, O33

¹ MBA, Database Administrator at SICPA Security Solutions Albania shpk

²PhD, Chair of Business Administration Department, University of New York Tirana, Albania, e-mail: perparimdervishi@unyt.edu.al

The importance of life insurance in developing countries (Albania economy)

Ada ALIAJ¹ Ikbale TOTA² Ina SHEHU³

Abstract

Financial system in Albania is predominated by banking sector in the share of total assets to gross domestic production (GDP). During the last 7 years the share of total assets to gross domestic production (GDP) for the banking system in Albania was 96% of GDP instead of 2 % of GDP hold, by insurance industry. The insurance market in Albania as in other developing countries is underdeveloped and this for many reasons like political, cultural, educational etc. Regarding the insurance market structure Non-Life insurance products, occupies 92.56% of the market while the life insurance products stands for 7.44% of the market. Our focus is Life insurance sector in Albania and its historical development through years. The purpose of the study is to identify the perception of the individuals and consumers for life insurance products, and the indicators that affect customer behavior and the tendency they have to get a life insurance policy. We have made a survey addressed to individuals from 20-65 years old concentrated in Durres and Tirana. To realize our purpose we are going to make historical and statistical analysis. This study could be useful to regulators and life insurance companies in order to understand the various factors involved in influencing the prospective customers to choose a life insurance policy.

Keywords: *Life insurance, Developing Country, Insurance Market, Demand for Insurance*

JEL Classification: M42, M43

¹Ph.D, Lecturer, Department of Finance, "Aleksander Moisiu", University, Durres, Albania, email: aliajada@yahoo.com

²Ph.D, Lecturer, Department of Finance "Aleksander Moisiu" University – Durres, Albania, email: i.tota@yahoo.com

³MSc. Lecturer, "Aleksander Moisiu" University – Durres, Albania, email: inashehu@yahoo.com

Corporate Governance and its Challenges in Albania

Brikena KAZAZI¹

Abstract

Corporate governance has attracted the attention of many scholars in the contemporary world due to its applicability to enormous range of issues. Corporate governance aims the maximization of the value of all stakeholders – from shareholders, investors, employees, customers etc., to the environment and community at large through the organization of resource allocation for that purpose. The relationship between corporate governance and ownership structure as well as the agency theory have been extensively examined and various theories have been derived by the analysis of these relationships. Finding the best corporate governance mechanism which maximizes firm's value is a very challenging task. The aim of this paper is to review the main topics, their similarities and differences in the system of corporate governance and ownership structure and shed light on how the mechanisms of corporate governance apply in context of the the albanian economical environment.

Keywords: *Corporate Governance, Ownership Structure; Agency Problem; Albania*

JEL Classification: G3;G32; O16

¹PhD Candidate, University of New York Tirana, e-mail: bkazazi3@gmail.com

Capital Structure and Firm's performance: A Review of Studies and Their Relevance on Albanian Case.

Brikena KAZAZI²

Abstract

The capital structures theories have been highly developed over the past decades and various advanced theories by the finance scholars have tried to explain the financing patterns of the firms. However, the gap between theory and practice still exists and theories have been constantly subject of debate caused by the essential controversies making this topic a complicated one. Moreover, studying the role of capital structure is so important due to the fact that it affects not only the shareholders' returns but also the movement of firm's through various economic conditions. Studies have been made on developed and developing countries geographically covering mainly North America, Europe, Asian and African countries concluding in different results. Therefore, finding a relationship between debt and equity is still a topic of discussion. The aim of this paper is to provide a critical and synthesis assessment of literature on capital structure; capital structure's determinants and its effects of firm's performance. How supportive are the findings from relevant studies on this topic in Albania.

Keywords: *Capital structure; Firm's Performance; Debt-to-Equity; Albania*

JEL Classification: G3; G32; O16

¹PhD Candidate, University of New York Tirana, bkazazi3@gmail.com

Economic growth in Albanian economic policies.

Bernard BALLA¹

Abstract

During the last decade, Albanian economic policies aimed at maintaining macroeconomic stability, enabling poverty-reducing and non-inflationary economic growth policies and achieving fiscal consolidation through budget deficit and public debt reduction. On the other hand unemployment and trade competitiveness are areas with unsatisfactory results.

The Albanian banking system is the most important sector of the financial system in Albania. It occupies 85% of the financial system and in the same time demonstrating the weak role of the capital markets in our country. As a result the analysis of the banking system and the credit sector takes a crucial role for the whole financial system in Albania.

For a small open economy such as Albania, understanding the transmission mechanism of monetary policy to inflation, output and other real economic variables is a key issue for the central bank to conduct monetary policy effectively. Albania has had a successful transition from the economic point of view. It is obvious that the country has ended the transition chapter and turned the “page”, achieving the status of being an emerging market. Agriculture dominates the economy and employs about half of the workforce, but services and tourism are increasingly important. Economic growth was supported by increased investments and improvement of the external trade position while private and government consumption has been falling.

The rate of risk for investments has decreased over years but still there is a high level of corruption. Economic growth is projected to remain above the 4% level in 2019-2021, continuing an acceleration, albeit marginal, over these years.

Keywords : *Economic policies , Banking system , Investments*

JEL Classification: A12, B22

¹ PhD Candidate , email: nardi_nardii@yahoo.com

Sustainable Development by Means of Community Centered Business Practices: The Tourism Industry in Context

Babu GEORGE¹, Blendi SHIMA²

Abstract

Sustainable tourism is an adaptive paradigm of meta-theories. This has led to the development of various kinds of sustainable tourism practices, each of which could be legitimized by picking and choosing elements of practice. Those with power does this, in ways that legitimize their roles and efforts. Tourism destination communities that are often at the very bottom in the power hierarchy rarely have a role in determining the kind of sustainable development that they will be subjected to. Even when these communities are brought in to the decision table, only those who invest heavily in the trade, say, as owners of tourism properties or as operators of tours, are given any consideration and the fringe elements in the communities are entirely sidelined. Also, the model of Inclusive Sustainable Tourism (IST) that we propose embraces the concerns of several other stakeholders that are also marginalized in the development debates.

Keywords: *Sustainable development, tourism, social capital, inclusiveness, networks, public policy.*

JEL Classification: M14, O20, I31

¹Corresponding Author. PhD and DBA. Associate Professor of Management, Fort Hays State University, USA. Email: bpgeorge@fhsu.edu

²PhD. Lecturer in Business, Canadian Institute of Technology, Tirana, Albania. Email: blendi.shima@cit.edu.al

Loan impairment and internal credit rating system in commercial banks

Bosko MEKINJIC¹, Novo PLAKALOVIC²

Abstract

In the process of impairment of loans and other placements in banks there is a certain space in which banks can actively influence on their business parameters, and above all, on their own profitability. The internal credit rating system allows banks to conduct a policy of more realistic valuation of their credit positions and to conduct a policy of more precise provisioning for potential credit losses. Appropriate regulations of the regulatory authorities in Bosnia and Herzegovina still do not allow for the conduct of an independent policy regarding the impairment of loans and other placements in the context of statutory reserves for credit losses. In this paper we explained the procedure for loan impairment, the internal credit rating system and its effects on the performance parameters of banks. Based on empirical research, we show that in practice banks in Bosnia and Herzegovina have different approaches in the policy of showing value adjustments based on credit placements. This has different effects on the performance indicators of individual banks. Corrections of value adjustments result in some banks showing positive net effects and other banks have negative net effects in terms of expenditures and revenues on the basis of indirect write-offs.

Keywords: loan impairment, internal credit rating system, profitability of banks, international accounting standard

JEL Classification: E51, G21, H81

¹Associate Professor, Faculty of Economics, University of Banja Luka, Bosnia and Herzegovina, bosko.mekinjic@kombank-bl.com

²Full Professor, Faculty of Economics, University of Istocno Sarajevo, Bosnia and Herzegovina, novoplakalovic@gmail.com

Import of food products, the dark side of globalization! (Case of Albania)

Brixhilda IMERI¹ Marcelo RUSTANI²

Abstract

The globalization of food products have given the Albanian consumers the opportunity to face different brands and choices, but has not given, one of the fundamental rights, “Right to disclosure and information.” Within 2018, over the dozen food scandals have emerged, which are related to the expiry of the products, their content, maintenance conditions, and so on. In the case of a product out of the standard, the consequences is illness and in the worst case, the consequences are fatal. The National Food Authority has taken some measures to avoid problems but could not prevent them. The purpose of this study is to highlight the issues with the import products to remind the authorities and consumers that if we do not take measures, we will turn into a place that “recycles world waste”! We are what we eat! This is the expression that goes hand in hand with advertising spots but also that it accompanies us as consumers during the purchasing process, but what do we really consume? Are we able to choose between different and qualitative products? Do importers point to the translation of labels by placing full and non-truncated information? How do companies benefit from the name of prestigious brands and what role has the media and marketing in consumer awareness? The used methodology in this paper is one of the conjunctures of primary and secondary data. Secondary data is used to build the chapters of the theoretical work and for comparison. On the second part, I have developed a canvass with consumer who answered the questionnaire with 10 questions. The questionnaires were developed online. The results and conclusions of this document are very significant. Although consumers know they are in danger, they do not undertake penalties for entities. It is also worth noting that public institutions in cooperation with private ones should take awareness-raising campaigns for consumers.

Keywords: *product, globalization, import, risk, quality, a customer.*

JEL Classification: M33, M2

¹Sales & Marketing Director, L&M Commercial, Durrës. email: imeribrixhilda_mb@hotmail.com

² Sales Supervisor, Agna Group, email: marcelo.rustani@hotmail.com

Cryptocurrency, Bitcoin market coin analysis

Bora MYRTO¹, Eris ZEQUO², Alsa KAZIU³

Abstract

In the recent years, cryptocurrency has become the main topic of the world economy. Considerable attention has been directed toward the statistical methods on studying this market which will not only describe real economy, but also contribute to the explaining and understanding crucial concepts of today's economy. Many webpages have been built for forecasting the market coin. The objective of this paper is to study if there is a connection between Bitcoin and other different electronic currencies. Correlation will be used for the explanation of this study results, which is a statistical technique that studies if there is a connection between different variables. Real data will be taken from the official page of cryptocurrency market coin. This paper will also study the correlation of Bitcoin with the Dollar and Euro price index, using again the correlation method. The conclusions of the paper will show some indexes in which we may base to make investments in Bitcoin, Dollar, Euro and other currencies.

Keywords: *Cryptocurrency, Correlation, SPSS, Pearson Correlation, R*

JEL Classification: C1, C2, C3, C4

¹Lecturer, Faculty of Information Technology, “Aleksandër Moisiu” University of Durrës, Albania, email: bora_imi@yahoo.com

²PhD, Lecturer, Faculty of Information Technology, “Aleksandër Moisiu” University of Durrës, Albania , email: eris_zeqo@yahoo.it

³Lecturer, Faculty of Information Technology, “Aleksandër Moisiu” University of Durrës, Albania, email: alsakaziu@yahoo.com

Evaluation of the role of foreign donations in function of the development of Albanian Tourism

Brunilda LICAJ¹

Abstract

Tourism is considered one of the most important sectors for the development and growth of a country. Albania has a high potential in the development of this sector in all its aspects such as seaside, cultural, mountain, rural, historical, medical, adventure tourism.

The purpose of the paper is to evaluate how the donations of foreign organizations have influenced over the years in forms of tourism development and the forms in which they are implemented in Albanian tourism. During the evaluation, data were collected from the 10 most important donors, who in cooperation with the Albanian government, through programs and projects spread throughout the Albanian territory, have influenced the implementation of projects and tourist growth of tourist destinations and businesses. The work will include analyzing technical assistance in both the hard and soft tourist infrastructure by considering such elements as technical assistance to small businesses, rural tourism, ecotourism, cultural heritage development, capacity building for management organizations destinations and continuing education in tourism. At the end of the paper, recommendations are given that may well affect fund management in the future in order to fully diversify them.

Keywords: *donations, tourism, entities, diversification, destinations, soft skills*

JEL Classification: L8, L,83, Z32

¹PhD, Lecturer, University "Aleksander Moisiu" Durrës, Albania, email: brunilda.licaj@yahoo.it

A panorama on Corporate Social Responsibility in Albania

Blerim KOLA¹

Abstract

Corporate Social Responsibility is a relatively new concept with a very important impact on the management of relations between the business world and the environmental and human world. Producing, selling or trading products or services is just one side of the medallion. The other side is taking care of those factors that are used to carry out business missions. In this context and line of reasoning, this scientific article addresses this issue of great importance in the business world. The paper attempts to analyze all aspects of this concept in the integrated world today, ranging from the definition to the advantages and criticisms. Also part of the paper is a survey of the recognition of this notion or its application in the Albanian business.

From the analysis we can say that this notion in the developed and globalized world has been adapted and injected very well, in our country it seems that it will take a long time to become aware of the taking of genuine business responsibilities by the business community.

The concept is conceptually recognized and accepted, but concretely nothing is done about the management of environmental or social damage. The reasons we think directly affect this situation are numerous, starting from the lack of a proper regulatory framework, the lack of functioning oversight mechanisms and the lack of a culture of environmental protection or the lack of knowledge on the serious environmental impacts or society of irresponsible actions in harm to the environment.

Keywords: *Social Responsibility, Businesses, Albania*

JEL Classification: O30, O37

¹Prof. Ass. Dr, Lecturer, Department of Marketing, Faculty of Business, email:blekola@yahoo.com

Internationalization of Albanian firms: A cluster analysis

Denada LICA BERBERI¹, Erald BERBERI²

Abstract

The aim of this paper is to investigate different strategies of internationalization of Albanian firms and the influence of “made in Albania” products on firm’s internationalization process. A cluster analysis of Albanian firms is used in order to clarify better this issue, in particular firms that operate in Durres city. Findings offer some contribution in enlarging firm’s decision making and firm’s internationalization literature.

***Keywords:** internationalization, made in, location decisions, cluster analysis, Albanian products*

***JEL Classification:** L10, L67, O30*

¹PhD, Lecturer, University “Aleksander Moisiu” Durres, Albania, denadalica@hotmail.it

²MSc, Albsea Transport shpk, Durres, Albania, eraldberberi@gmail.com

ICT and CO2 emissions: Perspectives for the reduction of environmental pollution in Africa

Diego MAZZITELLI¹, Francesca AURA²

Abstract

The level of CO2 emissions is under constant examination by many scholars. This is because the level of growth of the world population, of the ICT sector and therefore the ever-increasing economic development of the planet contribute significantly to increase CO2 emissions and energy consumption. Despite the fact that technological advances and nations all over the world expect solutions capable of making cities, means of transport, intelligent electrical systems and industrial processes and anti-pollution measures with stringent regulations capable of generating an ever lower environmental impact, the level of global pollution emissions continues to grow. The purpose of this study is examine how the level of CO2 emissions grows with population growth and whether this can be related to the level of industrialization of a country. This will be done taking into account the investments in the ICT sector and other variables implemented in the study. To achieve this goal, after choosing South Africa for the completeness of the information being analyzed, we use a data set containing all the information on the variables analyzed for South Africa and distributed over a period of 42 years. The results of the empirical study confirm the relationship between CO2 emissions and demographic growth, but above all the level of energy use, showing that developing countries over a period of 50 years will have significant increases in pollution.

Keywords: *CO2 emissions, ICT, Developing economies, Developed economies.*

JEL Classification: Q01, Q10, Q55

¹PhD, University of Calabria, DISCAG, Rende (CS) Italy, Via P. Bucci 87036 Rende (CS) Italy, email: diego.mazzitelli@unical.it,

²PhD, University of Calabria, DISCAG, Rende (CS) Italy, Via P. Bucci 87036 Rende (CS) Italy, email: francesca.aura@unical.it

Dealing with sustainability of museums

Dorina XHERAJ-SUBASHI¹

Abstract

Understanding what museums deal seems to be a difficult issue not in understanding their functions but in their sustainability in producing culture. Museums are not just building, and according to important ICOM recommendations and museum theories they have turned to be places that overcome the notion of old. This presentation shall analyze how museums in Albania are facing with sustainability and what are (not) cases that focus on this issue. By creating a map of best cases even from close regions close to Albania, it would be possible evaluate museum standards.

Keywords: *Museums, culture, sustainability, Albania.*

JEL Classification: T10,T22

¹PhD,Lecturer,Department of Tourism, Aleksander Moisiu University, Durres, Albania,
email:dorina.xheraj@hotmail.com

**The positioning of social networks in academic life and the impact of the use
of social media**

Eda BEZHANI, Violeta NEZA²

Abstract

The internet has become increasingly widespread in the lives of young people. Though it is an extraordinary source and we can say that much is used, we need to understand how to apply them better to enhance their effectiveness. The internet and social media offer students a range of benefits such as their potential to learn and promote social relationships and their learning process. The main purpose of this research paper is to observe the impact of using social media at the university. Social networks, such as Instagram, Facebook, Twitter, WhatsApp can influence student behavior toward the university. Selected samples will be students from Aleksander Moisiu University, Durres. In this paper we will look at what are the social media outcomes in the academic life of university students and who are the social networking sites most preferred by university students.

***Keywords:** Social networks, impact, learning process, influence student behavior.*

***JEL Classification :** E2, E22*

¹Prof.Assoc.Dr,Lecturer, Department of Marketing, Aleksander Moisiu University, email:edabezhani82@gmail.com

² PhD, Lecturer, Department of Marketing, Aleksander Moisiu University, email:nezaleta@hotmail.com

Cybersecurity: Risks and Costs for the Company

Eusebio DE MARCO¹, Patrizia DIBARI², Francesco SCALERA³

Abstract

Cybersecurity is a topic that invests the globality of public and private companies as a result of the increasing computerization and the exponential increase of attacks and computer accidents. In 2016, more than 4000 cyber attacks per day occurred in Europe; in Italy, the phenomenon has brought more and more heavy consequences to the detriment of the companies. With the diffusion of digital, cyber risk will have an increasingly significant impact on European companies, already 80% of which have undergone at least one cyber attack. The problem does not save any productive sector among which the hardest hit are manufacturing, energy, transport, and cars in a particular way.

The research has ascertained that the causes of the problem are due to the lack of training of staff, which does not allow to realize in time of possible threats and intrusions in the control systems, a cultural problem and the inadequacy of investments to tackle the problem, in fact, despite, a generalized concern of companies about the risks of cybersecurity (100% of the companies surveyed say that the function is not adequately prepared for risk), only 9% It predicted an increase in cyber security budget of more than 25%.

The subject of this study is the deepening of the risks of the company, of the tools that allow to improve the degree of knowledge of the real threats, to know the company costs in order to activate a series of measures able to guarantee the company data security.

Keywords: *Cyber security, computerization, cyber attacks, productive sector, company costs, data security.*

JEL Classification: K24, L22, M15.

¹Accountant in Bari, Italy, eusebiodemarco@iol.it

²Lawyer in Bari, Italy, patriziadibari@iol.it

³Corresponding author: Researcher in Business Economics, University of Bari "Aldo Moro", Department Economics and Finance - University of Bari "Aldo Moro", Italy, roby_sca@virgilio.it

Estimating Okun's Law for Albania (1992 – 2017)

Esmeraldo XHAKOLLI¹, Veton KURTSMAJLAJ²

Abstract

The main objective of this study is to test the validity of Okun's law during the period right after the fall of communism in 1992 up to the most recent period in 2017 in Albania. Using data from the World Bank Series this study gives a clear picture of the significant impact economic growth has on emerging economies like Albania by looking at how growth impacts unemployment in general and for groups at particular risk of like females and the young. Results indicate that the relationship between economic growth and unemployment doesn't hold during periods of turmoil and uncertainty like those during the 90' but it is relatively strong afterwards. Furthermore, subgroups at higher risk of unemployment like females and the young tend to benefit more in terms of employment from economic growth.

The objectives are:

- 1) To give a clear and exact estimation of the role of economic growth in terms of employment in Albania.
- 2) To estimate the variability of Okun's coefficient in Albania along the period of interest and evaluate how it varies for different subcategories.

H₀: Economic growth doesn't impact unemployment in Albania

H_a: Economic growth reduces unemployment in Albania

Methodology. For realization of this paper is used an integrated methodology including quantitative and qualitative analysis. The theoretical approach to Okun's Law in this paper is based on the "gap version" where deviations from the natural level of unemployment are modeled after deviations from potential GDP. Estimations are done using OLS regression but deviations or "gaps" for both unemployment and GDP are calculated via Hodrick – Prescott (HP) filters. Rolling regressions are used to estimate variability of the estimated effect along the period of interest. Data is retrieved from the World Bank Series for the period between 1992–2017.

Keywords: *Okun's Law, Unemployment Rate, GDP Growth, Okun's coefficient, Economic fluctuations, Okun's Law in Albania*

JEL classification: B41, E24, F43, J64

¹Msc. Economics, University Aleksandër Moisiu Durrës, Department of Economic Science, email: xhakolliesmeraldo@yahoo.com

²"Senior Data Analyst" at Eurosig sh.a., email: vkurtsmajlaj@eurosig.al

“The level of internationalization of Albanian SMEs and the effect of internal factors on their performance: Analyze of sample definition and questioners testing.”

Emi HOXHOLLI¹, Donika KERCINI²

Abstract

The main purpose of our research is to describe the state of internationalization of Albanian SMEs and identify if there is a relationship between the internal factors of SMEs and their performance. In our research we take in consideration both static and non static internal factors such as firm’s characteristics, product characteristics, international experience, top management decision-making and target market characteristics. In collaboration with Albanian Institute of Statistics we have determined a representative sample of 200 companies. The sample of 200 companies match predefine the criteria’s we have predefined during the literature review phase: number on employees 5 – 249, resident in Albania, excluding farmers, NGOs and government entities. Our questioner is composed by three main sections: first part is related with demographic data of the company, the second part is about general information regarding outgoing international activities and the last one is composed by specific questions regarding the method used by the company to perform international activities (export, joint ventures, licensing and direct investment). The questioner has in total 25 questions to be answered by the company. The questioner has already been tested on 20 Albanian SMEs which represent 10% of the sample. This 10% of companies operate in different industries in order that the collected data could be varied and the trend we have could be as close as possible to the expected results.

Keywords: *Sample, Questioner, Testing, Internationalization, SMEs, Albania.*

JEL Classification F230 ,F290 F200

¹PhD Student, Faculty of Economics and Agribusiness, Agricultural University of Tiranaemilioxholli@yahoo.com,

²Faculty of Economics and Agribusiness, Agricultural University of Tirana email: dkercini@ubt.edu.al

Albanian justice reform . Legal institutions transformation

ELVANA CICOLLI¹

Abstract

Justice reform was seen as a necessary process in order to restore public confidence in the judicial system in Albania. This reform has its basic purpose which are reforming the organs of the justice system and verifying the integrity of the employees of this system.

The legal package in support of this reform has been very inclusive and has radically transformed institutions of the justice system.

Law no. 115/2016 "On the Justice System Governance Bodies" regulated the creation and functioning of new bodies that will govern the justice system in this reform process. The High Council of Justice has ceased to exist, leaving its competences to the High Judicial Council, while the High Council of Prosecutor's Office and the Council of Appointments in Justice have been established.

The manner of composing and functioning of these institutions is the cornerstone of the system which is expected to reflect the effects of judicial reform in the coming years. All justice system officials have a high and positive expectation regarding this process which is a condition and will guide us towards the European Union.

Keywords: law, reform, justice, institution, corruption, integration

JEL Classification: R20, R23

¹Administrative Court of Tirana, email: elvanacicolli@yahoo.com

Integration through transport and impact on entrepreneurs

Eni ÇULLI¹, Krenar BARDHI²

Abstract

Albania's strategic objective is EU membership, government programs aim at initiating the accession negotiations process as soon as possible. The Stabilization and Association Agreement aims to "support Albania's efforts to strengthen democracy and the rule of law; to contribute to political, economic and institutional stability in Albania, and to stabilize the region. Article 70 of the SAA establishes a special commitment of the Republic of Albania: the approximation of domestic legislation with that of the European Union. Approximation and enforcement of legislation will enhance economic development and trade with the European Union, and will improve the well-being and living conditions of Albanian citizens. Albania has drafted the National Plan for European Integration National Plan for European Integration, including the Economic Criteria as a key pillar in the country's development and European Integration. The EU's transport policy objectives are: to improve the functioning of the internal market by promoting a secure, competitive, efficient resource-efficient transportation system, in compliance with environmental requirements. Albania and the European Union have focused on the priority areas for the purpose of restructuring and modernizing Albanian modes of transport, improving the free movement of passengers and goods, facilitating access to the market and transport infrastructure.

This study, through the use of literature and the use of secondary data, identifies some issues that are identified during the approximation of legislation in the field of transport and the impact that the improvement of the entire legal framework in the field of transport and the impact of the latter on entrepreneurship, cooperation and their interaction with EU countries. In this study, through analysis of the legal framework, study and analysis of the economic criteria of National Plan for European Integration, we intend to build a logical bridge over the principle that Economic Integration implies: "Updated Legal Framework, Safe Transport, Successful Venture, and Sustainable Economic Development".

Keywords: *Transport, economic development, integration, National Plan for European Integration, entrepreneurship.*

JEL Classification F15, L26, L91, F43, Eo2

¹Road Safety Specialist, Ministry of Infrastructure and Energy, Tirana. email: Eni.Culli@infrastruktura.gov.al

²Marketing Management MSc, Marketing Department, Faculty of Business, University "Aleksandër Moisiu", Durrës. Email: krenarbardhi@gmail.com.

Operations Management Case: "Me-2008-Import-Export"

Engjellushe HODO¹

Abstract

The aim of this study is to reflect the importance of managing operations in each organization and awareness of organizations from the benefits they receive from proper management of operations, concretely in the shoe production sector. This study analyzes the mode of operations management by the shoe manufacturing industry and mainly on Me-2008-Import-Export shoe manufacturing firm to identify how it manages operations to produce products based on customer requirements. Findings indicate that operations management is important because can improve productivity, which improves an organization's financial health and can help organizations meet customers' competitive priorities.

Keywords: *operation management, supply chain, logistic, performance, quality, shoe bussines*

JEL Classification: M11, L23, L67

¹ MSc, Lecturer, University "Aleksander Moisiu" Durres, Albania, email: engjellushe.hodo@gmail.com

The Role of Innovation in Retailing

Esteljana ZEKA¹ Juella SHEROLLI²

Abstract

The aim of this paper is to develop an understanding of innovation in retailing. It is widely accepted that innovation implies the application of new ideas able to generate a better economic performance, however is a wide range of other interpretation. (Hirstov and Reynolds, 2015). Even though there is a new stream of publications, has created a new fragmented literature in retail innovation, it remains an under searched subject that has received few attention through years. (Miles, 2000) that needs to be further explored due to its important role in the economy. (Hirstov and Reynolds, 2015; Pantano, 2014; Alexander, 2008).

Firstly, we will present the content of innovation, different types of innovation, sources of innovation and models developed in the years to explain the innovative path. A general overview on retailing and retailing formats. Also, this paper is focused on the pop up stores, as an organizational innovation in retailing, presenting the types of innovation, evaluating whether it is possible or not to make an accurate measurement of innovation activity in retailing and some of the innovation formats of retailing are presented, and pop up stores as an marketing innovation.

Keywords: innovation, economy, pop up, marketing

JEL classification: M10, M30, M31

¹ Economist, Double S Tax and Accounting Studio, email : stela_s@hotmail.it,

² Economist, Double S Tax and Accounting Studio, email:juella.sherolli@outlook.it

**Private brands a tendency in the coffee bar chains of Tirana:
Case Study in the City of Tirana**

Eldian BALLA¹, Taulant KULLOLLI²

Abstract

We are accustomed to look Private brands of coffee bar chains in a very small number compared to the trend of supermarket networks in Europe and United States. Nowadays, private brands are part of the products offered in the coffee bar chains in Tirana. A new trend is being developed within the increasing number of coffee bar chains in Tirana. By a search in the streets of Tirana, most known coffee bar chains are: Sophie, MonCheri, Mulliri i Vjeter, Oslo, Artisti and Glow. An attentive consumer, for example, can notice that, the water product offered is similar to the manufacturer's product but marked with the brand of the supplier. A private label brand (also called a reseller, store, house, or distributor brand) is a brand that retailers and wholesalers develop. For many manufacturers, retailers are both collaborators and competitors (Kotler, Keller 2012). This study will use a descriptive research focused on coffee bar chains in the city of Tirana, by using a survey technique to identify marketing strategies used, and manufacturers that offer their products under the name of the distributors.

Keywords: Private brands, manufacturer's brand, coffee bar chain, consumer.

JEL Classification M44, M45

¹ PhD, Lecturer, Department of Marketing, Faculty of Business, email: eldian_b@hotmail.com

²Msc,Lecturer, Department of Marketing, Faculty of Business email: taulantkullolli@gmail.com

**Priority for investments in the transport sector:
approaches to evaluation processes**

Elisabetta VENEZIA¹, FABIO PIZZUTILO²

Abstract

This paper will focus on a model to prioritise transport projects for investment while maximizing the objectives and meeting the budget limit for capital investment.

The paper will be organised as follows. In the first part a review of the literature on the topic will be presented by analyzing drawbacks and limitations of different approaches. Mainly this part will give emphasis to goal-programming and linear programming models and to the use of multi-criteria analysis. In the second part an application of a goal-programming model will be illustrated with reference to new transport projects identified by a local administration. Finally conclusions and recommendations will be presented by considering economic benefits, revenues and qualitative goal scores.

Keywords: *Project prioritisation Transport investments, Evaluation*

JEL Classification: R42, R48, C61

¹ Corresponding author: PhD in Economics and Finance, University of Bari Aldo Moro, Department of Economics and Finance, Largo Abbazia di Santa Scolastica, elisabetta.venezia@uniba.it

² PhD in Corporate Finance, University of Bari “Aldo Moro”, Department of Economics, Management and Business Law, Largo Abbazia di Santa Scolastica, fabio.pizzutilo@uniba.it

**Approximation of Value Added Tax Legislation with European
Union standards**

Eris MILOVA ¹, Olta MILOVA²

Abstract

Value Added Tax (VAT) is one of the main taxes on consumption of goods and services in our tax system. In recent years, the amendments to the law have aligned the law on VAT in accordance with the twinning contract AI / 2007 / IB / FI / 01, pursuant to Component 1, Harmonization of Legislation with the European Union by approximating with Council Directive 2006/112 28.11.2006, "On the Common System of VAT", consolidated. The purpose of this paper is to analyze the approximations of VAT legislation with EU standards, making an economic analysis of these facts. In this context, the way of drafting legislation related to a group of taxable entities, including taxable persons, economic activity, taxable person identification, receipts and their various types, supply of goods, services, special tax regimes , the tax value, the group of services that are not included in the VAT, the subjects involved, the change of the payment band of VAT etc. are components that will be analyzed to see the approximation with EU legislation. The paper will be closed with conclusions and recommendations.

Keywords: VAT, European Union, legislation, approximation,

JEL classification: K0, K1

¹Msc, Loyer in "BENDO Legal & Financial, email:erismilova84@gmail.com

²Prof. Assoc.Dr, Lecturer in , University of Tirana , Faculty of Economic
email:oltamilova@hotmail.com

Determinant factors of remittances in Albania

Elfrida TARAKU¹, Ejona DUÇI²

Abstract

Over the years, remittances have attracted the attention of researchers, policy-makers, civil society representatives and the international community due to the variation of their flows each year and more. The main purpose of this paper is to reflect some of the main macroeconomic and macroeconomic remittances in developing countries. In the case of Albania, the paper aims to present the impacts of income from remittances with well-being and the decisions of Albanians regarding the use of these revenues. In this paper we will elaborate in detail the factors that determine the remittances of Albanian emigrants. The model that results best in showing the link between remittances and their determining factors is the linear dummy independent model. The source of information is the World Economic Outlook. Data on remittances are obtained from the Balance of Payments of the Bank of Albania and include the monetary transfers of emigrants who are employed in the host country and are considered resident in this country's economy

The data are in time series and I have seen the impact of these factors on the performance of the years, respectively for the last 30 years. And we have come to the conclusion that the GDP factor is the factor that has the greatest impact on the remittances of Albanian emigrants. Unlike other economic issues, on the issue of remittances in Albania the studies undertaken are scarce, and the study of this field is a innovation for our country. The results of the work indicate that remittances are an important item of the Balance of Payments that affects the macroeconomic stability of the beneficiary country and living.

Keywords: *unemployment, GDP, emigration, developing countries, remittances, consumption, income, balance of payments.*

JEL Classification: M10,M24

¹ Msc, Lecturer, Finance – Accounting department, Business Faculty University “Aleksandër Moisiu” of Durrës, Durrës, Albania, email: : itaraku@yahoo.com

² Msc, Lecturer, Finance – Accounting department, Business Faculty University “Aleksandër Moisiu” of Durrës, Durrës, Albania, jonaduci@yahoo.com

**Life insurance performance. The Albanian insurance industry
case**

Eridana GJONI ¹Elona STAFASANI ²

Abstract

The insurance market is a very important part of the financial system in Albania. It includes private and state-owned companies that run the process of insuring individuals or businesses. A good-performing life insurance industry approximates and benefits consumers, manufacturers and businesses. If we take a historical look at the evolution of life insurance, we will notice that it goes side by side with the economic and financial development of a country, but if we refer to the economy of our country, the performance and the historical flow is completely different.

As our country for 25 years applied the centralized economy where the concept of private insurance was missing and it was the state that guaranteed and provided everything, the concept and the application of the insurance companies' have encountered great difficulties. Today the obligatory insurance is about 98% of total insurance and only 2% voluntary insurance. This paper focuses on a general picture regarding the life insurance of our country, what kind of life insurance is more liked in Albania and how has developed life insurance .

Keywords: Insurance market, life insurance, Performance

JEL Classification: G20, G22

¹ Msc, Lecturer at Aleksander Moisiu University, Durres, Albania, eridanagjoni20@gmail.com

² Msc, Accountant at "Libra&Aries Consulting", Durrës, email: estafasani@yahoo.com

Durres region and employment opportunities

Elton NOTI¹

Abstract

Youth, as most of the Albanian society suffers the highest rate of unemployment among all age groups. According to a report published in 2012, young people rate unemployment as one of the major problems in Albanian society and tend to look at work as a solution to their problems.

Also, a very important role in the integration of young people in the labor market and their career progress, is also the proper education provided by higher education institutions and professional development centers,

The purpose of this study is to identify the market demand in the Durres area for youth employment and the most positions in high demand in small and medium enterprises. For this study, questionnaires and focus groups were used with entrepreneurs and young people employed as well as semi-structured interviews.

The results show that the main reasons young people are motivated in a job are wages and financial survival in general and that a few have been trained before they start working. And the source of finding a job is usually relatives or friends and then job offices or application through CVs and job interviews.

Keywords: youth, employment, labor market, entrepreneur, Durres, trainings

JEL Classification: J21, J23

¹ Prof.Assoc.Dr, Department of Marketing, Aleksander Moisiu University, .
email:eltonoti@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

Complementary Currency as an instrument for economic development in the Western Balkan Countries

Ela GOLEMI¹, Klodian MUCO²

Abstract

Regional economic integration has been set as a priority for countries of Western Balkan region in their way of integration in European Union. Given the sub-potential performance of trade between countries of the region, in this paper we propose the creation of a complementary currency *supranational*, that will serve to the common market of Western Balkan and will intensify exchanges between them. We support the idea that structural reforms and technical provisions proposed in the "Keynesian Plan", at least in principle may provide the necessary solutions to avoid the external imbalances between the countries; could serve as an incentive to intensify trade exchanges and could reduce inflationary and deflationary pressures on the joint Western Balkan market comprised of Albania, Bosnia, Kosovo, Macedonia, Montenegro and Serbia.

Keywords: *Keynes Plan, External Imbalances, Complementary currency, Regional Economic Area, Western Balkans Countries*

JEL Classification: E42, E52, F13, F33, O24

¹ PhD, Dean of Fastip, Aleksander Moisiu" University email, egolemi@fastip.edu.al

² PhD, Lecturer, "Aleksander Moisiu" University, email, kmuco@fastip.edu.al

The alternative holiday in a sustainable way: l'albergo diffuso

Francesca AURA¹, Caterina AURA², Franco RUBINO³

Abstract

The idea of this Research work arises from a growing need in our society that is manifesting itself and that can be summarized in the following statement: “we must think of a new model of tourism, hospitality and hospitality, capable of generating cultural and economic wealth, with zero environmental impact, making it become in the panorama of the accommodation offer, the sustainable model par excellence”, which has been given little consideration for a long time. The model that reflects these characteristics is that of widespread hotel, trying to approve it on the basis of the values and culture of sustainability and enhancing its characteristics, so that restaurateurs and the environment parameters of sustainable tourism, focused on the recovery, protection and enhancement of territory, its traditions and peculiarities. Unfortunately, in many Italian locations this model appears to be poorly developed and widespread due to regulatory uncertainty. The aim of the paper is to investigate the issue of the common hotel, identifying its weak and feasible strengths.

Keywords: *environmental, sustainable tourism, recovery, sustainability.*

JEL Classification: Q01, Q10, Q55

¹Corresponding author: PhD, University of Calabria, DISCAG, Rende (CS) Italy, francesca.aura@unical.it, Via P. Bucci 87036 Rende (CS) Italy

²PhD, University of Calabria, DISCAG, Rende (CS) Italy, caterina.aura@unical.it, Via P. Bucci 87036 Rende (CS) Italy

³Professor, University of Calabria, DISCAG, Rende (CS) Italy, franco.rubino@unical.it, Via P. Bucci 87036 Rende (CS) Italy

ECONOMIC POLICY AND EU INTEGRATION

The control of financial performance and ratios: A theoretical note

Fitim DEARI,¹ Izet ZEQRIRI²

Abstract

Financial performance is reflected through income statement. No doubt, that income statement as a financial statement and thus financial performance is affected and affects other financial statements. As such, this financial statement cannot be considered and analyzed as isolated from other financial statements. Hence, the control of financial performance and related ratios should take into account the mutual implications of more than one financial statement.

In addition to, in this study we try to explain and interpret the control related of financial performance and ratios mainly to issues: (1) planning versus realization and (2) own results versus competitors ones. The study examines crucial and theoretical concepts related to the issues and combines experimental cases.

Keywords: *control, planning, financial performance, ratios.*

JEL classification: M41, G31, G32.

¹ Corresponding author: Assistant professor, South East European University, Faculty of Business and Economics, Bul. "Ilindenska" number 335, 1200 Tetovo, Republic of Macedonia, email: f.deari@seeu.edu.mk.

² Full professor, South East European University, Faculty of Business and Economics, Bul. "Ilindenska" number 335, 1200 Tetovo, Republic of Macedonia, email: i.zeqiri@seeu.edu.mk.

Increasing Inequality-The real Problem Nowadays

Gaqo TANKU¹, Piro TANKU²

Abstract

Income and wealth inequality has been a problem that has always existed. Recently it has become and is becoming a subject not only of media but also a lot of publications and research studies all over the world from the economic and social studies point of view. Debates about deepening inequality in general and inequality in income and wealth in particular are becoming increasingly acute. It is intended to shed light on the negative effects of the deepening of inequality, the causes of this deepening, convergence and diverging forces against inequalities, and the appropriate measures that might be worth taking to counter extreme polarization. At the core of the paper are the concepts that “Equality means that individuals equally enjoy the benefits, opportunities, resources and social privileges that opportunities and chances are equal.” Equal to a society in general and to a particular enterprise, we will understand the institutionalized equality of what the laws and by-laws that support this equality mean.

Keywords: *inequality, equality, media, assets, entrepreneurship, laws, sub-legal acts.*

JEL Classification: D63, I14, K32,

¹ Prof.Assoc.Dr, University “Aleksander Moisiu” Durrës, Albania, gaqotanku@hotmail.com

² Dr., University “Aleksander Moisiu” Durrës, Albania, piro.tanku@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

E-Learning, Analyzing and Comparing Two E-Learning Platforms, Moodle and Ilias

Gerild QORDJA¹ Dolantina HYKA²

Abstract

E learning is a new modern tool of the current learning system; it is becoming important in the university learning process. The essence of e-Learning solutions is LMS and CMS, which help universities automate learning event management. Some of LMSs are paid, while others are Open Source LMS free. Universities give more attention to OS-LMS, which are becoming very attractive by eLearning, and are even competing with other software registered to date. In fact, LMS study and analysis is not easy; this is because serious studies that evaluate systems and compare LMS are not enough, especially LMS Open-Source, which did not get a good twist on those studies. So I emphasize the necessity of more analysis and study of LMS which includes OS-LMS.

For this reason, in this treatment I will discuss the benefits and disadvantages that a person or institution of education can have while using one of the eLearning platforms. Also, in this approach I will study and compare two OS-LMS platforms Moodle and Ilias.

To achieve this I will compare and evaluate each packet from its appearance, features, and weaknesses.

Finally, I will conclude which of the LMS studied is better for use, and what should improve these systems to have a broad usability.

Keywords *LMS (Learning Management Systems), CMS (Course Management System), Moodle, Ilias, Elearning*

JEL Classification: E 11, E 22

¹ Msc in Information Technology and Communication, Mediterranean University of Albania, email: gerild.qordja@fshn.edu.al

² Dr in Cryptography Mediterranean University of Albania, email: dolantina.hyka@umsh.edu.al

Global Marketing Management Challenges in Albania

Gerti DAJÇI¹

Abstract

As a Multinational Company, it is very important to understand the rules and business laws in another country. Multinational Company leaders, before making an investment in a host country, need to understand first the rules, business and political laws, and then decide to invest. Multinational Company leaders need to avoid any unexpected cost that jeopardizes the success of the organization. This paper discusses some of the marketing strategies that a company will follow in Albania, along with the other marketing components, the analysis, the impacts that national culture and sub-culture have on Multinational Companies in Albania, and competitive environment. This paper evaluates the steps that relate to the global marketing issues, as well the steps that leaders need to take before making a decision to invest in Albania. Along with these steps, this researcher discusses some of the areas that need further recommendation.

Keywords: Advertising, Intangible Assets, Marketing, Micro Marketing

JEL Classification: M3 Marketing and Advertising.

¹ Dr. Tirana Business University, gertidajci@yahoo.com

ECONOMIC POLICY AND EU INTEGRATION

Public services in the context of EU requirements and administrative territorial reform

Gentiana KRAJA¹, Arian DEDEJ²

Abstract

The main purpose of this paper is to present a clear overview of the way in which public services are currently being offered in Albania (some of them) and comparison with what the EU lays out for public services. Public services, the role, the way the principles of their delivery are a controversial argument in the context of the European Union practices. Related with this argument, public services have been renamed and adapted to all stakeholders and determining factors for them by more approximating their mission and principles among which they should go to the citizens. There are already several years that Albania is implementing the territorial administrative reform which has as its primary aim the reorganization of local government units to reformat it in many dimensions. From the governance components, territorial administrative reform has been promoted that will lead to increase the administrative, professional and technical efficiency of local government in order to provide better services to citizens and in a more modern way. In this context, this reform impacts on public services, especially when it comes to the level of administrative unit that is one of the innovations of this reform.

This paper has focused precisely on the theoretical and practical reflection of the changes that have already undergone utilities configuration in the context of this reform, but comparing this situation and requests that the EU lays associated with this sector. The main purpose of the paper is to analyze how the parameters of the provision of public services offered in the context of territorial administrative reform approach the EU requirements for them.

Keywords: *Territorial administrative, governance components, ect*

JEL Classification: A 11, A21

¹ Prof. Asoc. Dr. Lecturer and Researcher, Public Administration Department, University "Aleksandër Moisiu", Durrës email: gentianakraja@uamd.edu.al

² Dr. Lecturer and Researcher, Public Administration Department, University "Aleksandër Moisiu", Durrës, email: ariandedej@hotmail.com

The role of recruitment method in the financial performance of the Banking System

Irida VEJSIU ¹

Abstract

Among the HR processes, recruitment has been considered to be one of the most important ones. Many theories nowadays emphasize the importance of recruitment practices in the welfare of an organization, stressing that its impact is crucial even in the business financial performance.

The study has been focused on the impact of the recruitment practices in the financial results of 6 banks in the banking market in Albania! A deep analysis has been done, with the data gathered on the recruitment method for the involved banks, through the use of both SPSS and Econometric methods. The sources used for collecting the data has been both primary through surveys conducted and secondary through the information gathered from different online sources.

This study has been conducted to evaluate the impact of the selection method of two categories of employees, experienced once and the recently graduated, on the overall performance and financial results of the business.

The study is concluded with the analysis of the results showing a clear distinction on the costs of the business for recruitment of both categories, meaning that the recently graduated are less costly for the business. However there is not a clear distinction weather the recently graduates are performing better or not in comparison to the experienced recruited employees.

Keywords: *Recruitment, Banking, Recently graduated, Pre experienced*

JEL Classification: G2, G, M0

¹Msc, Human Resources Manager, Societe Generale Albania Bank e-mail: iridaaltin79@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

Consumers' preferences towards meat products in Albania

Irini GOGA¹, Eda DEÇI²

Abstract

The development of Albania, in the latest years, is based on a vital economic growth. The agriculture sector plays a significant role in the GDP growth which slightly but steadily is increased. Meat production sector is one of the sectors which has an important contribution on the GDP grew. It is essential that in a competitive market environment, the farmers and meat products chain should effort more to bring good quality and safety products in the market. Many agriculture programs aim to support and oriented the meat producers through the EU marketing standards. The goal of these marketing rules is to encourage the producers to improve their meat products. By the other side, the consumers would prefer to know what kind of meat they are buying. In this case, the producers should provide a product information regarding the origin of the products, conservation manners etc. All this information can be an added value for the product which can give a chance to the producers to define a better price for their products. In order to identify the consumers' preferences, we use a questionnaire completed by different consumers from Tirana and Durres regions. The questions were conduct to discover information on person status, family, age, sex, education, income, origin environment. The sample on which the research was performed was consisted of individuals. The questionnaire objectives were to find out information on the evaluation of the frequency of meat and poultry meat products consumption, estimation of consumers' preferences for poultry meat types and products, find out the place where consumers purchase poultry meat from, identification of some correlations between meat consumption and consumer's income level, product price, origin of the poultry meat. This study, aimed to identify the consumers preferences for meat products, especially for poultry meat products. As well, this study may help and facility the poultry meat producers to be oriented by the consumers 'preferences well defined.

Keywords: *behavior, consumer, meat, preferences, poultry meat*

JEL Classification: M0; M31; M310; M11.

¹ Msc. Irini Goga, Training Coordinator at Human Resources & Training department, Societe Generale Albania Bank; Bl.Deshmoret e Kombit, kati 9; adresa e e-mailit: gogairini@hotmail.com;

² Prof.Assoc, Agriculture University of Tirana, Faculty of Economic and Agribusiness, email:eluga@ubt.edu.al

Social entrepreneurship - Accounting and tax consideration for social enterprise development and growth

Ivana TOMASEVIC¹, Sandra DJUROVIC²

Abstract

The paper discusses social entrepreneurship as a process through which social problems are solved in innovative way and by using business approach. In global economy, innovative solutions for social issues like: unemployment, youth employment, social inclusion, culture, environment, education etc, are developed with social entrepreneurship. Those solutions in many cases change the system and motivate whole society to move into new direction. There is need for researching social entrepreneurship in Western Balkan countries. In this paper we will discuss only social entrepreneurship initiatives that are established with a goal of long-term duration - if form of social venture. In entering social entrepreneurship, entrepreneurs need to register social enterprise. Deciding about the registration form will impact their growth possibilities. The aim of the paper is to identify the main issues that social entrepreneurs need to consider before registering their social business like: existence of Law on Social enterprises, Business and Accounting Law that supervises social enterprise, employment needs, Accounting and tax reporting needs, Income generation. The paper will also present solutions proposed in Law on social enterprises where it exists and in other laws that impact social entrepreneurship – with particular attention to tax and accounting needs.

Keywords: *Entrepreneurship, Accounting, Social Entrepreneurship, Social Enterprise, Social Innovation, Tax Accounting for Business,*

JEL Classification: M41, M48, G32, L31, O35

¹ Faculty of Business Studies, University Adriatic, Bar, Montenegro, PhD Economy Sciences, Topolica III, ivanatomasevic1@gmail.com, 85000 Bar

² Faculty of Business Economics, University Adriatic, Bar, Montenegro, PhD Economy Sciences, Topolica III, sandra.djurovic.fpe@gmail.com, 85000 Bar

ECONOMIC POLICY AND EU INTEGRATION

Human Resources in the Economic Sustainability on Tourist Facilities

Iris CEKANI ¹ Francesco FAVIA ²

Abstract

Everyone knows that globalization has allowed savings in costs on raw materials and products by breaking down the barriers to information and supply, but has also allowed savings on human resources. Parallel to products and consumer goods, there has been a growing flow of human resources regardless of whether they are "regular" or clandestine, stabilized or precarious.

The tourism sector is one of those that escapes, more than others, precisely because of the seasonality, to many rules and regulations.

Looking beyond the legislative aspects, can we say that the flow of human resources contributes to the economic sustainability of tourism?

What are the tourism sectors that this phenomenon affects most?

In the research we will address the question and analyze it starting from the formative aspects.

Keywords: *tourism, sustainability, economy, training, internship, globalization*

JEL Classification: T 01 T19

¹ Prof PhD Iris Cekani , Universitas Sancti Cyrilli, Malta, email: iriscekani@gmail.com

² Prof dott. Francesco Favia, Universitas Sancti Cyrilli, Malta, email: secretariat@unicyril.org

Importance of inventory audit to increase the credibility of financial accounting information

Iliescu (Ristea) MARIA-ANDREIA,¹ Avram MARIOARA², Xhani NENSI³

Abstract

Inventory auditing requires special attention because it is one of the most important activities that an entity needs to accomplish at the end of each financial year after the inventory process is completed. The difficulty of inventory auditing is given by their increased weight in the balance sheet, the many locations where they are stored, the diversity of stocks by nature, and the multitude of valuation methods. This activity has an impact on the outcome of the exercise through the objectives to be achieved: accuracy, evaluation, existence, separation of exercises, completeness, optimization of costs and stock levels. By inventory audit, we monitor the recording of all accounting operations (inventory acquisition, exit, inventory) and prevent any possible malfunction, that is, the activity by which we identify and examine the stocks in order to detect the irregularities between the accounting statements provided by the accounting and the inventory. Proper inventory has direct implications on the outcome of the activity, but also on the entity's economic performance.

Keywords: *inventory audit, the result of the exercise, inventory.*

JEL Classification: M40, M41, M42

¹ Iliescu (Ristea) Maria-Andreia: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, România, andrea_yly@yahoo.com

² Avram Marioara: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, România, marioaraavram@yahoo.com

³ Xhani Nensi: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, România, xhaninensi@gmail.com

Social entrepreneurship vs. Traditional entrepreneurship: A qualitative approach to understanding social entrepreneurship as a social value.

Juljana LAZE¹

Abstract

Entrepreneurs are generally understood to be closely related to their business to make profits and seem unlikely to be related to social interests. But this is not all true. Social entrepreneurship has got a special attention to the developed countries by researchers from different fields. In our country, this concept is relatively new and consequently there are no much studies of socio- economic character. Social entrepreneurship can directly improve any social, economic, racial, sexual or gender-based challenge. Social entrepreneurs use innovation and creativity to bring about social change in education, health and environment and have a positive impact on the community.

This study aims: a) to analyze the essence of what social entrepreneurship vs. traditional ones is. b) The role of social entrepreneurs as change agents in the social sector, by adopting a mission to create and sustain social value. c) To examine the concept of social entrepreneurship and reviews a number of definitions in order to highlight common features. Also it contributes to the answer to the call for more quantitative and qualitative research and at the same time argues the need for more in-depth studies suggesting a variety of challenges to practice, policy and research in this area to Albania context. With this important observation in mind, our findings indicate a shortage of new social organizations or initiatives that rely heavily on government funding, while their relationship with the community in the context of gained goods is limited. Moreover, it seems that social entrepreneurs show less ambition in terms of growth and progress in the most mature stages of the entrepreneurial process compared to commercial entrepreneurs.

Keywords: *Social entrepreneurship, Traditional entrepreneurship, Challenges, Social values, Context, Disadvantages group.*

JEL Classification: A12; D6; L26; L31

¹ PhD Lecture, Department of Sociology, University "Aleksandër Moisiu", Durrës, Albania, email:julilaze@gmail.com

Consumer Behaviour on the Market of Milk in Albania and Slovakia

Jana RYBANSKÁ,¹ Ariola HARIZI² Ludmila NAGYOVÁ³

Abstract

The presented paper deals with the consumer behaviour of young Slovak and Albanian consumers (Millenials) on the market of milk. In both countries, milk is a very important component of the diet not only of young adults but of the whole population. This study explores and compares consumer preferences for milk in Albania and Slovakia and also tries to determine consumers profiles based on their personality characteristics, preferences and socio-demographic factors. To reach these objectives, the simple questionnaire was designed, and data were collected among young adults in Albania and Slovakia. The paper provides useful information about the consumer behaviour of Millenials in both countries and evaluates marketing strategies of milk on Albanian and Slovak market for this target group.

Keywords: *milk, milk market, consumer behaviour, consumer profile, consumer choice, Albania, Slovakia*

JEL Classification: M31, M37, M39

¹ Mgr. et Mgr. Jana Rybanská, PhD.¹, Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Marketing and Trade, Tr. A. Hlinku 2, 949 76 Nitra, Slovak Republic, rybanska@is.uniag.sk

² PhD(c). Ariola Harizi², Aleksandër Moisiu University, Faculty of Business, Marketing Department, Durrës, Albania, ariolaharizi@hotmail.com

³ prof. Ing. Ludmila Nagyová, PhD.³, Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Marketing and Trade, Tr. A. Hlinku 2, 949 76 Nitra, Slovak Republic, ludmila.nagyova@uniag.sk

ECONOMIC POLICY AND EU INTEGRATION

Finding the Modern Definition of Human Rights in Business & Economy

Jeanne FRANCOISE¹

Abstract

This paper, that would be presented in 9th International Scientific Conference of Business Faculty Economic Policy And Eu Integration in Conference Room, Kampus, Spitalë – Durrës, Albania, 3- 4 May, 2019, has an academic hypothesis that millenia generations nowadays receive an impact of modernization in some ways, especially engaging to describe Human Rights based on their version. Regarding to this, this paper highly remark that Human Rights spirit could be based from nationalism, regionalism, and also private thought. This is barely believing that modernization process does not just give the impact of international political system, but also the construction of Human Rights definition. For example, one people could became a terrorist for one group, but in the same time, could became a hero for other group. To give the right path on how to search the true meaning of Human Rights, this paper uses the concept of Modernity from Emmanuel Levinas and Alain Tourraine, and the theory of Neorealism. In the context of global economy, business are growing up from new comers. Developing countries like Indonesia has a good government that help people in small industries to fulfil their human rights, but somehow poverty is still viewed as a tool of politic or as a tool of international politic to measure how far is a nation's economy growing up. This paper has an objective to give a broader knowledge about the Human Rights itself in details, from the historical background of the existing of the Human Rights concept, social and political behaviour related to Human Rights, and critical points of Human Rights limitations. This paper is expected to be an eye opener that Human Rights has a sole, but elastic-dynamic definition that can not be separated from human belief, political situation, economic condition, modernisation process, and other factors that can not be defined in the current time (future science).

Keywords: *modernity, human rights, business, economy, Levinas, Tourraine*

JEL Classification: P16, P16, P40, P40, Z30

¹ Doctoral Student in Indonesia Defense University email: monicajeannefrancoise@gmail.com

“Informal economy in Albania: From a micro in a macro perspective”

Jonada MAMO¹, Ada ALIAJ², Ina SHEHU³

Abstract

We face informal economy every day, starting with our morning coffee when we receive a receipt with a different value of what we paid for. There are many terms that may be used to define ‘informal economy’. Generally it represents all undeclared economic events, as a result non-taxed and non-monitored by government regulations. This paper will focus on informal economy in Albania from both micro and macro perspective. We will start with the effects of accounting manipulation of businesses on informal economy, through tax avoidance, earning management and other techniques and practices. Then, will study in a macro perspective informal economy through unemployment, tax burden, government regulations, etc. The paper includes a questionnaire with closed questions directed to businesses in Durres and Tirana. In the conclusions we will see the positive and negative effects of informal economy in developing countries like Albania.

Keywords: informal economy, accounting manipulation, government regulations.

JEL Classification E26, M41, G38

¹ PhD,Lecturer, “Aleksander Moisiu” University jonada.mamo@yahoo.com

² PhD,Lecturer, “Aleksander Moisiu” University aliajada@yahoo.com

³ Msc,Lecturer, “Aleksander Moisiu” University inashehu@hotmail.it

ECONOMIC POLICY AND EU INTEGRATION

Institutional impact on reforming the role of management and leadership in higher education in Albania

Jani SOTA¹ Novruz AHMETI²

Abstract

The impact of social thinking is shaped and legalized through state institutions in accordance with international standards. Educational developments are closely related to the political developments of the time and their demands, depending on the economic, cultural, scientific intentions. This paper identifies several key aspects of the reform process that have not met the required and expected standards in the higher education system in Albania. The focus of this research are the policies of the Albanian state for reforming the role of management and leadership in higher education dictated by the conditions that are creating new changes for reforming the administrative structure, the dimensions of human and financial resources in the education institutions. Depending on the particular policies and circumstances, various legal initiatives have been undertaken since the 1990s to enhance the academic and financial independence of the Albanian higher education institutions, which give us the general picture of education reform in Albania.

Keywords: *Higher education institutions, legislation, management, decision making, academic freedom, financial autonomy.*

JEL Classification: E 01, E11, M23

¹ Prof. Assoc. Ph.D."Aleksandër Moisiu" University, Durrës, email:jani_sota@yahoo.com

² Msc, Ministers of Education, Sports and Youth email:novruzahmeti@gmail.com

Decision-making and regret: Do women managers feel more regret than men?

Juliana OSMANI¹, Sanie DODA², Bislim AHMETAJ³

Abstract

Regret is an emotion that influences the decision-making in an important way. It is very important because is not only related to the chosen option, but often influences the entire process, orienting the decision maker towards the alternative that he believes can avoid this feeling. Regret determines the future behaviors of the decision maker and can lead to serious negative psychological situations. Thus, because of the regret, the decision-making may become a stressful task, which makes the individual feel guilty.

The main goal of the current research is to understand if women managers feel more regret than men. The intention is to identify variables and elements and to discover possible relationships between them, so as to be able to define some general reflections about the gender impact on regret. On the basis of an intuitive discussion, we hypothesized that there is an important positive correlation between regret and gender. A total of 282 managers have participated in the current investigation, 116 men and 166 women. From the results obtained it can be concluded that the feeling of regret is independent of gender. The regret phenomenon is largely studied both in management and psychology. However, we think that the correlation between regret and gender is scarcely studied and requires still contributions.

Keywords: *decision-making, regret, gender, women, men*

JEL Classification: D91, M10

¹PhD, Lecturer, University “Aleksandër Moisiu”, Durrës, Albania, email: juli_osmani@yahoo.it

² Prof. Assoc. Dr, Lecturer, University “Aleksandër Moisiu”, Durrës, Albania, email: sanijedoda@yahoo.com

³ Phd, Department of Management, Faculty of Business, University Aleksander Moisiu, Durres, Albania, ahmetajb@hotmail.com

ECONOMIC POLICY AND EU INTEGRATION

Blue Economy of Albania

Jonida GASHI¹ Daniela DAUTI² Ermir SHAHINI³

Abstract

Based on maritime resources, the blue economy is an essential driver of development. Its importance has been broadly measured and acknowledged in economic, social, and environmental terms. The paper aims to explore the current scenario of sea resources of Albania. Using some data, the study reveals that Albania can accelerate its economic growth through the sustainable use of the sea resources. Albania is a country rich in water resources, with a 380 km coastline, of which 284 km stretches along the Adriatic Sea in the north and the remaining 96 km faces the Ionian Sea. The marine and coastal fisheries are the most important sub-sectors of the national fisheries. Estimates put the contribution of fisheries and aquaculture to the GDP at only 0.3%. Besides, the geographical location of the Albanian coast, makes it desirable for trade, transport and tourism. Despite studying the actual status of sea resources, the paper proposed some way forwards based on existing opportunities and challenges for promoting sustainable development in Albania.

Keywords: *Blue Economy, Albanian Coastline, Sustainable Development, Sea Resources, Economic Development*

JEL Classification: F63, F18, Q01

¹ PhD, Lecturer, University "Aleksandër Moisiu", Faculty of Business, Economics Department, Durrës, Albania, email: g.jonida@hotmail.com

² Msc, Lecturer, University "Aleksandër Moisiu", Faculty of Business, Economics Department, Durrës, Albania, email: dauidaniela@windowslive.com

³ PhD, Lecturer, University "Aleksandër Moisiu", Faculty of Business, Economics Department, Durrës, Albania, email: ermirshahini@live.com

The role of local government in the integration of Albania into the European Union

Kozeta LIGEJA¹

Abstract

Hypothesis: Integration of Albania into the European Union, requires the involvement of all levels of government and society. So, municipalities play a very important role in this process. The purpose of this article, is to show the importance of local government in the process of Albania's integration.

The purpose of the paper is to prove the hypothesis of the theoretical analysis, but also the cases in the Albanian practice.

Methodology: The paper will be based on several methodological studies. Will mainly be used inductive methods, passing from specific facts to the general conclusions, the described method, method of historical analysis, the review of literature on this issue. Also in the article are analyzed special cases in Albania, which have addressed specific issues of importance for the development of the work.

Keywords: *European Union - Albania - Municipalities - Citizens – Integration*

JEL Classification: R 58, Z18, Z 28,

¹ Political Science, University of Tirana, Kavaje Street No 2 ,email: k.oz.i2006@hotmail.com

Insurance Industry Challenges

Kiti SHABANAJ¹

Abstract

As a result of globalization, deregulation and terrorist attacks, the insurance industry has gone through a tremendous transformation over the past decade. In the simplest terms, insurance of any type is all about managing risk. A well-performing life insurance industry benefits consumers, producers and insurance firm stockholders alike. Unfavorable market conditions stress the need for life insurers to perform well in order to remain solvent.

Insurance sector plays an important role in the financial sector of a country. The marketing strategy should be laid out in such a manner that includes the requirement from the launching policy till the final stage when it reaches in the hand of customer, means the service provided to the policy holders or the end users.

This paper is a collection of definitions and implications for a better understanding of the life insurance industry and identifies the strategies, challenges, obstacles, problems and implement strategies in life insurances offered.

Keywords: Insurance Industry, globalization, consumer, challenges

JEL Classification: G10, G20, G22, J65

¹ Scientific civil law, University of Tirana, Civil Department, street "tish daija", kiti.shabanaj@hotmail.com, Tiranë

Trading Practices In The EU Food Supply Chain

Kononets YEVHEN¹, Rajčániová MIROSLAVA², Artan QINETI³

Abstract

Food supply chain (FSC) – is a system of people, activities what are involved in moving of food products from a primary producer to a consumer. A vast majority of actors in a food supply chain are small-middle enterprises (SME) which have annual turnover fewer than 50 mln. Euro and employed people are fewer than 50. These companies comprise from 60% to 95% in food supply chains across the Europe. Unfair Trading Practices (UTP) are acts that deviate from a good commercial conduct and are contrary to good faith and fair dealing. The problematic gains weight and relevance over the past few years. The main statement of the issue states that weaker actor bears additional risks or unnecessary expenses induced by unequal bargaining power between the market participants. FSC is especially vulnerable for impacts of UTP due to the explicit disbalance in bargaining power in food supply system. Those actors control cash flow from customers in backwards to a farmer. There is a thin part where the acts of unfair trading practices begin taking a place. For the basic source of data was taken official result of public consultation conducted in 2017 concerning the issue. European Commission pursuing a purpose to assess the level of losses from unfair commercial practice has made several attempts to make a public surveys between stakeholders. The last one was conducted in 2017 where involved 1473 respondents across the Europe to answer the questionnaires. One of the answers was: ‘Can you estimate the commercial significance of these costs? In % range to their year turnover’. The main object of the article is to define degree of losses at SME’s precisely from acting of unfair commercial conduct. The supposed statistical analysis is going to be applied in order to find and statistically prove the exact rate of annual losses far or less accurately. The result states that SME’s are involved in the food supply chain losing 2,265% of their turnover from UTP annually. In addition there is provided some absolute monetary losses of SMEs from UTP across the European exporters in sectors of agriculture, forestry, fishing as well as food manufacturing. As one more comparative analyze we compare the set loss rate from the UTP with the harmful effects of the inflation rate.

In conclusion, the problematic of UTP should be found as one of the biggest systematic challenges in our days especially in food supply chains.

Keywords: *Unfair trading practice, food supply chain*

JEL Classification: Q10, Q13, Q18

¹ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Economic Policy, A. Hlinku 2 949 76 Nitra, Slovakia, email: yevhen.kononets@ukr.net

² Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Economic Policy, A. Hlinku 2 949 76 Nitra, Slovakia

³ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Economic Policy, A. Hlinku 2 949 76 Nitra, Slovakia email: artan.qinetti@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

“The Common Agricultural Policy and Performance of the Agricultural Sector of Visegrad Countries”

Katarína BARÁTHOV¹ Artan QINETI², Abdullah ALAWAD³

Abstract

Accession of the Visegrad countries to the EU in 2004 has brought many possibilities but also challenges for all economic sectors, including the agricultural sector, which has been strongly impacted by adoption of the Common Agricultural Policy. Besides their location, Visegrad countries share similar history and traditions, but on the other hand they also show important differences in initial conditions and the paths they chose to follow. This makes them a natural subject for comparative research. The objective of the paper is to assess the status of the agriculture in these countries after their accession to EU and adoption of the CAP. Using the latest available data, the paper analyses the importance of agriculture in economies of these countries, structure of agricultural holdings and the role of direct payments after the accession in 2004.

Keywords: *agriculture, EU accession, Visegrad countries, CAP, direct payments*

JEL Classification: Q10, Q13, Q18

¹ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Economic Policy, A. Hlinku 2 949 76 Nitra, Slovakia.

² Professor, Department of Economic Policy, Slovak University of Agriculture in Nitra, Faculty of Economics and Management, A. Hlinku 2 949 76 Nitra, Slovakia.

³ PhD Student, Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Department of Economic Policy, A. Hlinku 2 949 76 Nitra, Slovakia. artan.qineti@gmail.com

Index of misery in Albania compared to Balkan countries

Klarida PRENDI¹, Azeta Tartaraj², Llambi PRENDI³

Abstract

Is the economy in a better or worse condition than before? The "misery index" (which is counted as much of the unemployment and inflation rates) is the other hand of the medal of the economic situation. The higher score of misery index, worse for the country's economy. In this paper we will calculate the index of misery for the Balkan countries as Arthur Okun, an American economist, suggests. Macroeconomic sustainability and positive outcomes are also reflected in the downward trend of the misery index. Albanian economy, starting from this indicator, appears to be in a better position than two neighbors Macedonia and Serbia, but worse than Greece. The data will include the period 2010-2018 and the countries to be considered are Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Greece, Macedonia, Montenegro, Romania, Serbia, Slovenia, and Turkey.

Keyword: *misery index, Macroeconomic sustainability, inflation rates, unemployment*

JEL Classification: E01, E20, E61

¹Msc, University of Aleksander Moisiu, klaridaprendi@yahoo.com

² Prof. As. Dr, Dean of Faculty of Business University of Aleksander Moisiu, azetatartaraj@yahoo.co.uk

³ PhD, Vice Dean of Faculty of Business University of Aleksander Moisiu, llambi.prendi@yahoo.com

ECONOMIC POLICY AND EU INTEGRATION

Financial Sectors of Albania in the process of joining the European Union

Ledia CANGA¹, Amarilda RADOVICKA²

Abstract

Since Albania now is on the list of EU accession countries, it might be predictable that financial sector will enter a new area depending in the progress of accession. In the presence of not having a fully stock market, then, the Albania's banking sector remains the foremost channel for financing. It can be said that the banking sector is sound, restructured, recapitalized and even privatized by reaching almost stability. On the other hand, EU integration was seen in having important changes for financial sector which lead Albania to catch up with a moving target. It is expected that financial market will expand in breadth, depth or efficiency as the country goes further with the integration in the euro area. The obligation of including the EU's legal framework, share of EU ownership, the harmonization of the monetary policy, demonstrate that there are expected greater significant changes. In the light of the above mentioned, this paper is focused on taking the gauge of the future changes of the financial sector by comparing the current situation with the indicators (on average) of the financial sector in the euro area. This object is being motivated by knowing that the EU integration process stands on making the EU area member countries eventually comparable. Rather than focusing on details that requires a deep research and study, it aims to give a broad overview of the issues involved in the financial sector in the process of EU integration-Case of Albania.

Keywords: *Albania, Financial Sector, Banking Sector, Real Convergence, EU Integration Process, Compliance*

JEL Classification F02, F36, F63, G21

¹ Bank of Albania, email: lediacanga@yahoo.com

² American Bank of Investments, email: amiradovicka@yahoo.com

The economics of cryptocurrency. How do they appear in the eyes of investors? Are they safety or risky? The case of Bitcoin

Ledion ZOKU¹, Eneo KADRIMI²

Abstract

Nowadays, the rapid development of technology has enabled that many activities in our daily lives to be related with the Internet and they become more flexible and more effective every day. A growth on number of internet users has stimulated new virtual concepts and has created a new business phenomenon called 'cryptocurrency' in mode to facilitate trading activities such as buying, selling and trading. Cryptocurrency is a recent phenomenon and is spread to many different systems. On the one hand, it is based on a new technology whose potential is still not fully understood and on the other hand, at least in its present form, it meets basic functions like other assets. But is this virtual currency a form of currency, a commodity, or it is a completely different instrument? The year 2017 was a successful year for this market. But the last quarter period of 2018 gave a big shake to the high enthusiasm of investors about the positive expectations that they had for these virtual currency. The cryptocurrencies market has shrunk to almost \$ 700 billion and is not stopping this rhythm. Bitcoin fell to \$ 4,000 and all the alternative currencies followed this trend. Rival coins like Ether, Ripple and Litecoin, all fall by at least 5%. Can we say at these moment that we have to do with a financial bubble that is expected to explode or it is simply a price drop as often happen with all the assets? This paper we want to consider users' expectations about the future of cryptocurrencies. It also examines users' confidence to deal with these cryptocurrencies at a time when the use of such virtual money is not fully controlled and regulated. In addition, the paper aims to measure the spread of the use of cryptocurrencies to get a clear picture from a practical point of view.

Key words: *Cryptocurrency, new technology, Bitcoin, financial bubble, user expectations, the spread of cryptocurrency usage*

JEL Classification: E42, E43, L86

¹ University "Aleksander Moisiu" Durres, Albania, email: ledionzoku@gmail.com

² University "Aleksander Moisiu" Durres, Albania, email: eneo.kadrimi28@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

Crisis as a legal and state in a market society

Lavdosh AHMETAJ¹

Abstract

The spirit of this article is based on the political opinion of Montesquieu and Hobs about the state, which should express the interests of the citizen so that he is able to withstand the fierceness of the market, in addition to the transition phase. While, on the other hand, the legal requirement for the response of the institutions, so that they do not allow deviations from the naturalness of the state, which must harmonize its internal constitution. Thus, in the conditions of the ruthless tendencies of the global market, the freedom of information is of particular importance through state institutions, which have the function of promoting the entrepreneurship of the citizen so that the latter does not fall prey to the market's unsatisfactory tendencies , who does not recognize mercy in the face of the interests of the citizen While, referring to the doctrines of the state, their focus is on increasing the personality of the individual in relation to the state, at the same time showing the means to be used: so Ruso and Montesky have a common concern about the sovereignty of the individual in the face of a possessive society . What Hobsi calls: lupu di lupu

Keywords: *market, competition, state, institution, society, individual, crisis.*

JEL Classification: D41, H12, L11

¹ University Aleksander Moisiu, Durres, Albania, lavdoshahmetaj@gmail.com

Performance appraisals and the performance management philosophy – case study of telecommunication sector

Luftim CANIA¹, Bajram KORSITA², Daniel BORAKAJ³

Abstract

Performance management effectively helps organization in an evaluation of performance appropriate. This is a continuous process that brings consensus on the organization's progress. Consequently, changes are required in the management and performance scoring schemes, so that the performance philosophy is coherent. On the other hand, managing this process affects the commitment, dedication and motivation of the employees. The management philosophy of performance guarantees the continuation for career growth of employees, even with the organization itself. Through this study, the aim is to highlight the perception of employees on the philosophy for the process of management and performance evaluation. The questionnaire was used to collect the data in this study. The study sample is 200 employees. The findings of this paper consist that performance appraisals and the performance management philosophy are important in the perception of employees.

Keywords: *performance appraisals, performance management philosophy, telecommunication sector.*

JEL Classification: M12, M14, M15

¹ Dr., Aleksander Moisiu University, email: luftimcania@yahoo.com

² Prof. As. Dr., Aleksander Moisiu University, email: bajramkorsita@yahoo.com

³ Dr., Aleksander Moisiu University, email: daniel_borakaj05@yahoo.com

ECONOMIC POLICY AND EU INTEGRATION

Use of public relations strategies and perception by Albanian audience

Lorena LIÇENJI¹

Abstract

This paper aims to explore and analyze the strategy of public relations used by different companies operating in the Albanian market and to identify the space that public relations occupies in the Albanian national television. PR involves planned activity designed to draw positive attention to a company and a help to build a positive image. In particular, daytime TV talk shows are among the vehicles PR practitioner consider suitable for the subtle cultivation of clients' products, services, and policy concerns. This study aims to investigate this particular method, the characteristics of companies that invest in public relations and with what effect the public relations are perceived by the Albanian audience. Some of the research questions are: What function the PR technics play in the Albanian market environment? How and in what ways the PR influenced the daytime TV talk show? Are journalist affected by PR strategies? For this purpose, the daytime TV talk show programs will be analyzed from two national televisions, Top Channel and TVKlan. This study will cover a period of two months, from 01 November 2017 to 01 January 2018 and will present cases of using public relations by companies, institutions, political actors and the space it occupies related to the content of the show.

This paper aims to prove the hypothesis that the use of public relation instruments in the talk show program is growing and is considered more effectively by the company that advertising or other promotional techniques. Qualitative methodology will be used to prove this hypothesis.

Keywords: *Public relation, Talk show, Audience perception.*

JEL Classification: H00, H19, H29

¹ PhD, Department of Political Sciences, Faculty of Political Sciences and Law, University "Aleksander Moisiu" Durres:email: lorena.licenji@yahoo.it

Inequality by regions in Albania and in the western Balkans

Llambi PRENDI¹, Daniel BORAKAJ², Ervin MYFTARAJ³

Abstract

The Gini index or Gini coefficient is a statistical measure of distribution developed by the Italian Corrado Gini statistic in 1912. It is often used as a measure of economic inequality, the coefficient ranges from 0 (or 0%) to 1 (or 100%), with 0 representing perfect equality and 1 represents perfect inequality. Values above 1 are theoretically possible due to income or negative property.

A country in which every resident has the same income would have a Gini income coefficient of 0. A country in which a resident earned all and all others earned nothing would have a coefficient Gini of 1.

In this paper we will see how the GINI coefficient appears in different regions of Albania at different times. In the second part of the paper we will compare this coefficient with the Western Balkan countries.

The data provided are secondary from sources such as INSTAT and the World Bank.

Keyword: GINI index, inequality, lorenz curves

JEL Classification: I0, I3

¹ PhD Lecturer, University of Aleksander Moisiu, llambi.prendi@yahoo.com

² PhD, Lecturer, University of Aleksander Moisiu, daniel_borakaj05@yahoo.com

³ Prof. As. Dr., University of Aleksander Moisiu, ervin.myftaraj@yahoo.com

Convergence in the Information and Communication Technology Industry (ICT-Industry)

Matthias PALETTA ¹

Abstract

This paper discusses the phenomenon of convergence and its implications particularly in the Information and Communication Technology Industry (ICT-industry) from a practical point of view. Although not limited to the ICT-industry, convergence is particularly relevant in this industry due to its the very dynamic development and environment. Digitalization (as major part of convergence) in general is affecting not only the ICT-industry, but effectively all industries with enormous impact on traditional business models, ways of working, international collaboration, processes, organizational structures etc. Convergence in the ICT-industry is not only driven by technological developments, such as the possibility to consume applications from the Internet due to immensely increased bandwidth (e.g. SaaS-models) or to connect all kinds of devices (e.g. IoT). Even more it is driven by changes of business models demanding a certain technological development. Convergence scenarios have shown drastic disruptive “potential” in the past to turn complete traditional industry structures and the competitive landscape “upside down” and they will continue to do so. Research approach of this article is a summary of the theoretical foundation of convergence. In a second part practical examples of leading international ICT-companies are elaborated as case studies with a specific focus on their disruptive impact to the market.

Keywords: *Convergence, Information and Communication Technology Market, Disruptive Business Models*

JEL Classification: F62, O33

¹ Industrial Engineer/Dipl.-Wirtsch.-Ing. and PhD-student at Slovak University of Agriculture in Nitra – Faculty of Economics and Management, matthias.paletta,@gmx.de.

Product Portfolio Management as Means of Strategic Management in Theory and Practice

Matthias PALETTA ¹

Abstract

This paper discusses the well-known topic of product portfolio management as an important means of strategic management in general and strategic marketing in particular in theory and practice. The research is based upon a comprehensive literature overview providing insights into the different origins and concepts of portfolio management coming from a classical, neo-classical and modern economic theory background and covering market-, resource- or value-based approaches. These concepts and approaches are applied in numerous economic disciplines such as product management, innovation management (R&D), marketing or finance. In a second part most recent practical application of product portfolio management is in focus. It is examined how companies from different industries use product portfolio management in specific functions to support decision making in real life.

Keywords: *Portfolio Management, Strategic Management, Innovation Management*

JEL Classification: M10, M30, O03, O32

¹ Industrial Engineer/Dipl.-Wirtsch.-Ing. and PhD-student at Slovak University of Agriculture in Nitra – Faculty of Economics and Management, matthias.paletta,@gmx.de.

ECONOMIC POLICY AND EU INTEGRATION

Sustainable tourism through development of creative tourism

Majlinda MUKA¹, Viola ALIAJ²

Abstract

Our aim in this paper is to show that economic, social and environmental challenges, which Albania is facing today, can be mitigated through a strategy, which has as objective sustainable tourism through creative tourism.

In a time when economies of countries are competing for strengthening their human sources and when art and culture are more than ever as epicentre of economic developments, is very important to be concentrate in two things creativity and sustainability. Therefore, as a very important element of where Albania must be concentrated is sustainability of tourism through creativity. As already said above, we want to present that challenges of Albania for sustainable and creative tourism are increasing and we need to create an Albanian model, which can fulfil an sustainable equilibria in economy, social and environmental issues.

Keywords: *tourism, sustainable tourism, competitiveness, creative tourism*

JEL Classification T 09, T33, T39

¹ PhD, Head of TourismDepartment, Aleksander Moisiu University,
email:elamuka@hotmail.com

² PhD Candidate, Lecturer at Aleksander Moisiu University, email:v_aliaj@hotmail.com

The relationship between management levels and contemporary concepts of organization managing

Musa MUSAI,¹ Qufli OSMANI²

Abstract

The subject of this paper is based on the relations between levels of management and contemporary concepts of management at industrial organizations in Kosovo (99 are productive companies and 197 of them are services organizations). The transition period for many organizations in this country seemed to bring a new approach of contemporary management. The dimension of contemporary management concept in this paper is based on three level model: low, average and high level of implementation of contemporary management in organizations. The aim of this research is collecting data about the level of application of contemporary management concepts. Those results will be explain from psychological

To measure the three separate levels, the contemporary management concepts questionnaire is used. From this aspect 311 managers from those organizations was population model in this research.

The results indicate that between levels of management and contemporary concepts of management is significant correlation 0.548 at the 0.05 level.

Keywords: *relationship, management levels, modern management, organization*

JEL Classification: L. Firm Objectives, Organization, and Behavior L21 Business Objectives of the Firm

¹ University of Tetovo, R. of Macedonia and Fama College, R. of Kosovo email:

²University of Tetovo, R. of Macedonia and Fama College, R. of Kosovo email:qufli.osmani@unite.edu.mk

ECONOMIC POLICY AND EU INTEGRATION

Empower Yourself

Michele TRIBUZIO¹

Abstract

Questo corso, appositamente mirato per i giovani, permette di migliorare i processi comunicativi, comprendere le dinamiche relazionali, prepararsi per i colloqui di lavoro e ricevere importanti strumenti di confronto e modalità operative che supportano il percorso evolutivo, per mettere a fuoco i propri obiettivi e raggiungerli, sia in ambito accademico che personale. Lo scopo primario del corso è quello di rendere congruenti e connesse le 3 aree del Sapere: Sapere ossia l' Area cognitiva - collegata all'Intelligenza Razionale, quella del Saper Fare , cioè l'Area professionale - Intelligenza Emotiva e quella del Saper Essere , rappresentata dall'Intelligenza Spirituale.

Il percorso si attua attraverso l'illustrazione e l'approfondimento di quelli che sono i processi comunicativi, affrontando temi come la gestione dello stress e il timor panico, la conoscenza del linguaggio verbale e non, con approfondimenti sulla fisiognomica, psicosomatica e semeiotica, e sulla proiezione nel futuro come obiettivo evolutivo dello studente.

Keywords: *Empowerment, Public Speaking*

JEL Classification: Z10, Z13

¹ Mental coach, Formatore e Top manager, nei suoi 30 anni di carriera, ha formato oltre 200.000 persone, sia durante i suoi seminar che nelle prestigiose aziende con cui collabora. È autore ed editore di numerosi libri e DVD motivazionali, Tiene lezioni per Università pubbliche e private.
email:mike@ziomike.it

Aspetti stocastici nella gestione del credito

Mauro BISCEGLIA¹

Abstract

Il presente lavoro si pone l'obiettivo di fornire alcune osservazioni ed implicazioni su come possa essere affrontato il problema dell'analisi e della gestione del credito, nella dinamica del management di un istituto di credito, contestualizzato nel suo ambito di competenza territoriale. In particolare, si vuole porre l'attenzione sulla gestione della dinamica dei tassi d'interesse, ed in considerazione delle aspettative di erogazione del credito; quindi con valutazioni anche in un ambito "incerto". Si tiene pertanto conto delle diverse variabili aleatorie, che determinano la gestione del problema, ed in particolare si opera nella gestione di tali variabili, tenendo conto delle relative distribuzioni di probabilità, e servendosi delle rispettive funzioni di utilità dei soggetti utilizzatori del servizio creditizio offerto dagli istituti di credito. Nella compagine delle diverse tipologie di operazioni creditizie presenti sul mercato si valutano quindi le diverse variabili per il raggiungimento di prefissati obiettivi, relativi all'attività d'impresa degli istituti di credito e nel rispetto dello sviluppo territoriale. Un ruolo determinante, in tale gioco di combinazioni, è dato dall'aspetto stocastico del problema, che pone in considerazione l'utilità attesa dell'istituto emittente il credito in combinazione tra all'allocazione del rischio e rendimento atteso, in considerazione del loro aspetto incerto. Il lavoro pone le basi per delle considerazioni e suggerimenti in un settore di primaria importanza per lo sviluppo economico e territoriale e quindi per una piena integrazione europea.

Keywords: *Analisi del credito; Politiche d'investimenti; Allocazione del rischio; Funzione utilità; Tassi di interesse; Rendimenti attesi;*

JEL Classification: E 43, G12, G21, G32

¹ Prof, Dipartimento di Economia e Finanza, Università degli Studi di Bari Aldo Moro, Bari, Italy, email:maurogianfranco.bisceglia@uniba.it

ECONOMIC POLICY AND EU INTEGRATION

Aspects of reforming the role of management in pre-university education in Albania

Novruz AHMETI¹ Jani SOTA²

Abstract

The role of management in education is understood as the process of meeting the basic goals of the system or educational institutions by defining the purpose, organization of work, motivation and management of human resources, filling vacancies, controlling the work and assessing the fulfillment of the goals. Achieving the educational outcomes or goals of an educational institution is closely related to the management skills of educational leadership at all levels of schooling. In many countries of the world, as in Albania, much attention has been paid to this fact in this important process, although the Albanian state, through governance and legislation was oriented to the empowering and functioning of decentralization of the decision-making process, always has tried to identify issues related to governance and management in pre-university education and the needs for completing the legal framework through the years. Undoubtedly, the focus of this study are also the issues for strengthening the links of the education system with the labor market and the role of various mechanisms for increasing the efficiency of work: the practical use of knowledge guarantees students success.

Keywords: *Management, planning, decision making, organizational structure, motivation, standards of achievement.*

Jel Classification: M22, E11, M29

¹ Msc, Ministers of Education, Sports and Youth email:novruzahmeti@gmail.com

² Prof. Assoc. Ph.D."Aleksandër Moisiu" University, Durrës email:jani_sota@yahoo.com

The accounting role in reducing of the information asymmetry

Natasha HODA¹, Hysen HODA²

Abstract

The object of this study is the analysis of the effects of "wrong" and "deformed" information reporting have been the subject of study by some researcher, these authors have argued that these effects are highly dimensional and have the chain reaction effect. Also, stories of fraud and scandals that occurred at the beginning of the new century brought in the middle of the debate, the role of distortions of financial reporting not only the good functioning of financial markets, as well wider. The deformation of the accounting system information has been considered by many authors as the classic shortsighted example or as a myopia of managers, as following short-term profits, it damages the firm's value over long term periods. Based on the empirical findings as well as the theoretical arguments, the effects of competitive markets for the discipline of managers against intrusions and manipulation of accounting information, reflected in the financial statements, are deceives the financial records may have a boom in demand for investment, leading to a deformation of demand and proposal from the firm's point of view, so we are faced with a decision-making process for financing beyond its absorbing capacity (Enron's example). evidenced.

Asymmetry of information leads to contradictions between the agency and chain effects not only in the financial markets but also in the attitude of creditors. The entity that Investigations about financial frauds show that they are distinguished by countries, regions, characteristics of fraud actor, but all have a purpose of giving the company's (incorrect) financial reports and therefore wrong investor decisions and other users of this information.

Keywords: *Asymmetry of information, financial reporting, accounting information system.*

JEL Classification: M41, M42, M48

¹PhD, Lecturer at FASTIP, the University of Durres "Aleksander Moisiu" UAMD, email:natashahoda@yahoo.com

² Doc.PhD.Lecturer at the Department of Finance-Accounting, Faculty of Business, the University of Durres "Aleksander Moisiu" UAMD, email: hhodaj@yahoo.com

**Building an inclusive digital society for citizens and businesses in
Albania**

Oliana SULA¹, Zamir HOXHA²

Abstract

The impact of digital transformation cannot be anymore neglected in Albania. Citizens and business are active users of digital solutions for problem solving connected to their diverse and respective purposes. Effort has been made to offer to the citizens and business different e-governance solutions which are evolving and improving constantly in order to fulfill their needs. The aim of this paper is to explore how a digital society in Albania can build effectively and inclusively. Existing elements that can create the puzzle of the digital society in Albania will be analyzed such as e-services, digital strategies and internet of things solutions and digital skills focusing on businesses and citizens. This paper will conclude with proposing a theoretical construct of digital society that is missing especially in the Albanian context.

Keywords: *digital society, digital transformation, digitalisation*

JEL Classification: O33, O330, O39

¹ PhD. Candidate, Department of Management, Faculty of Business, University "Aleksander Moisiu" Durres, olianasula@gmail.com

² MSc, Zamir Hoxha, Department of Management, Faculty of Business, University "Aleksander Moisiu" Durres, zamirho@gmail.com

CENTRAL ILIRIA DURING THE HELLENISTIC PERIOD IN THE IV-II CENTURY B.C

Oltzen GRIPSHI¹

Abstract

Definition: The territory of central Illyria included a wide geographical extension, focusing on its most important cities such as Dyrrachium, Apollonia, Skodra, Budva, and Risani in the Adriatic coast. While in the interior of its territory stretched cities like: Rashka, Stobi, Monastery, Heraclea and Demir Kapia. This study seeks to cast light on the development of Illyrian art, culture, economy, and social-political organization during the Hellenistic period IV-II B.C. Illyrian culture coexisted with that of the Thracians in the east and Hellenes in the south. But during the period of Hellenic colonization of central Illyria, the influence of the Celtic culture descended in these territories from Western Europe and played an important role too. I would consider the period of Hellenistic Colonization as the “golden” centuries in several directions; in the early IV century B.C. started the decline of Greek classicism, the empowerment of Alexander the Great, the development of pottery and coinage in Dyrrachium, Apollonia, Skodra and the embracing of the most eminent Illyrian kings such as Sirta, Glauki, Pleurat, Agron, Bardhyl, Kliti, Teuta, Skerdilaid, Pleurat II and Gentius.

Another element to emphasize is the trade exchange between the people of the Hellenistic and Illyrian culture, that led to the empowerment of the economy, directly affecting the cultural exchange. An exchange, which would bring to Illyria different styles of ceramics and architectural elements.

Methodology of research: Analysis.

Subject of research : The history of central Illyria during the Hellenistic colonization period. Economic and cultural relations between native Illyrian culture and the Hellenic settlers throughout the IV-II centuries B.C. The recovery of the Illyrian aristocracy, the princely tombs, the development of pottery known as the one of Valentine's (*skyphoi*) typology and the richness of local numismatics.

Parameters of research: Colour, forms, emphasis, harmony, education through archeology.

Key words: Art history, archeology, Illyria, Illyrian ceramics, education, Hellenism.

JEL Classification Z11 – Economics of the Arts and Literature.

¹ PhD Historian and art critical, e-mail olsi1984@live.it

**Companies' Financial versus Social Performance - A Brief
Analysis for Romania**

Olivian BÎLTAC,¹

Abstract

In the context of contemporary economic evolutions - globalization, technological and demographic evolutions, the classic business model passes through fundamental changes caused by the change of structures, processes and behaviour of the internal organization. Thus, Romania intends to achieve the 17 objectives of sustainable development to be achieved by 2030 according to the United Nations Development Program. Establishing a transparent and efficient system for reporting social performances for companies in Romania, as well as stimulating them in order to contribute to these objectives, represents the necessary development in the field. However, corporate social responsibility is still in the development phase of companies in the Central and Eastern European countries and implicitly for Romania. The main aim of this paper is to briefly analyse the social performance reporting system in Romania and propose future developments in this area, useful for both companies, reporting bodies and authorities in drafting regulations and assessing the local and regional business environment. Given recent EU development, social performance reporting is a must for the near future. Conclusions of this paper will later be used in creating an integrated model for measuring companies bi-dimensional performance.

Keywords: *financial performance, social performance, sustainable development, Romania.*

JEL Classification: M14, L20, Q01, G39;

¹ Corresponding author: PhD Candidate, University of Craiova, A. I. Cuza Str. No.13, biltac.olivian@gmail.com

The Context and Promise of Social Business: Albania

Oriana BANI¹

Abstract

Based on a review of literature on Social Enterprises in Albania, this paper identifies key problems and needs of social enterprises in Albania. . It synthesizes some of the problems , their origins and the needs of social businesses in Albania. The problem is rooted in the lack of information and training entrepreneurs and businesspeople have in Albania. Most of the social business are designed to generate income for charities which in term serve directly the affected or vulnerable group (e.g children in need in rural areas). The enterprises are not prone to voluntary engagement, services or goods and products as Social Business. The social business is mainly conducted in the areas of healthcare, education and poverty alleviation. The paper concludes proposing solutions such as the creation of platforms of cooperation between civil society organizations and the business sector, the creation of a governmental special body for the development and monitoring of Social Enterprises, assistance with networking, training, fiscal incentives.

Keywords: *Social Enterprises, social business, Albania, problems, solutions*

JEL Classification: L31, M14

¹Student of Political Science and International Relations at Epoka University, Intern at YUNUS Center for Social Business Albania, Tirana email: banioriana@gmail.com,

ECONOMIC POLICY AND EU INTEGRATION

New Technologies and Marketing

Petraq PAPAJORGJI¹, Attila GERE², Howard MOSKOWITZ³

Abstract

In today's world, tracking competitors has become almost impossible. Most of the companies are using tools to personalize their marketing messages. They target their audience based on different attributes such as demographics, interests, and purchase behaviors. As a result, each target audience is exposed to different marketing messages. Without being a 'member' of the competitors' target segments, one is, in the end, blind about the marketing strategy of the competition, often leading to a loss of market share.

Recently advances suggest that one can create a marketing intelligence platform for e-commerce with a focus on Amazon's advertising. This platform is Adjusti.co, which continually monitors competitors by simulating online user behaviors from different geolocations, devices, and different user segments. This information tells what 'what is happening.' The artificial intelligence then feeds in this marketing information to experimental design, to find out just what 'persuades,' in the mind of the consumer. This study will present a survey of some of the IT tools used for marketing purposes.

Keywords: *marketing strategy, marketing intelligence, competition, marketing information, technologies*

JEL Classification: M31, M37, O33

¹ European University of Tirana, Albania, email: petraq@gmail.com

² PhD, Premium Postdoctoral Researcher, Hungarian Academy of Sciences, Hungary, email: gere.attila@etk.szie.hu

³ Moskowitz Jacobs, Inc., 1025 Westchester Avenue, White Plains, NY 10604, USA, email: mjihrm@sprynet.com

The co morbidity of the constraining factors to the level of presence of contemporary management in Kosovo companies

Qufli OSMANI¹, Musa MUSAI²

Abstract

The purpose of the paper includes the study of the comorbidity effect of the constraining factors to the level of presence of contemporary management in Kosovo companies. Descriptive indicators helped us to personalize a comprehensive profile of organizations that operate in Kosovo.

The study was extended to 311 large and small companies in Kosovo (99 are productive and 197 of them are services companis), with domestic or foreign capital. To measure the contemporary management concepts questionnaire is used.

The results of the descriptive study show that companies in Kosovo to a greater extent are oriented towards promoting the economic development strategy “orientation towards training and employee education (32%), followed by strategy towards profitability orientation” (24%). From contemporary management concepts companies prefer e-business (14%), e-comerc and outsourcing (12%). The lowest applicability results in the concept of scientific management (6%). About 12% of companies do not apply any of the concepts of contemporary management. The study confirms the existence of a correlation between the constraining factors and the acceptability of contemporary management.

Keyword: *contemporary management, e-business, strategic orientation, e-commerce, management threats, leadership*

JELClassification: L. Firm Objectives, Organization, and Behavior L21 Business Objectives of the Firm

¹ PhD, University of Tetovo, R. of Macedonia and Fama College, R. of Kosovo
email:qufli.osmani@unite.edu.mk

² PhDUniversity of Tetovo, R. of Macedonia and Fama College, R. of Kosovo
email;musa.musai@unite.edu.mk

ECONOMIC POLICY AND EU INTEGRATION

The relationship between democracy and economic growth: Democratic transition case of Tunisia

Rahma BEN NAYA ¹

Abstract

For decades, Tunisia has been considered as an example of economic success on the African continent. It has distinguished itself by sound macroeconomic management accompanied by impressive social achievements, which have made Tunisia one of the best performing countries in Africa. This idea has been reinforced by the progress made by the country in recent years, particularly its recovery from the 2009 economic crisis characterized by GDP growth of 3.7% in 2010 and significant progress towards the achievement of development objectives. Many came to the conclusion that Tunisia was, for the most part, a model of sustainable development based on good practices.

About the relationship between democracy and the growth of big questions: What relationships can exist between democracy and economic growth? What are the elements necessary to achieve true democracy? Can the democratization of Tunisia help achieve the goals of sustained economic growth? To answer these questions our work will be structured as follows: First, we will specify the definition of democracy, the typology and the indispensable elements for the realization of a true democracy. Next, we will examine how the centralized system prior to the 2011 revolution contributed to the regional imbalance in the country and how regional development would be done with a democratic approach. Third, we will conduct our empirical validation of the relationship between democratization and economic growth. Our empirical analysis focuses on the verification of the effect of democratization on economic growth in countries that made a democratic transition between 1970 and 2011.

This is an empirical study based on a dynamic panel data econometric model estimated using a stata 11 econometric software, based on a sample of 43 developed and developing countries in the past. The period stretching from 1980 to 2012.

Keywords : *Democracy, economic growth, Tunisia, democratic transition,*

JEL Classification : C 12 , C 23 , C 87

¹PANTHEON SORBONNE & CEDIMES Institute, France, Paris,
email:bennayarahma@gmail.com

The new era of TV industry

Raffaella GIRONE¹

Abstract

It's a fact that viewers increasingly want to watch their favorite TV shows anytime, anywhere, and on any screen. To satisfy such a request it's necessary to deliver all programs over the internet rather than just over the air, satellite, or cable. It seems simple but it is not. This shift has game-changing implications for advertisers, TV programmers, and TV distributors. Which are the dynamics that are transforming TV?. Although we're still in the early stages of this transformation, the internet has an incredible ability to increase the velocity of change. If that happens, we could be at a turning point earlier than expected, with numerous challenges left unsolved.

The aim of this research is to analyze how consumer demand and the television industry have evolved over time, as well as how the shift to internet delivery presents risks and opportunities for programmers, distributors, and advertisers in each of the changing dynamics. The assessment of the dynamics in transition let us to better understand the multiple risks and opportunities that the change taking place is creating. The purpose is to combine users demands with TV industry constraints(accountability, monetization, efficiency, scalability, and engagement).

Keywords: *television, internet, technology, innovation, strategy, profitability*

Jel Classification: O31, O32, O33

¹ University of Bari Aldo Moro, email:raffaella.girone@uniba.it

ECONOMIC POLICY AND EU INTEGRATION

Audit, an indispensable and vital tool for the private sector

Rudina QURKU¹, Armelina LILA²

Abstract

The audit, a tool that conducts an in-depth, independent and systematic examination of accounts, books and statutory documents, presents a realistic and fair view of any concerns of the public sector organizations. As a result, stakeholders need to evaluate and improve control, advice on the governance process, efficiency of risk management over the subject. While internal and external audit has been highlighted as extremely important and contributes heavily to the public sector, there is no data on the private sector, especially in the Private Limited Liability Companies. Surely, through regulatory requirements, a fair internal audit process may contribute to assessing the organization's performance, detecting fraud and risk management. In Albania, the Internal Audit activity in the public sector has been regulated by law, defining the scope, mission, principles, organization, operation and responsibilities, while there is no enforcement related to this activity for private sector. Taking into consideration the fact that private organizations are operating in an increasingly challenging environment, it is very important to have an independent and objective control that management has managed the risks and that the internal control system is working successfully. Having detailed knowledge of the mission, activity and objectives of the organization and being a vital function for the private sector as well, auditors must have unrestricted access to all parts of the organization and must be independent while discussing their views, findings and conclusions directly with the top level management.

Keywords: *Audit, regulatory requirements, risk management, fraud detection*

JEL Classification: F1 F10

¹ PhD, Lecturer, “Universiteti Mesdhetar i Shqiperise” Faculty of Economic Sciences, email: rudina.qurku@umsh.edu.al

² Msc, Lecturer, “Universiteti Mesdhetar i Shqiperise” Faculty of Economic Sciences, email: armelin78@yahoo.com

Strengths And Weaknesses of Talent Management In Enterprises of Slovakia

Radovan SAVOV¹, Drahoslav LANČARIČ², Artan QINETI³, Jana KOZÁKOVÁ⁴

Abstract. As a result of the dynamic environment and changes the concept of talent management has become very important topic in business organizations today. Company with talent management should meet better economic results. Talent management in business environment integrates strategy of the company, HR strategy, identification and recruitment, assessment, development, and retaining talents into complex process. Main objective of this research is to explore the current state of the concept of talent management realized in all phases of talent management in companies operating in Slovakia. Paper is focused on the factors of talent management process such a foreign capital, size of the company, economic situation, ownership, and existence of the HR department. A scaled questionnaire used in previous researches was used as a tool for data collection in 381 companies operating in Slovakia. Questionnaire reliability was verified by Cronbach's alpha and reached the level 0.799. To verify the existence of statistically significant differences between individual groups of respondents the Kruskal-Wallis test and Mann-Whitney U test were used. We found that foreign capital, economic results, and the existence of HR department are very significant factors influencing the level of talent management process in enterprises. Identification of strengths and weaknesses in talent management process were used for suggestions to meet higher level of the processes in management of searched companies.

Keywords: *talent, management, process, strength, weakness*

JEL Classification: M10, M12, M54

¹ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, email: radovan.savov@uniag.sk

² Slovak University of Agriculture in Nitra, Faculty of Economics and Management ,email :drahoslav.lancaric@uniag.sk

³ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, email: artan.qineti@uniag.sk

⁴ Slovak University of Agriculture in Nitra, Faculty of Economics and Management, email: jana.kozakova@uniag.sk

ECONOMIC POLICY AND EU INTEGRATION

An overall view of risk identification in Albanian's Companies

Rovena TROPLINI¹

Abstract

The business risk is one of the determinants of company's capital structure and if the firm is exposed to increased volatility of the cash flow, then the level of debt will decrease. Empirical evidence is not clear about the relationship between leverage and risk. Bradley (1984) argues that, when there are significant financial costs, the debt and business risk are reciprocally linked to each other as it turns out even from the study of Titman and Wessels (1988). The bankruptcy costs, according to the Trade-Off Theory, may increase because of the rising of business risk, while the tax benefit from using debt may be reduced. This theory suggests that if the volatility of the income rises, firms should use less debt. A high operational risk, combined with high financing risks, will result in a higher probability of bankruptcy (Myers, 1984). While a complicated version of the Pecking Order Theory states that if a firm does not want to give up profitable projects in the future, then it should use less debt in the present (Dincergok and Yalciner, 2011). Thus, if a company poses a high risk, even due to asymmetric information, it will prioritize their sources of financing then it will try to accumulate internal funds and be more cautious about increasing external financing or debt. The material will analyze the business risk, and how is it related to capital structure of Albanian companies. In the same time we will identify what kind of Capital Structure Theory does Albanian company fits better. We will gather secondary data from financial statements, and we will try to identify the volatility of the income before interest and taxes. Also, we will try to identify if the volatility of their income had a relationship with the leverage.

Keywords: *Business Risk, Capital Structure Theory, Volatility of EBIT, Leverage*
JEL Classification: G30, G31, G32

¹ PhD, Lecturer, Finance Accounting Department, Business Faculty, "Aleksander Moisiu" University of Durrës, rovenatroplini@yahoo.com

Entrepreneurs innovation journey and new startup's trends

Sara KEÇI¹ Teuta THANASI²

Abstract

This paper identifies the new trend of businesses worldwide in innovation and new ventures. For businesses, this could mean implementing new ideas, creating dynamic products or improving their existing services. Innovation can be a catalyst for the growth and success of their business, and help them to adapt and grow in the marketplace.

Being innovative does not only mean inventing. Innovation can mean changing the business model and adapting to changes in your environment to deliver better products or services. Successful innovation should be an in-built part of the business strategy, where they create a culture of innovation and lead the way in innovative thinking and creative problem solving.

During the study we try to answer the question : Which strategies are used by current entrepreneurs in relation to innovation and what is the motivation of new businessmen in new ventures ?

Innovation, like being in business, is a journey. Along the way, entrepreneurs find assistance programs to access at different stages of their business lifecycle. Having the right resources to innovate is vital to connecting the ideas with the right people or places.

Some studies come to the conclusion that ” *Startups shouldn't try to be innovative.*”. But in a world where digital transformation is stepping in big steps, innovation is the key to a company's success in the market. Innovation will not only improve the chances of the business surviving, but also help it to thrive and drive increased profits. There are lots of practical ways of assessing whether the ideas have profit potential or not, such as: access the competition, study market or industry trends, build a relationship with the customers, etc.

Keywords: *entrepreneurs, innovation, startup, business, new ventures, profits.*

JEL Classification : F02, F36, G24.

¹ Raiffeisen Bank SH.A., Durrës, ALBANIA, sarakeci20@gmail.com

² PhD Mathematic Lecturer at Aleksander Moisiu University Durres, Faculty of Technology and Information, teutamatematika@hotmail.com

Voluntary Turnover & Job Satisfaction in Employee Tenure

Sonila CVILO, ¹ Përparim DERVISHI²

Abstract

The main aim of the thesis is to conduct a comprehensive research and explore the relationship of job satisfaction related with its impact in employee turnover in the Albanian banking sector. Today, banks are developing in the face of fierce competition. The reward offered to bank employees, to a considerable extent, is dependent on the reward of human capital that the market offers. Considering all the challenges the financial institutions are facing, the main aim of the research is to identify which factors are the most important in their employee's job, as their most valuable asset. Data's show a higher voluntary turnover rate and a lower ROI (of the human capital), in the Albanian banking sector. There are a lot of factors that indicate job satisfaction and which correlate with each other. Two models that passed through Regression Analysis in SPSS have provided the predictors of the job satisfaction. Interestingly, the ranking of the most important factor of job satisfaction match almost 100% with the ranking of the factors that an employee would leave the organization. Consequently, this compliance makes the relationship between job satisfaction and turnover solid. As a result, the model could be used to predict turnover. Understanding the gap between the expected and the actual employee's criteria for job satisfaction helps to identify some strengths and weaknesses of the organization. By ensuring the consistency of the strengths and by working on the improvement of the weaknesses the organization can significantly boost the level of job satisfaction, have lower turnover rates and higher ROI of human capital.

Keywords: *Voluntary Employee Turnover, Involuntary Employee Turnover, Job Satisfaction, Albania Banking Sector.*

JEL Classification: O15, J28, C83, G21,

¹ Corresponding author: Master of science in Business Administration, University of New York in Tirana, Senior Credit Risk Analyst, cvilosonila@yahoo.com

² PhD Lecturer, Perparim Dervishi, University of New York in Tirana, Chair of Business Administration Department, perparimdervishi@unyt.edu.al

Management of intellectual property as an instrument for business development

Sabrina SPALLINI¹ Karola SHEHU²

Abstract

Innovation is a fundamental tool for economic development, especially for countries with economies in transition, such as Albania in the last decades.

The aim of this paper is to analyze the dynamics of innovation in Albania to outline the characteristics of the innovators and what are the elements of success and causes of failure.

For the analysis we use the database of the Albanian Office of Intellectual Property (www.dppm.gov.al)

Through this source of information we classify the main innovative actors in the Albanian economy in terms of geographical origin, linguistic affinity and cultural similarity. Secondly, we distinguish the type of innovators, such as companies, individuals, various legal forms and other entities. Third, we analyze the sectoral specialization of the actors involved and their diversity in terms of combinations of sectors of activity. Fourthly, we illustrate the role of large companies in terms of asset size, years of market experience, corporate branding practices and others. Last but not least, we provide some management suggestions for companies operating in the Albanian market.

Keywords: Innovation dynamics, transition economy, trademarks, innovation management.

JEL Classification: M 10; O 32

¹ University of Bari Aldo Moro, email:

² Catholic University Our Lady of Good Counsel, email:

Cooperation as an internationalization strategy for Italian Universities.

Sabrina SPALLINI¹,Domenico VIOLA²,Paolo LATTANZIO³

Abstract

Italian Universities, like any other public and private institution, are subjected to global competition. To succeed in overcoming the challenges, they must operate competitive strategies to maintain or extend market shares, first of all across national boundaries.

The aim of this paper is to analyze whether the Italian Universities have precise market strategies that allow them to be attractive to foreign countries and whether these strategies are oriented towards culturally and geographically similar countries. And then we investigate the results achieved by these strategies.

The data-sets have been aggregated both by geographical area of the Italian University and by foreign destination country.

Then we observed if there is a precise focus in the strategies and if these strategies bring results.

At the last we tried to identify the appropriate tools to resolve any critical issues, proposing some corrective models.

Keywords: *Competitive Strategies; Cooperation; Universities; Mediteranean Area.*

JEL Classification: M 10; I 23; O 21

¹ University of Bari Aldo Moro, email:sabrina.spallini@uniba.it

² University of Bari Aldo Moro,email;domenica.viola@uniba.it

³ Italian Parliament,email :lattancio.p@camera.it

Abuses with the Dominant Position – a restricting competition practice

The case of Albanian Mobile Telephony Market

Servete GRUDA¹ Zoica KOKAVESHI (ZHARKALLI)² ESA HALA³

Abstract

Dominance of a single or more firms in a certain market is considered a restriction of competition practices. A firm has a dominant position when it can behave independently from customers and competitors. The dominant position can be a result of economies of scale, successful strategies by firms, and sometimes mergers.

The aim of this paper is to analyze how the abuse of dominant position is regulated and what are the procedures applied in Albania. The abuse of dominant position in Albania is regulated based on legislation that has been improved permanently to be on the same line with the EU legislation.

The procedures necessary to manage the abuse of dominant position consists on strict measures to be taken in order to restore a fair competition on a given market.

The methodology used in this study consists of literature review and analysis of the legislation on this field. Also, the methodology includes data collection and data analysis about a specific case study trying to draw relevant conclusions and recommendations.

The case study is about the mobile telephony market in Albania. Through this analysis we try to present how this case can be used to refer other cases on abuse of dominant position.

Keywords: *competition, restricting practices, abuse of dominance, market power.*

JEL Classification: H00, H11, H20

¹ Prof. Dr. Aleksandër Moisiu University, Durrës”, Email servetegruda@gmail.com

² PhD. “Aleksandër Moisiu University, Durrës”, Email: zoica_zh@hotmail.com

³ Msc.Legal Counsel, Tirana, Albania, Email: esahala13@yahoo.com

ECONOMIC POLICY AND EU INTEGRATION

The impact of education on economic well-being

Sonila ZERELLI¹

Abstract

This research will analyse the relationship between the employment and types of study. The employment participation in relation to private and state education. This topic is of a relatively high important science in developing countries the employment come from state education is lower than private's one for several reasons. This research is based on the data base from the private and public sector. It researches objective is to determine if the relationship between private versus state education, and the employment force. All the data used was collected in 2018. In this research will use descriptive statistics and correlation and regression analyses. It will consider the positive and negative factors that affect both education sectors. This research will bring a contribution to the economic field as it is well known that a country's economic well-being is dependent on education.

Keywords: *employment, private education, state education, compare, well-being economic*

JEL Classification A200 Economic Education and Teaching of Economics: General.

¹ PhD. Lecturer at the "Aleksander Moisiu" University, Durrës, Albania, e-mail:sonila.zerelli@yahoo.com

Impact of public investments in the growth of perception ‘Country Brand Albania’: a multifactorial analyses

Shkëlqim FORTUZI¹, Taulant KULLOLLI²

Abstract

Albania has continuously undertook promotional campaigns to improve the perception of the country. Major investments in this field - just like other countries - have been focused on tourism promotion, creation and support of airline companies and other promotional international campaigns. As one of the most complex activities for a country, the purpose of Branding Nation, is the impact of the perception that foreigners have toward a country, in our case, toward Albania. Usually, Branding Nation is based on six areas - the value system, quality of life, investment attractiveness, cultural heritage, tourism, and 'made in' power - but the main element that determines the perception that foreigners have for a country are based on tourism income. This is also the main reason why many countries are constantly investing in improving their country's image, as it is assumed that these investments would be translated into 'tourism expenditure' in a second moment. That is precisely the purpose of the following paper, an analysis of public investment in the last decade in Albania and the impact they have had. The determination of investments impact, will be made based on a multifactorial analysis of elements that have an impact on improving - or not - the positive perceptions of foreigners towards Albania.

Keywords: nation branding, promotion, investments, multifactorial analyses.

JEL Classification: H00, H11, H20

¹ Prof. Ass. Dr. Department of Accounting and Finance, Faculty of Business University 'Aleksandër Moisiu' of Durrës, email: shkelqimfortuzi@yahoo.com

² Msc, Marketing Department, Faculty of Business University 'Aleksandër Moisiu' of Durrës, email: taulantkullolli@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

The impact of entrepreneurial environment on youth employment (case of Albania)

Teuta ÇERPJA¹, Forcim KOLA²

Abstract

Unemployment has always been an important topic for both economists and policymakers. Recently one of the EU's priorities of development is the reduction of youth unemployment, and given the fact that in Albania, youth people are still considered as a comparative advantage, more studies need to be done in order to identify and address their problems regarding youth employment in this country. The current employment situation in Albania doesn't give much hope to the young generation for a better future. According to the International Labour Organization (ILO), Albania was among the first countries in Europe for the number of unemployed youths³. The National Report "*Youth in Albania*" also shows that unemployment remains one of the major concerns for youth and almost 70% of young people in Albania want to leave the country because of unemployment, poverty, social exclusion, ect.⁴. Other data from INSTAT and World Bank shows almost the same situation. Therefore it is very important to deal with the youth unemployment problem and to realize the actuality and respective consequences.

This study intends to identify and measure the relationship between youth unemployment and some entrepreneurial environment variables in Albania, hypothesizing that when entrepreneurial environment improves, the youth unemployment decreases. Through a brief analyses, this paper also presents the causes of youth unemployment, and some solutions which came to improving entrepreneurial environment in Albania.

Keywords: *Youth unemployment, entrepreneurial environment, economic development.*

JEL Classification: M1, M12, M14

¹ PhD, "Marin Barleti" University Faculty of Applied Sciences and Economy; email: teuta_cerpja@yahoo.com

² PhD, "Marin Barleti" University Faculty of Applied Sciences and Economy, email: forcimkola@gmail.com

Nation branding in Albania

Taulant KULLOLLI,¹ Eldian BALLA²

Abstract

In recent years, the destination branding concept has taken an increasing attention by marketing researchers. It has been treated as one of the most important topics in the marketing fields, almost during the nineties. The interest showed has been a result of the increasing investment of actors (countries, regions, localities) in the fields of destination tourism to improve their image in the international arena. In most cases, investment and marketing policies are focused on specific destinations with local character, while only a few countries, have managed to coordinate these policies in a successfully manner at a national level, giving considerable results in terms of arrivals and reputation of the destination (in this case a country). In this context, we see a lack of studies in Albanian realities and that is the aim of this paper: the observation and analysis of cases in Albania. The policy and marketing strategies used by government and local actors in promoting and improving the destination Albania as a whole. We also, will treat the consequences and the impact of such policies and practices. The study will provide analyses, statistical elaborations and data offered by public organisms.

Keywords: *nation branding, marketing, destination, tourism.*

JEL Classification: M3, M31, M38

¹ Msc, Marketing Department, Faculty of Business University 'Aleksandër Moisiu' of Durrës, email: taulantkullolli@gmail.com

² PhD, Marketing Department, Faculty of Business University 'Aleksandër Moisiu' of Durrës, email: elidianballa@gmail.com

**Municipal asset management and problems after last
Administrative- Territorial Reform in Albania''**

Tatjana ELEZI¹

Abstract

The Albanian Administrative - Territorial Reform carried out during 2013-2015 aims improving local public services, increasing the public local budget efficiency, and acceleration of local development.

The number of local government units reached 61 municipalities and 12 regions against 65 municipalities, 308 communes and 12 regions before (not included prefectures). The functions of new municipalities were added and some slightly improvements were made in local fiscal decentralization. This study aims to make an analyses of impact of recent administrative- territorial reform on local public properties management, and problems arising from this process, underlying the impact they have on local governance, local finance and local development as well. The objective of the study is to find out all implications come after reform implementations, impact of these implication on municipal asset management, and drafting some recommendations on how municipalities can review and improve management of their properties. There were used method of analyzing the municipal captains and their problems come out of questionnaire answers used, as well as analysing all other documents such are regulatory system and results comes from STAR II project on municipal capacities improvement on public asset management.

Keywords: *fiscal policy; municipal asset management; strategic asset management; risk base asset management; evaluation and re-evaluation of assets.*

JEL Classification: H83: Public Administration; Public Sector and Audits

¹ PhD, Lecture, Tirana Business University, email: elezi.tatjana@yahoo.com

**“The role of branding in choosing University”
(case study - UAMD)**

Violeta NEZA¹, Eda BEZHANI²

Abstract

Nowadays Albanian Universities are numerous in number and therefore students' opportunities to choose between them are numerous as well. Competition between Universities is ever increasing. Under these circumstances, establishing a sustainable identity of the University is the best way to attract the attention of students as it helps boosting promotional messages and promotes features that distinguish one university from another. The University marketing campaign, which is done in various ways, has the task of transforming the University into the most preferred destination of students and building a brand image that can turn it into the right, unique and irreplaceable place for students, precisely because of the features it has. How can this be done? Through its history assessment: although there are often new universities in terms of their foundation, such as is the case of UAMD, interesting events, numerous scientific activities, cooperation agreements etc., contribute to the enhancement of the brand image and the choice of the University in which it is worth studying. Location is another element of brand identity, being also a favorable one for UAMD, as it is located in the “heart” of Albania, quite close to its major competitors and this creates an advantage in its selection. The assessment of “Niche”: UAMD gives the students of the B.Sc. the opportunity to choose their lecture timetable in order to be able to work during the week; and for those who are pursuing their Second Level studies (Master's degree) it offers the opportunity to attend them on weekends, which is a good opportunity for employed students. This paper discusses the brand image elements and their impact on the university choice in the students of UAMD.

Keywords: *Brand, University, identity, history, place, UAMD*

JEL Classification: M3, M31, M38

¹PhD, Lecturer at the marketing Department, Faculty of Business University “Aleksandër Moisiu” Durrës, e-mail: nezaleta@hotmail.com

²Prof.Ass.Dr, Lecturer at the marketing Department, Faculty of Business University “Aleksandër Moisiu” Durrës, e-mail: edabezhani82@gmail.com

ECONOMIC POLICY AND EU INTEGRATION

Business environment and the challenges toward European Integration

Voltiza PRENDI¹

Abstract

Since being a candidate state in the European Union (EU) community, Albania has undertaken several reforms in multiple sectors such as juridical, anticorruption, economic and financial reforms etc. This step is politically and economically crucial for a sustainable development. Product, quality, workforce, labor conditions, management, marketing, brand etc. are some of the main issues discussed in this matter.

This paper represents statistical findings from empirical data collected through the instrument of questionnaire in companies located in Tirana-Durres area. The target-group in this study is fason or garment industry. Some of the qualitative and quantitative findings are focused on the actual situation of this industry environment, determining its obstacles and its short-term and long-term goals of textile, clothing, leather and footwear (TCLF) companies.

In the path of EU integration and accessing the Common Market or European Market, analyzing this environment and the challenges of the businesses in Albania gives a clear frame of recommendation to succeed in the local, regional and global market.

Keywords: *business, market, environment, economic integration, industry*

JEL Classification: F18, F36, L67, F15

¹ Lecturer , Municipality of Tirana email:voltiprendi@gmail.com

Boosting Albania-Kosovo trade relations: Is this the first step towards an Albanian trading bloc?

Valbona MEHMETI¹

Abstract

For the last few months, the trade volume between Albania and Kosovo has drastically increased, thus showing the outcome that Kosovo's decision to impose higher customs tariffs on goods made in Serbia and Bosnia & Herzegovina had. In 2018, the Albanian exports to Kosovo reached 217.9 million euros and the increase was mainly witnessed during the last two months of the year. The Kosovo exports towards Albania follow the same trend, albeit in smaller quantities. Right after that, Tirana and Pristina went further on to facilitate trade by signing an agreement to unify their customs procedures. These developments furnish a clear example of policies being adopted to promote trade, even though in a discriminate manner, and the purpose of this paper is to present and discuss the positive and negative ramifications of this Albanian trading bloc in the making. The paper will sift through the policies adopted by Tirana and Pristina to promote mutual economic relations, as well as strengthen the trade dimensions of Albanian communities in Macedonia and Montenegro. This research will also dwell on the fact that CEFTA might be losing ground slowly, yet having the much-desired Albanian trading bloc in the shape of the Benelux Union may still be a faraway reality. However, the paper will shed light on the patterns of economic behavior that Albania and Kosovo show, a behavior which can be better comprehended under the framework of the cooperative game theory.

Keywords: *Albania-Kosovo trade, Albanian trading bloc, cooperative game theory*

JEL Classification: O1, F12, C71

¹ PhD, Lecturer, University "A. Moisiu" of Durrës, Department of Management, email; mehmeti.valbona@yahoo.com

ECONOMIC POLICY AND EU INTEGRATION

The effect of audit in municipal institutions' performance

Xhani NENSI¹, Avram MARIOARA², Iliescu (Ristea) MARIA-ANDREIA³

Abstract

The activities of internal and external audit are key factors in public financial management as well as having direct impact performance enhancement of the public sector itself. The case study of this paper is based on audit reports of the overall performance of municipal institutions (as a local government) and in human resources management of the local public administration in specific. The functioning of the public institutions audit deals with a variety of activities and issues. That is why the audit process is considered as a mechanism that provides security to the government. The internal audit as well as the external one make sure that public funds are spent in accordance with the legislative framework and in the meantime the government represents fairly and accurately its financial position. The question lies in the reason of the importance to have a periodic public audit activity (internal audit as well as external one)? As the projection of the findings represented in this paper, the public audit is not exclusively focused on financial and economic issues but includes social issues as well. In reaching this macro-framed-goal there should be accountability, transparency, efficient management of public resources. As a recommendation for good governance there should be coordination and a better collaboration of internal and external audits.

Keywords: *audit, efficiency, local institution, municipal*

JEL Classification: M42, P43, H83

¹ Xhani Nensi: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, Romania, xhaninensi@gmail.com

² Avram Marioara: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, Romania, marioaraavram@yahoo.com

³ Iliescu (Ristea) Maria-Andreia: University of Craiova, St. A. I. Cuza No.13, Craiova, RO-200585, Romania, andrea_yly@yahoo.com

Remittances and economic growth. The case of Albania

Xhuljeta Bushi MEÇAJ¹, Valentina SINAJ², Fatmir MEMAJ³

Abstract

In general, emigration entails a temporary reduction in income in the country of origin at the beginning and then these migrants send money to their family members and thus generate remittances for the country of origin. Among other things, these incomes help emigrants' families to survive. At the same time, this money spent by emigrant households is in circulation economy, contributing to consumer growth. Increasing consumption automatically serves to revitalize trade. The impact is also noticed in the growth of domestic production of consumer goods, especially of consumer goods. The money of these indirect remittances serves to alleviate poverty at the country level and to a revival of important sectors of the economy. The link between remittances and economic growth in Albania will be anonymous. The use of the Granger test will reveal links between them, while the Johansen test will reveal links in prolonged periods. Appropriate forms of the models are logarithmic and OLS is used for model estimation

Keywords: *Growth, remittance, OLS, ADF, testing*

JEL Classification: J10, O10, R10

¹Kolegji Universitar Reald, Albania xhulimecaj@yahoo.com

² University of Tirana, Albania, sinajv@yahoo.com

³ Prof.Dr, Faculty of Economy, University of Tirana, Albania, fmema@yahoo.com

The social responsibility and innovation activities at the decreasing of food losses with special focus on the sustainable use of the natural resources

Zuzana KAPSDORFEROVÁ¹, Petronela TARINOVÁ² Mária
KADLEČÍKOVÁ³, Pavol GRMAN⁴

Abstract

In the world, there are ongoing more and more discussions about the food losses and food waste. This is urging problem, as in the every year, worldwide is disappearing about one third of food, which is originally designated for human consumption – approx. 1,3 bill. tons, or it is ending in the food waste. From the social point of view, the food losses and food waste are creating social, economic and environmental problems. If the food losses and food waste would be halved, then required food production enhancement for nutrition of 9,1 bill. people in 2050 would reach instead of 60 % only 25 %, in comparison with forecasted recent calculations in the strategic visions. In any case, there is the consensus that the decline of food waste and food losses is realistic objective, so from the technical, economic, environmental, as well as from social point of view. Food losses and food waste are having negative impact on the environment. This is linked to the exhaustion of soil and water resources, externalities caused by utilization of pesticides and chemical fertilizers, but also this refers to the water and air pollution; into consideration has to be taken the employees ‘and consumers health problems. The residues are leaving their significant signs on the environment. The food losses and food waste are responsible for additional 3,3 bill. tons of greenhouse gasses, which are escaping to the atmosphere. The decline on the food losses is also considered as the meaningful tool for downsizing of GHG emissions, for the creation of which is paradoxically responsible agrifood sector, despite of its main task to ensure food security and food safety.

Keywords: *food security, responsibility, innovation, food losses, natural resources, food chain*

JEL Classification: *O29, O 32, Q50*

¹ Slovak University of Agriculture, Faculty of Economics and Management, Department of Management email: zuzana.kapsdorferova@uniag.sk

² Slovak University of Agriculture, Faculty of Economics and Management, Department of Management, email: maria.kadlecikova@uniag.sk

³ Slovak University of Agriculture, Faculty of Economics and Management, Department of Management , email; xgrman@uniag.sk

⁴ Slovak University of Agriculture, Faculty of Economics and Management, Department of Management, email: xtarinova@uniag.sk

Internal Control System at Public Institutions.

Zamir KURUSHI¹, Albana JUPE²

Abstract

The change of the economic climate in Albania as well globalization leads to adaptations on new policies and rules. Generally these policies are applied in Albania from international standards. Taking in consideration accounting, which plays a main role in internal control system, International Accounting Standards are quickly adapted and implemented from the private sector, but International Public Sector Accounting Standards are still in process to be approved, which might have not a good impact on internal control. From above example we can identify that private sector is more flexible in the changes of the procedures than public sector. Therefore an efficient internal control system with updated methodology and legislation at public institutions will help top management and staff of institution to achieve predicted objectives and preventing fraud. The COSO framework defines internal control as a process, effected by an entity's board of directors, management and other personnel, designed to provide "reasonable assurance" regarding the achievement of objectives in the following categories: Effectiveness and efficiency of operations; Reliability of financial reporting; Compliance with applicable laws and regulations; assets protection. This study will be focused on internal control system at public sector and main Albanian legislation. The results of this study will suggest future possibilities on how to develop better internal control system in public institutions.

Keywords: *Internal Control, System, Public institutions, Accounting, Policies,*

JEL Classification: H83, M41, M49, E61, G18 , O21

¹ MSc. Head of Internal Audit at Institute of Statistics, Email: zkurushi@yahoo.com

² Prof As. at Agricultural University of Tirana, Faculty of Economics and Agribusiness, Email: albanajupe@gmail.com