



8th INTERNATIONAL CONFERENCE OF BUSINESS FACULTY, 4-5 MAY 2018

**“ECONOMIC POLICY AND EU INTEGRATION”
DURRËS - ALBANIA, MAY 2018**

PROGRAMME
4-5 May, 2018

4th – May 2018

Albania Conference Room, Hotel Adriatik

10.30 – 11.00	Registration
11.00 – 11.30	Welcome addresses <ul style="list-style-type: none"> • Prof. Dr. Kseanela SOTIROFSKI / Rector of UAMD • Prof. Ass. Dr. Azeta TARTARAJ / Dean of BF Greetings speeches <ul style="list-style-type: none"> • Z. Vangjush DAKO / Mayor of Durrës • Znj. Lindita NIKOLLI / Minister of Education, Sports and Youth
11.30 – 12.00	Keynote speeches
12.00 – 12.30	<ul style="list-style-type: none"> • Keynote speech Claude ALBAGLI / President CEDIMES Institute, Fr • Keynote speech Ludo PYIS / President AREOPA, Brussels
12.30 – 13.30	Lunch Break
	Foto Family of ISCBF2018 Participants



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15.00 – 17.30	Parallel Sessions - Campus Spitalë
Session I	Economic and Financial Reforms Toward European Integration Conference Room: Main meeting room Chair: Prof. Dr Petraq PAPAJORGJI & PhD. Jonada MAMO
	<p>Albanian Government and regulatory authorities should implement a national financial inclusion strategy for fighting against poverty and enhancing sustainable economic development of the country Artur RIBAJ</p> <p>Smart villages: a solid approach to revive Albanian agriculture Petraq PAPAJORGJI</p> <p>Creation of agricultural cooperative as an instrument for development sustainable policy. Case: Albania Mariglen URUÇI, Emiraldo PRIFTI</p> <p>Quality of Albanian institutions within European Integration framework Besa SHAHINI, Majlinda KETA</p> <p>Determinants of export in transition economies: “Evidence from the South East Europe (SEE-6) and Common wealth of Independent States (CIS) Kushtrim BRAHA, Artan QINETI, E. LAZORČÁKOVÁ, L.SMUTKA</p> <p>Regional Development as an Equalization of Opportunity: Empirical Evidence from Tunisia Lamia MOKADDEM, Imtinen Ben SAIED</p> <p>The importance of intellectual capital management in an economy Ludo PYIS, Ornela KULLOLLI, Ela GOLEMI</p> <p>New Economies, New Geographies. A Framework for European Territorial Policies Sergio CONTI</p> <p>Market concentrations and their influence in the market structure and competition. Their trend in Albania Zoica KOKAVESHI, Servete GRUDA, Albana DIBRA</p>

15.00 – 17.30	Parallel Sessions
Session II	E-economy, E-business, E-commerce, E-government Conference Room: 104 Chair: PhD. Olta NEXHIPI & PhD. Llambi PRENDI
	<p>Conventions and stereotypes as key perception factors influencing the choice of selected farm-to-table products Jana RYBANSKÁ, L'udmila NAGYOVÁ, Elena HORSKA</p> <p>The generational transition of the family enterprise Eusebio De MARCO, Patrizia Di BARI, Francesco SCALERA</p> <p>The role of e-management on business successful: The case of maritime shipping companies Erald BERBERI, Denada LIÇA BERBERI</p> <p>Flash mob marketing as a promotional strategy Brunilda LIÇAJ, Leida MATJA</p> <p>Management innovation as a source of sustainable competitive advantage Ina KEÇI</p> <p>E-Government and its impact to the public Edona ZENELI</p> <p>Business Strategies: A Key to Being Successful in the Republic of Macedonia Izet ZEQRIRI, Brikend AZIRI, Jeton MAZLLAMI</p> <p>Understanding Entrepreneurial Intentions of Albanian Business Students Based on the Theory of Planned Behavior Blendi SHIMA, Babu GEORGE</p> <p>Constructing the spatial weights matrix using a variogram: An application to firm location in the center of Tunisia Kais Ben-AHMED, Faysal MANSOURI</p>

15.00 – 17.30	Parallel Sessions
Session III	Efficiency and Performance of Financial Institutions Conference Room: 105 Chair: PhD. Ada ALIAJ & PhD. Artan QINETI
	<p>Social return on investments: economic, financial and sustainable aspects Elisabetta VENEZIA, Fabio PIZZUTILO</p> <p>Role of correlation and weight on risk and return of a portfolio: An experimental analysis Fitim DEARI, Izet ZEQRIRI</p> <p>The challenges of insurance companies market in Albania Jonada MAMO, Ada ALIAJ, Ina SHEHU</p> <p>CPI analysis in Albania compared to Balkan countries Alisa KOPRENCKA</p> <p>Banking sector in Albania and some key performance indicators of second tier banks Enida ISTREFI, Juliana IMERAJ, Jonida LAMÇJA</p> <p>Leasing – A new standard for old contracts Armela ANAMALI, Alma ZISI, Bitila SHOSHA</p> <p>Assets and liability management in Albanian banks Eridana GJONI</p> <p>Can the public recognize the quality of the banks? Novo PLAKALOVIC, Boško MEKINJIĆ</p> <p>Trade of insurance in Albania, geographical distribution and types of them Ariola HARIZI, Myfarete MALASI</p>

15.00 – 17.30	Parallel Sessions
Session IV	Ecotourism and Sustainable Tourism for Regional Development Conference Room: 106 Chair: PhD. Mirela TASE & PhD. Dorina XHERAJ
	<p>Italian “Borghi”: Tourist valorization of environmental and cultural heritage Rosalina GRUMO, Simona GIORDANO</p> <p>Importance of creative in tourism growth Violeta ALIAJ</p> <p>Cultural heritage and sustainable tourism in Durres Arlind KASA, Nevila ÇINAJ</p> <p>Potentials and perspectives for development of short tourist offer in countries of Adriatic Coast and Hinterland Darko PETKOVIĆ, Nebojša VASIĆ, Alaudin BRKIĆ</p> <p>Ecotourism, an opportunity for sustainable development in the Lalez Bay - Cape Rodoni area Majlinda MUKA, Dorina XHERAJ (SUBASHI)</p> <p>The potentials and challenges of developing sustainable and safe tourism: Albania case Mirela TASE, Manjola XHAFERRI, Arjeta HALLUNOVI</p> <p>E-money and tourism Vito CALIANNIO, Iris CEKANI, Francesco FAVIA</p> <p>The impact of the community law on the reformation of the legislation in the field of tourism in Albania Bledar ABDURRAHMANI</p> <p>The impact of VAT on the development of Albanian tourism industry Leida MATJA, Bruna LIÇAJ</p>

5th – May 2018 (Campus Spitalë)

08:30 - 09:00	Registration
09:00 - 12:00	P2P FORUM
09:00 - 11:30	Parallel Sessions
Session V	The Role of Private Sector in Country Development, PPP approach Conference Room: Main meeting room Chair: Prof. Ass. Dr. Hans O SCHUMANN & PhD Candidate. Denada LIÇA
	<p>Market entry strategies: Understanding customer risk avoidance; Long vs. Short - term orientation and the definition of time Hans O. SCHUMANN</p> <p>Career management – an empirical study of Albania Luftim CANIA, Bajram KORSITA, Erisa MUSABELLIU</p> <p>Financing constraints of SME Besa XHAFERI, Gjilnaipe BEXHETI, Blerina ISEINI</p> <p>The role of employees in providing services. The case of Albanian businesses Blerim KOLA, Taulant KULLOLLI</p> <p>The Role of the private sector in the development of Albania, Public-Private Partnership approach Voltiza PRENDI</p> <p>Development of public-private partnership in the tourism sector and its impact on Albania's economic growth. Let's learn from neighbors! A comparative case with Montenegro Blerina DERMISHAJ</p> <p>Management practices as new working methods or innovations introduced to give companies the competitive edge Valbona MEHMETI, Erisa MUSABELLIU</p> <p>Gender diversity and firm performance Caterina AURA, Francesca AURA, Franco RUBINO</p> <p>Coordination of public investments in the function of their efficient management Dorjan TELITI</p>

09:00 - 11:30	Parallel Sessions
Session VI	Challenges & Opportunities Toward European Integration Conference Room: 104 Chair: Prof. Ass. Dr. Ervin MYFTARAJ & PhD. Alma ZISI
	<p>Fullfillment of political criteria of Kopenhagen as a condition for negotiations of the Republic of Macedonia on European Union Integrations Sheherzada MURATI, Antigona ALILI, Isak AJRULI</p> <p>An analysis for socio-economic inequalities Jonida GASHI, Agim NDREGJONI</p> <p>Perspectives of digital integration in Western Balkans Oliana SULA, Zamir HOXHA, Oltta NEXHIPI</p> <p>Insuring hurricanes: Perspectives, gaps, and economic impact on the alternative capital market after 2017 Sara KEÇI, Teuta THANASI</p> <p>A study on security and attacks on social networks at “Aleksandër Moisiu” University Gaqo TANKU, Pirro TANKU</p> <p>Development of games of chance in Albania under conditions of economic crisis and the need for intervention of the player's defense legislation Valbona SOTIRI, Ardit KORBI, Valentin LOKA</p> <p>Short-term forecasting technique of financial assets by using classification analysis Francesco D. d’OVIDIO, Najada FIRZA</p> <p>Moral tax determinants Elton KARAPICI, Gentiana FILIPI</p> <p>The juridical mechanisms of Security Council of the United Nations Blendi ÇALI, Laurena KALAJA</p> <p>The proportionality principle in the EU Marsida FESHTI (MUÇA), Jurgen GOLEMI</p>
11:30 – 12:30	Lunch Break

12:30 - 15:00	Parallel Sessions
Session VII	Finance, Banking, Accounting and Insurance Industry Conference Room: 105 Chair: Prof. Ass. Dr. Shkëlqim FORTUZI & PhD. Arjeta Hallunovi
	<p>The “Hype cycle” model challenge Raffaella GIRONI</p> <p>Cash and financial flows. Policies and implication from the Albanian perspective Natasha AHMETAJ</p> <p>Right to property in Bulgaria in the period 1990-2018 year: Regulatory and administrative issues Milena KARADJOVA</p> <p>The control of interest rates, the Bank’s decisions Stela AJDINAJ, Mauro BISCEGLIA, Matilda SHINI</p> <p>Development of Accounting regulation in Montenegro - Financial reporting standards and the reporting needs of SMEs Ivana TOMASEVIC, Sandra DJUROVIC</p> <p>IFRS 9 implementation in the Albanian banking sector Gentiana FILIPI, Vjollca KARAPICI</p> <p>The differences between the accounting and tax reporting. Case of Albania Halit XHAFA, Amarilda KULLI</p> <p>Estimating the drivers of De-Euroization in Albania Ela GOLEMI</p> <p>Macro determinants of real exchange rates: Albanian case Ermira KALAJ, Ela GOLEMI</p>

12:30 - 15:00	Parallel Sessions
Session VIII	Sustainability Economic Development and Climate Change Conference Room: Main meeting room Chair: Prof. Dr. Francesco SCALERA & PhD Candidate. Oliana SULA
	<p>Renewable and non-renewable electricity consumption, carbone emission and GDP: Case of Tunisia Claude ALBAGLI, Rahma Ben NAYA, Francesco SCALERA</p> <p>Challenges and opportunities for Albania in the path towards the European Union Integration Noemi Maria ROCCA</p> <p>Les politiques économiques des pays européens à la lumière des chocs mondialisés Claude ALBAGLI</p> <p>Growth, inequality and poverty:Case of Balkan Countries Houcine BOUHAJEB</p> <p>The economic opportunity to recover waste in source and the challenges of Albanian government with public raising awareness Ana KEKEZI</p> <p>Unequal geographic distribution of industrial firms in the Central of Tunisia: A comparison of two adaptive models Kais Ben-AHMED, Faysal MANSOURI</p> <p>Reintegration of emigrants returned to the country of origin (The case of Albania) Esmeraldo XHAKOLLI, Daniela LIKA</p> <p>A Bayesian-based approach for statistical local modeling of visceral leishmanias is incidence in Tunisia Kais Ben-AHMED</p> <p>ECOWAS business cycle: Identify and characterizing Zoundji Déo-Gratias ORPHÉE</p> <p>The reimbursement scheme and its performance Artur STAFA</p>

12:30 - 15:00	Parallel Sessions
Session IX	Globalization and Challenges in Business & Marketing Management Conference Room: 104 Chair: Prof. Ass. Dr. Azeta TARTARAJ & PhD. Edlira LLAZO
	<p>Marketing management challenges Kozeta LIGEJA</p> <p>E-commerce in Albania Kiti SHABANAJ</p> <p>The impact of reward policies on motivation: The case of Albania Azeta TARTARAJ, Besart NUSHI</p> <p>Direct marketing among companies in the Pollog region Raman ISMAILI, Brikend AZIRI</p> <p>Photography as a key element in conveying the message to the targeted consumer groups Shaip BYTYÇI, Xhulja KURTI</p> <p>The network contract as a tool of growth in SME Sabrina SPALLINI, Domenico VIOLA</p> <p>Predictive diversity and inclusion analytics Some useful modern Bayesian Statistical Tools Marcello De GIOSA</p> <p>The impact of packaging and its elements in the consumer behavior Eda BEZHANI</p> <p>Entrepreneurship obstacles: Comparative approach Besa XHAFERI, Elvira FETAHU, Arlinda ZEQRIRI</p> <p>The management of work behavior as a function of job satisfaction Sanie DODA, Soniela DODA</p>

12:30 - 15:00	Parallel Sessions
Session X	Economic Growth Analyses, GDP-s, Deficits and Debts Conference Room: 106 Chair: Prof. Ass. Dr. Flora MERKO & PhD. Ela GOLEMI
	<p>Testing the Wagner's hypothesis for the case of Albanian economy Altin GJINI, Mentor BEQA</p> <p>Albanian characteristics of fiscal policy and their impact on fiscal evasion Tatjana ELEZI</p> <p>Evaluation of the public expenditures effectiveness in the market economy based on the economic value concept Marián KOČNER, Anton ČIERNIK, Igor TURUK</p> <p>The Impact of fiscal and monetary policies on macroeconomic stability in Albania Evis KUMI, Erald SHORE</p> <p>Influence of macroeconomic factors in failure of return of bank loans in Kosovo Nagip SKËNDERI, Flora MERKO</p> <p>Consumption shocks and GDP responses in Albania Agim NDREGJONI</p> <p>The current problems of labor market in Albania: The need to apply intervention measures Ina BALUKJA</p> <p>Fiscal cadastre Alba RAMALLARI, Gentjan RAMALLARI</p> <p>The correlation between institutional efficiency and Albanian mass emigration Flora MERKO, Ermir SHAHINI</p> <p>Labor market in the tailoring industry (Fason) in the city of Durrës Llambi PRENDI, Entela VELAJ, Antoneta DHIMA</p>

15:00 - 15:30	Coffee Break
15:30 - 16:00	Closing Ceremony
16:30 - 18:30	City Tour
20:00 - 23:00	Gala DINNER - Hotel Adriatik, Plazh, Durrës

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