

3rd UNICART
INTERDISCIPLINARY INTERNATIONAL CONFERENCE
17-19 September 2020 , Ismail Qemali University, Vlorë (Albania)
Programma Attività

Venue of the conference: "Dutch Hub" Center, Rruga Brigada e VIII, Tirana.



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Programme Committee:

Francesco Domenico d'OIDIO (Italy)

Francesco FAVIA (Albania/Malta)

Francesco SCALERA (Italy)

17 September 2020

Introduction to the Conference

- 9:30 Registration
- 10:15 Institutional addresses (Live or Remote)

Prof. Roland Zisi, Rector of the University ISMAIL QEMALI

Prof. Francesco Favia, IARC President, and delegate of the University Sancti Cyrilli, Malta

Hon. Prof. Nunzio Angiola, Deputy Chairman of the Control Commission of "Cassa Depositi e Prestiti" - Italy

Counsellor Giovanni Maria De Vita, Ministry of Foreign Affairs and International Cooperation - Italy

H.E. Anatolie Urecheanu, Ambassador of Moldova in Italy

H.L. Honorary Consul Roberto Galanti, Moldova

H.E. Ambassador Riccardo Milici, Liberia

H.L. Consul Emeritus Enzo Odoguardi, President of M.I.R.E. (Italian Movement Resident Abroad)

Prof. Giuseppe Arnone, President of the Italians in Europe Foundation – Italy



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17 September 2020

Session 1	17 september - 12:15 (Remote)	
12:15	Unwanted birth damage	Caterina TALARICO, Pietro IAQUINTA, Edith MACRI
12:30	Health Expenditure in Calabria According to the Territorial Public Accounts	Elita Anna SABELLA, Pietro IAQUINTA
13:00	<i>Key Performance Indicators: measurement and performance assessment in health care</i>	Najada FIRZA, Francesco D'OVIDIO

h. 13:15 Conference Break

Scheduled Communications

Session 2	17 september - 14:30 (Live)	
14:30	The Prospects, Role and Functioning of the Direction for the Execution of the Malta Tourism Authority Before the Covid 19 Pandemic	Iris CEKANI, Antony COLEIRO, Pierangelo PANOZZO
14:45	Panic Buying During a Pandemic – Is it Truly Irrational?	Marsia CIPI, Geisi SHIMA, Eva CIPI
15:00	Laboratory exams, precipitating factors of chronic diseases	Admir NAKE, Neila BAJRAMI, Orgeta DERVISHI
15:15	The Interactions Between Crowdfunding, eMoney and Cashback in the Current Pandemic Situation	Orest SULOVARI, Francesco FAVIA, Tiziana FERRAGINA
15:30	Pause	
Session 3	17 september - 15:45 (Remote)	
15:45	Routes and trails of Calabria. Towards a network system	Domenico GATTUSO, Caterina GATTUSO
16:00	The transport sector, tariff policies and interactions with the tourism sector	Elisabetta VENEZIA
16:15	Sustainable Transport as a Remedy to Maximize the Economy by Protecting the Environment	Fabrizio CESAREO
16:30	The enhancement of the forest-wood-energy supply chain: the case of the Gargano Promontory (Italy)	Giulio Mario CAPPELLETTI, Piervito BIANCHI, Carlo RUSSO
Session 4	17 september - 16:45 (Remote)	
16:45	Balkan identities and religious tourism	Gaetano DAMMACCO
17:00	Heritage Tourism: a Driver for Socio-Economic Development of the Territories	Annarita IACOPINO, Loredana GIANI, Valentina CASTELLO
17:15	Sustainable tourism and city-brand promotion. A case study on "Taranto Capitale di Mare"	Giuseppe COLELLA
17:30	The "Mille Miglia Adriatica" Project Sailing Tourism (District): Venezia, Sarande, Dubai	Nicolo' LEOTTA
17:45	Creating SDG-Tour Programmes in North Macedonia: Examples from Skopje and Tetovo	Naci POLAT
Session 5	17 september - 18:00 (Remote)	
18:00	Enterprise Architecture Approach Usage for Business Processes Improving	Pavel MALYZHENKOV, Pietro IAQUINTA
18:15	Lending Relationships and Productivity. Evidence from France and Italy	Lucia ERRICO, Mariarosaria AGOSTINO, Francesco TRIVIERI
18:30	Definition of Business Activity according to IFRS 3 and Creation of Shared Value	Vito Arcangelo CARULLI, Mario CARRASSI
18:45	The Effect of Lasting Lending Relationships on Firm Default	Lucia ERRICO
19:00	Citizenship	Adelina Rita BISIGNANI

Continuation...

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18 September 2020

9:30 Organizers addresses:

Prof. Francesco Favia, IARC President (Live)

Prof. Claude Albagli, President of CEDIMES, Paris (Remote)

French Language Session

Session 6	18 september - 10:00 (Remote)	
10:00	Port Facilitation “The One-stop Shop”	Amel BERBER, Francesco SCALERA
10:15	Constraint of Transport and Security, a Challenge for the Development of the Democratic Republic of Congo	Fabien MAOMBI MUSHI
10:30	Pause	

Scheduled Communications

Session 7	18 september - 10:45 (Live)	
10:45	<i>Attire</i> and its message in the communicative process	Holta HEBA
11:00	Insurance Policies And Consumer Protection	Armelina LILA (FUSHEKATI)
11:15	A review of ISO 20671 - 2019 - Brand Evaluation	Enriko CEKO
11:30	Impact of Effective Management of the Energy Sector in Albania	Gjergji SHQAU
11:45	Pause	
Session 8	18 september - 12:00 (Remote)	
12:00	Finance at the time of COVID 19: Catastrophe risks, cat bond and pandemic bond.	Deborah MOLA
12:15	Impact and possible consequences of the Covid-19 Pandemic on the Hotel industry	Francesco BADIA
12:30	Going Concern Basis in Drawing Up of The Annual Financial Statements: Some Reflections in The Current Health Emergency Situation	Vito Arcangelo CARULLI, Mario CARRASSI
12:45	Leverage, Banking Competition and SMEs Financial Stability. Evidence from the Italian Provinces	Sandro RONDINELLA
13:00	Cut waste and fight tax evasion for sustainable healthcare	Daniela LAFRATTA

Continuation...

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Conference recovery

Scheduled Communications

Session 9	18 september - 14:30 (Live)	
14:30	Unemployment Slows Down the Progress of Young People in Albania	Romina RADONSHIQI
14:45	Multifunctional Furniture Alternatives to Challenge the Space	Enea STAVRE
15:00	Tourism in Albania and its challenges during and after Covid-19	Orkida ILOLLARI, Petraq PAPAJORGJI, Adrian CIVICI
15:15	Financial Literacy on EU Financial Infrastructure and Institutions: Points of view from the Albanian students, using the Mind Genomics Technology	Elvin MEKA, Petraq PAPAJORGJI
15:30	Pause	
Sess. 10	18 september - 15:45 (Remote) <i>Special Panel on "Root Tourism" (a)</i>	Chair: Tullio Romita Co-chair: Letizia Carrera, Antonella Perri
15:45	Tourism of the roots. An integrated strategy for the recovery of the tourism sector in Italy after COVID-19 Pandemic	Giovanni Maria DE VITA
16:00	Roots tourism in post-Covid	Francesco LO GIUDICE
16:15	An anti-crisis vision for the enhancement of Italy's cultural and natural heritage	Peppino DE ROSE
16:30	The development of root tourism: local webs international visibility	Antonella PERRI, Tullio ROMITA, Manuela DE RUGGIERO
Sess. 11	18 september - 16:45 (Remote) <i>Special Panel on "Root Tourism" (b)</i>	Chair: Letizia Carrera Co-chair: Tullio Romita, Antonella Perri
16:45	Smart Cities in post-Covid time for root tourism	Manuela DE RUGGIERO, Antonella PERRI, Tullio ROMITA
17:00	New strategies to enhance the territories	Maria F. MILIONE
17:15	Root Tourism and new local development	Riccardo GIUMELLI
Sess. 12	18 september - 17:30 (Remote) <i>Special Panel on "Root Tourism" (c)</i>	Chair: Antonella Perri Co-chair: Tullio Romita, Letizia Carrera
17:30	Public governance of root tourism: knowing the phenomenon to decide	Tullio ROMITA, Antonella PERRI, Manuela DE RUGGIERO
17:45	Rethinking the Tourist and Cultural Offer in COVID-19 Scenarios. An Open Challenge	Letizia CARRERA, Nicola BARBUTI
18:00	A holiday at home: the itineraries of the roots	Marina GABRIELLI, Giorgia SALICANDRO
Sess. 13	18 september - 18:15 (Remote)	
18:15	Huautla de Jiménez, Oaxaca, mystical, spiritual and health destination. Visualization of sustainable development as a means of preserving its heritage.	Nataly HERNÁNDEZ
18:30	Tourism, Culture and Environment post Covid 19: Administrative Law Profiles	Giovanna MASTRODONATO
18:45	Some Early Estimates of the Impact of Covid-19 Pandemic on Apulian Tourism Sector in 2020	Raffaella GIRONE, Angela Maria D'UGGENTO, Dante MAZZITELLI
19:00	COVID-19 and Government Grants for Italian Tourism Sector: A Preliminary Analysis	Vito Arcangelo CARULLI, Mario CARRASSI

Continuation...

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h. 9:30 Presentation of scientific initiatives, Research of partnerships:

- FARM CULTURAL PARK - MIBACT - Presents the Arcg. Lillo GIGLIA, vice president.
- ISNART – UNIONCAMERE: "The network of Italian Restaurants Abroad Italian Hospitality". Presents Dr. Giovanni A. COCCO.
- CONSULMARC Sviluppo: "Financial institutions, both EU and non-EU, lenders dedicated to impact investing". Presents Dr. Paolo SNIDERO.
- STUDIO LAURA VILLANI: "Tourism to promote a country identity by designing hotels as a destination". Presents Dr. Laura Villani.

Scheduled Communications

Sess. 14	19 september - 10:30 (Live/Remote)	
10:30	Impact of Covid-19 on the level of remittances in Albania	Dr. Kristal HYKAJ, Msc. Ardita HYKAJ
10:45	Between consumer practices and values: The underpinning factors of change in food consumption during the lockdown. <i>First findings from an instant research in Italy</i>	Maria Giovanna ONORATI, Francesco D. D'OIDIO
11:00	Causes and Origin of Food Losses and Food Waste in the Slovak Republic	Zuzana KAPSDORFEROVÁ, Petronela ŠVIKRUHOVÁ
11:15	Food sustainability: the gap between north and south of Italy	Caterina AURA
Sess. 15	19 september - 11:30 (Remote)	
11:30	The tourism of the origins: the case of the <i>Piccolo Festival delle Spartenze</i>	Giuseppe SOMMARIO
11:45	LogiCal - the gateway to the graphic exploration of the results of the POR Calabria 2014/2020 Fesr-Fse	Aldo MERCADANTE, Francesco SASSONE
12:00	Omni-channel business strategies: opportunities and challenges	Federico DE ANDREIS
12:45	Social reporting in universities: from Corporate Social Responsibility to University Social Responsibility	Ubaldo COMITE

13:00 Closing of the Conference and delivery of Participation certificates

Post-conference cultural event

Presentation of Elio Mascolo's book: "*Pirati, Corsari e Ordini Cavallereschi. Come hanno influenzato l'economia del Mediterraneo*" ("Pirates, Corsairs and Knightly Orders. How they influenced the Mediterranean economy")