



15th International Scientific Conference of Business Faculty "TRANSFORMING ECONOMIES: INNOVATION, SUSTAINABILITY AND ECONOMIC DEVELOPMENT IN THE EU INTEGRATION ERA"

Business Faculty, "Aleksandër Moisiu"
University Campus, Durrës





Conference Agenda

15th International Scientific Conference of Business Faculty
"TRANSFORMING ECONOMIES: INNOVATION, SUSTAINABILITY AND
ECONOMIC DEVELOPMENT IN THE EU INTEGRATION ERA"

April 23-24, 2025

Business Faculty, "Aleksandër Moisiu" University
Campus, Durrës

April 23^d, 2025

16:30 – 18:30

Plenary Session

(Venue: Adriatik Hotel, Ground Floor, Iliria Hall, L. 13, Rr. Pavarësia)

Moderator

Opening of Scientific Conference

Greetings from

Prof. Dr. Shkëlqim FORTUZI,
Rector of "Aleksandër Moisiu" University of Durrës

Prof. As. Llambi PRENDI,
Dean of Business Faculty, "Aleksandër Moisiu" University of Durrës

Local Government Representative

Education and Sport's Ministry Representative

Representative of EU Delegation in Albania

Keynote speaker 1

Mrs. Majlinda BREGU
Secretary General of Regional Cooperative Council 2019-2024

Keynote speaker 2

Mr. George TZIALLAS
"Sustainable tourism development: Navigating challenges and embracing opportunities"

18:30 - 18:45

Family photo

18:45 – 20:30

Reception



April 24th, 2025

Faculty of Business, Building 2, B

08:30 – 09:30

Registration of participants

09:30 – 11:00

Conference parallel sessions

Session I

Artificial Intelligence & Business Performance

Chair: Eda Bezhani & Arjeta Hallunovi

Room B04

- Arjeta HALLUNOVI, Blerta DRAGUSHA, “The impact of artificial intelligence on commercial banks in Albania”
- Vehbi RAMAJ, Burim DERMAKU, “The impact of artificial intelligence on the development of business intelligence in the transformation of businesses”
- Amirhosein EMAMI, Olta NEXHIPI, “An exploration of current application of AI and future directions in knowledge areas of project management”
- Denada LIÇA, Silvana GASHI, “AI-driven transformation in the manufacturing sector: Enhancing sustainability and competitive advantage”
- Fillloreta MADANI, Dardan MADANI, “The impact of AI in the revenue increase of the companies”
- Oliana SULA, Juliana OSMANI, “Challenges in shaping AI Governance in Europe: a multi-stakeholder approach”
- Teuta THANASI, Lazerta RISTA, “Leveraging AI for personalized digital marketing campaigns in Albania”
- Sanije DODA, Gaqo TANKU, “Application of artificial intelligence in business management in Durres district, Albania”
- Ariola HARIZI, Brunela TREBICKA, “Interdisciplinary collaboration in tackling real-world challenges”
- Julejda ALIAJ (GËRXHI), Abela LAME, “Future of jobs and human capital in the AI era in the EU and beyond”

Session II

Human Resources & Labour Market Transformations

Chair: Ela Golemi & Ermira Kalaj

Room B05

- Luftim CANIA, Avjola PASHA, “The effect of labor shortages on performance management systems in the Albanian labor market”
- Elda DOLLIJA, Kriselda GURA, “How technology is reshaping the working patterns”
- Zamir HOXHA, Sanie DODA, “Legal regulation of labor relations focusing in hybrid work”

- Jonida LAMA, “Exploring key job preferences in the banking sector: Insights into employee priorities for enhancing job satisfaction and retention”
- Gentiana KRAJA, Llambi PRENDI, “Factors influencing human resource performance in universities: A dual perspective on administrative and academic staff”
- Valbone RAMAJ, Arber ZEKA, “Stress management among healthcare workers at the University Clinical Center of Kosovo (UCCCK)”
- Martin SERREQI, Xheni RUSI, “The importance of work characteristics on current and prospective employees”
- Arta JASHARI GOGA, “Assessing the influence of human resource management practices on return on assets and return on sale in organization”
- Besmira BOTUSHA, Xhesida TRAGAJ, “Management of a public organization and the effects of human capital development on organizational performance”

Session III

Tourism, Art & Culture

Chair: Majlinda Muka & Juliana Osmani

Room B05/1

- Evelina LUSHA, Luljeta HASANI, “Regional development tourism for Albania”
- Klajd HETA, “The impact of EU policy making on the cultural and tourism landscape of Berat”
- Romina SINANAJ, Orlinda SINANAJ, “The role of infrastructure and investments in tourism for the economic growth of the city of Vlora”
- Violeta ALIAJ, “Tourism and European integration”
- Aishejla MYSHKETA, “The impact of loyalty programs on customer loyalty in the tourism service industry. The case of hotels and travel agencies operating in the areas of Durrës, Vlorë, and Sarandë”
- Lebib TOPALLI SHABANI, Faton SPAHIU, Petrit HASANAJ, “The impact of public art on tourism and economic development”
- Erion AVLLAZAGAJ, “The value of practicing cultural and economic diplomacy in building effective intercultural relationships”
- Marsida DYRMISHI, Gianluca DE ROSE, “Developments on digitalization of cultural heritage in Italy and Albania: Strategies, Regulations and challenges”
- Aida GJIKA, Suela KRISTO, “Adoption of smart technologies in rural tourism: Challenges and opportunities”
- Fatmire DRESHAJ, Kushtrim DRESHAJ, Sali KRASNIQI, “The role of technology in tourism development”
- Caterina AURA, “Impact of Digital Twin on tourism economy and sustainability”

09:30 – 11:00

Doctoral sessions

Session IV

Innovation, Sustainability & Tourism

Chair: Gentian Ruspi & Arlind Kasa

Room B06

- Arjola MERSINI, Ermira QOSJA, “Literature review on innovation support policies in developed countries”

- Orion MUCAJ, Anri TROJA, "Medical innovation and economic growth. Review"
- Sylë KRASNIQI, Nagip SKENDERI, "Implementation of sustainable practices and the impact of the institutional environment"
- Andi ÇAUSHI, "Sustainable economic growth: An analysis of the human capital in the Albanian context"
- Arben REKA, Luljeta GJONI, Robert KOSOVA, "Smart city and big data in insurance. What could be the impact of smart city on insurance in Albania"
- Deana DELAJ, Mithat MEMA, "Public services in the Vlora district before and after the territorial reform"
- Brikena SIKA, Kristaq KUME, "On local policies for the development of alternative tourism in the Municipality of Vlora"
- Faton HAZIRAJ, Faton SHERIFI, Përparim QAHILI, "Modern Ferizaj and developing urban tourism"
- Avni HYSA, Ermira QOSJA, "Literature review on the rural tourism in Albania"

Session V

Entrepreneurship, Management & Marketing

Chair: Bitila Shosha & Valbona Mehmeti

Room B010

- Fatos TURKAJ, Ermira QOSJA, "The methodology employed in studying the success of female entrepreneurship"
- Iges BANDA, Jora BANDA, "Strategic leadership in European integration: How business intelligence tools can enhance corporate governance and decision-making"
- Erjon UKA, Eldian BALLA, "Influencer marketing for promoting new tourist destinations: The case of Albania"
- Arba TARAKU, Elfrida TARAKU, "The role of social media and digital marketing in consumer behavior"
- Ikbale TEPELENA, Væld ZHEZHA, "Consumer protection in the age of influencers: The case of Albania in the context of EU integration"
- Ada GASHI, "Revolutionizing sports marketing through digital strategies"
- Brixhilda IMERI, Marçelo RUSTANI, "Empirical research on consumer trends and drivers influencing the process of choosing hygienic paper products"
- Suela SPAHIJA, Shqipe XHAFERRI, "The impact of European integration on the labor market in Albania: Challenges, opportunities, and perspectives"
- Griselda KORSITA, Bajram KORSITA, "The intersection of data exchange markets and supply chain management: Opportunities, challenges, and future directions"
- Kejdi DHULI, "Employment incentive policies for youth and marginalized groups: Opportunities and challenges in building skills for the labour market"

Session VI

Financial system & Law

Chair: Armela Anamali & Marsida Abdul

Conference Room

- Lorena ÇAKËRRI, Migena PETANAJ, "The impact of the financial system of host countries on the attracting and distributing effects of foreign direct investments"



- Migena PETANAJ, Lorena ÇAKËRRI, “The impact of financial behaviour and financial capability on financial satisfaction”
- Migena PETANAJ, Lorena ÇAKËRRI, “Exploring financial capability as a function of financial knowledge and financial behaviour: a comprehensive analysis”
- Iva SULAJ, “The life insurance market in Albania: An overview of developments and perspectives”
- Endi KALEMAJ, Kejsi MARKU, “The impact of predatory pricing on the insurance industry”
- Lorena ÇAKËRRI, Migena PETANAJ, “The role of human capital in attracting and profiting from foreign direct investments: An analysis of human capital development in Albania”
- Almida KAFIA HOXHA, “Digitalization in public (external) auditing fields-the challenges: An empirical view of Albania”
- Kamila KARAJ, “The law on extraordinary taxation in communist Albania: Analysis of post-communist practices and experiences”
- Anisa HAXHOSAJ, Kristaq KUME, “Analysis of perceptions on the effect of legislative solutions on the success of e-banking services in Kosovo”
- Besiana ELEZI, Alma ZISI, “The impact of remittances on economic development and the labor market structure in Albania”

11:00 – 11:30

Coffee break

11:30 – 13:00

Conference parallel sessions

Session VII

Dynamics of Business Growth & Ecotourism

Chair: Denada Liça & Oliana Sula

Room B04

- Aseda BANUSHAJ, Dorian MATRAKU (DERVISHI), “The importance of green hotels in the hospitality industry: Best practices”
- Leida MATJA, Rezana KONOMI, “Regional comparative analysis of Albanian tourism law. Strengths and weaknesses of a law that should follow the EU green agenda and immediate tourism demand changes”
- Xhudiljana JUKA, “Challenges of sustainable tourism in Albania”
- Mirela TASE, Manjola XHAFERRI, “The perception of stakeholders in developing ecotourism in the Albanian Alps”
- Gentian RUSPI, “Tourism development policies in the Western Balkan countries through comparative analysis”
- Medjon HYSENAJ, Ditmira TAHIRI, “Integrating GIS into sustainable tourism strategies”
- Brunilda LIÇAJ, “Informality in the Albanian coastal tourism sector: An analysis of partial client declarations, the bed tax, and beach parcel payments”

- Arjant TOPANICA, Betim SPAHIU, "The impact of management skills on the success of medium-sized trade enterprises in the Prishtina region"
- Erisa MUSABELLI, Olta NEXHIPI, Valbona MEHMETI, Sivi ASLLANI, "Ethical leadership as a key indicator in promoting corporate social responsibility"
- Doreta KUÇI (TARTARI), Sonila OSMANI, "The impact of psychological factors in the entrepreneurial activities"
- Erjonilda HASRAMA, "Managing sustainable marketing for improving businesses performance"

Session VIII

Marketing Intelligence & Consumer Behaviour

Chair: Eldian Balla & Taulant Kullolli

Room B06

- Nilda RUBJEKA, Ariola HARIZI, Azeta TARTARAJ, "Ethical and legal implications of targeted advertising, a consumer protection perspective"
- Sonila GUZINA, "Marketing and consumer protection in the context of European integration"
- Ervin MYFTARAJ, Endi KALEMAJ, "The boundary between aggressive marketing and ethical/legal violations in comparative marketing: The case of Albania"
- Elton NOTI, "The impact of marketing on managing seasonality in tourism"
- Donika RAMAJ, Arber IMERI, "The importance of using digital marketing in increasing sales to SMEs in Kosovo"
- Seida DAIJA, "Using big data in customer relationship management (CRM) systems in tourism: Analyzing tourists profile in accommodation structures"
- Shaip BYTYÇI, Demir LIMA, Venet SHALA, "The role of marketing intelligence in the transformation of Kosovo businesses towards the European market"
- Blerim KOLA, Jehona GJERMIZI, "Bridging numbers and marketing: The role of accounting in digital strategies for Albanian businesses"
- Taulant KULLOLLI, Mirela DUNGA, "The impact of brand origin country on product evaluation: an analysis of Albanian consumers"
- Hasim DEARI, Eldian BALLA, "Consumer attitudes for bio products"
- Eldian BALLA, Hasim DEARI, "Gen Z's perception of energy drink brands"

Session IX

The power of Circular Economy

Chair: Alma Zisi & Alba Ramallari

Room B05/1

- Sokol KRASNIQI, Ismail MEHMETI, Arben TËRSTENA, "Implementation of circular economy strategies in project management – Case study Kosovo"
- Artur HADROJ, "The role of circular economy models in enhancing economic and environmental performance in the retail sector in Albania"
- Lindita LIÇAJ, Luljeta BERISHA, Atird HOXHA, "Green economy and sustainable development new trend of the EU states-legal and economic aspects"
- Alba RAMALLARI, Klara AVDYLI, Olta FUÇIA, "From trash to treasure and investments"

- Klarida PRENDI, Arif MURRJA, "Assessing the implementation of circular economy practices in Albanian corporate policies: A survey-based analysis"
- Jonida GASHI, Alma ZISI, "Achieving economic development through solid waste path"
- Ermira KALAJ, Nevila KIRI, "The role of renewable energy in shaping income (in)equality dynamics in Southeast European countries"
- Albana JUPE, Aida MOSKO, "Budgeting system and climate change governance: Challenges and opportunities for sustainable development in Albania"
- Zarife SALLAHU KADRIAJ, Mustafë KADRIAJ, "Wastewater management: a challenge of the times and the economic future of Kosovo"
- Eva HYNÄ, Ela GOLEMI, "Adapting the EU "Farm to Fork" strategy to Albania: Opportunities and Challenges for sustainable agricultural transformation"

Session X

Policies & Economic Progress

Chair: Elton Noti & Martin Kuka

Room B05

- Ela GOLEMI, Priam RAMAJ, "Macroeconomic uncertainty and growth in Western Balkans: Insights from panel data analysis"
- Maksim MEÇO, Bislim AHMETAJ, Halit XHAFA, "The regionalization of production as strategy for the orientation of the agriculture support policies"
- Bashkim MUSTAFA, Gazmend DEDA, Bislim LEKIQI, "International trade and its impact on economic growth – Empirical evidence from the Western Balkan countries"
- Daniel BORAKAJ, Eva TEQJA, "Does the trade exchange ratio affect political relations between the Western Balkan countries?"
- Elisabetta VENEZIA, "A policy brief for decision-making choices: the elderly and social justice in the transport sector"
- Eda BEZHANI, Orion MUCAJ, "Innovation and medical industrial policies in mixed markets: An analysis of the economic and social impact on the dental sector"
- Marsida ISMAILI, Valbona SAKOLLARI, "Transforming public service delivery through smart solutions, in Albania. Achievements and challenges"
- Daniela LIKA, Marsida ABDUL, Flora MERKO, "Dynamics of trade, tourism, and economic activity: A study of European countries"
- Greta PETRITI, "Customary law and family inheritance in the context of European integration and its impact on legal sustainability and rural economic development"
- Mois KAMBERI, "Economy as an element in support of national security"

Session XI

Financial sector & Foreign Direct Investments

Chair: Rovenä Vangjel & Enida Istrefi

Room B010

- Ervis BEJKO, Altin GJINI, Daniel BORAKAJ, "The risk of credit concentration: A study of the construction sector"
- Ledja KOKALARI, "Digitalization of tax services in Albania and its impact on taxpayer self-declaration and compliance"



- Jonada MAMO, Kristina ÇELA, “Assessing the determinants of profit allocation in Albanian enterprises: An empirical analysis using regression techniques”
- Shaqir REXHEPI, Sanie DODA, “How does risk management affect foreign investment returns in Albania?”
- Adela CAFULI, Roven VANGJEL (TROPLINI), Merjeme ZYKO, “Are Albanian businesses protected against exchange rate risk? A study on forward contracts and euro depreciation”
- Ardit GJEÇI, Athina TORI, Jurgen BELULAJ, “A GARCH model method for assessing value at risk (VAR)”
- Kristina ÇYÇO, Ejona DUÇI, “The financial impact of tourism in Albania: Innovation, digital transformation, and economic growth”
- Altin GJINI, Robert KOSOVA, “The impact of foreign direct investments (FDI) and remittances in Albania and Kosovo: A comparative analysis with linear regression”
- Shaqir REXHEPI, Ikbale TOTA, Roven VANGJEL, “How have foreign direct investments influenced economic development in Albania, for the period 2015-2023”
- Hysen HODA, Natasha HODA, “The necessity of harmonizing tax legislation with the National Accounting Standards (NAS) and International Financial Reporting Standards (IFRS)”

13:00 – 13:30

Closing remarks

13:30 – 14:30

Light lunch