



University of Elbasan
"ALEKSANDËR XHUVANI"
Faculty of Business and Law



13th International Conference

**"Sustainable Growth, Digital Innovation and
Market Dynamics: Bridging Business and Law"**

CONFERENCE AGENDA

Venue

Faculty of Business and Law, University of Elbasan





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09.00–09.30 - Registration of participants (*Lobby of the Faculty of Business and Law*)

Plenary Session

(*Aula Magna - Room 101*)

- 09.30 Welcome speech - Assoc. Prof. Dr. Shpëtim Çerri** – Dean of the Faculty of Business and Law, University of Elbasan “Aleksandër Xhuvani”
- 09.35 Prof. Dr. Elvira Fetahu** –Rector of the University of Elbasan “Aleksandër Xhuvani”
- 09.40 Prof. Andi Hoxhaj** - King’s College London, United Kingdom
- 09.45 Prof. Annie Tubadji** - Swansea University, United Kingdom.
- 09.50 Prof. Milena Filipova** – South-Western University “Neofit Rilski”, Bllagoevgrad, Bulgaria.
- 09.55 Dr. Ledi Moisiu** – Director of the Regional Innovation Center of EIT RawMaterials Albania

10.00 -10.30: Coffee Break/Networking





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Parallel Sessions

Panel 1 (Room 101)

SUSTAINABILITY, GREEN ECONOMY & ENVIRONMENTAL GOVERNANCE

Chair: Assoc. Prof. Dr. Teuta Hazizi

Co-chair: Assoc. Prof. Dr. Albana Madhi Kacollja

Co-chair: Dr. Mirësi Çela

Teams meeting link for online presentations

<https://teams.microsoft.com/meet/327812355177874?p=oqhts5tKXkutmDecDw>

10.30 - 12.30 Presentations

<i>Title</i>	<i>Author/s</i>
1 The impacts of Climate Change on Working Life: A Situation Analysis of the World and Türkiye 2	Kurtuluş Yılmaz Genç; Burçin Eser
2 The Effects of the European Union Preferential Trade Agreements on Sustainable Food Production: A Systematic Literature Review	Ashura Salim; Bartłomiej Bajan; Karolina Pawlak
3 Managerial Competencies Towards Sustainable and Circular Transformation: A Structured Review and Integrative Framework	Teuta Hazizi
4 The Impacts of Ngo's on the Formation of Environmental Law: An Analysis Through the Demands and Responses	Kurtuluş Yılmaz Genç
5 Mapping The Research Landscape of the Water-agriculture-tourism Nexus in Europe: A Bibliometric Analysis	Okello Don Ouma; Abraham Ng'ondo Othieno; Hellen Ogutu; Diána Koponicsné Györk; Tibor Farkas
6 Green Financing and Its Impact on the Housing Market in Albania	Irsida Dinoshi
7 Between the Frugal Innovation and Sustainability: A Bibliometric Review	Nertila Busho; Mirësi Çela
8 Legal Analysis of Directive (EU) 2024/1203 on the Protection of the Environment Through Criminal Law	Anxhelina Zhidro; Rezarta Tahiraj
9 The Impacts of International Conferences on the Formation of Environmental Law: An Analysis of the Process	Kurtuluş Yılmaz Genç
10 Regional Development and Economic Convergence in the Green Transition: A Systematic Literature Review of Integrated Agro-processing, Tourism, And Water Systems in Developing Countries	Abraham Ng'ondo Othieno; Don Ouma Okello; Hellen Ogutu; Arnold Csonka





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11	The European Entrepreneurial Ecosystem: Domain Integration, Policy Frameworks and Innovation Dynamics	Teuta Hazizi; Diamanta Vito
12	Green Lending and Sustainable Finance in Albania: The Role of the Banking Sector in Supporting the Green Transition	Rigersa Aliu
13	Cross-border Cooperation as a Catalyst for Sustainable Tourism and Regional Economic Development: The Albania–North Macedonia Case of Elbasan- Pelagonia and Pollog Region	Ardiana Kaso

12.30 - 12.40 Closing remarks

12.40 - 14.00 Buffet/ Networking





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FAKULTETI I BIZNESIT
DHE I DREJTËSISË



Panel 2: (Room 301)
DIGITAL TRANSFORMATION, AI & FINTECH

Chair: Dr. Eliona Gremi

Co-chair: Dr. Shqiponjë Aça

Co-chair: Dr. Valbona Ballkoçi

Teams meeting link for online presentations

<https://teams.microsoft.com/meet/392077296250448?p=Y8P4ei5NRVyCOC9z8K>

10.30 - 12.30 Presentations

	<i>Title</i>	<i>Author/s</i>
1	AI for Sustainable Urban Development: Smart Cities, Mobility, and Inclusive Infrastructure	Irva Dafa; Malvin Jusufi; Teodora Plaka
2	Bridging the Data-Credit Chasm: A Comparative Institutional Analysis of Fintech Data Underutilization in Ghana SME Lending	Anaba Peace
3	Digital Transformation and Competitiveness in the Context of Sustainable Development of Economic Structures	Richard G. Karovski
4	Examination of the Digital Transformation Performance of the Visegrad Countries Using Integrated LOPCOW-APLOCO Methods	Mehmet Akif Kara; Kurtuluş Yılmaz Genç
5	The Development of E-Commerce and the Challenges of Consumer Rights Protection in the Albanian Context	Arsiola Dyrmishi; Matilda Balliu
6	The Normative Architecture of Data Protection in Artificial Intelligence: Reconciling Algorithmic Innovation with the Principle of Informational Self-determination under the General Data Protection Regulation	Marinel Prengaj
7	Digital Cadastre, New Perspectives and Challenges in Albania	Saida Bejtja; Dritan Bejtja
8	The Use of Artificial Intelligence in Businesses: Limitations and the Human Role in Financial Data Analysis	Arbina Hakushi
9	E-commerce and the Economy of Online Trade in Albania	Jonida Bekteshi; Marsida Ashiku
10	Fintech Integration and Cooperation with Traditional Banks. Case of Albania	Laura Teqja; Klea Hunçi; Encola Teqja





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11	The use of Information Technology in Commerce (E-commerce). Case of study Albania	Laura Teqja; Encola Teqja; Klea Hunçi
12	Digital Transformation and Fiscalization: Evidence from Financial Reporting Practices in Albania	Valbona Ballkoçi; Albina Stërmugu; Suela Hajdari
13	Cryptocurrencies and their Accounting Treatment: Challenges and Perspectives	Albina Stërmugu
14	The Use of (AI) by Lawyers: An Ethical and Practical Approach	Ansi Kotollaku
12.30 - 12.40 Closing remarks		
12.40 - 14.00 Buffet/ Networking		





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Panel 3 (Room 215)
EU INTEGRATION, LAW & GOVERNANCE

Chair: Assoc. Prof. Dr. Arbër Gjeta

Co-chair: Dr. Aida Saraçi

Co-chair: Dr. Silvana Dode

Teams meeting link for online presentations

<https://teams.microsoft.com/meet/371581234068348?p=asxSMNdOcEmdaAooRe>

10.30 - 12.30 Presentations

<i>Title</i>	<i>Author/s</i>
1 Harmonization of Public Procurement, Official Statistics and Financial Control in the Process of Albania's EU Membership	Lorenca Bejko
2 ADR and the Digital Market in the new European Legal Framework. Challenges and Opportunities for Consumers	Angelo Francini
3 Prison Overpopulation and the Positive Obligations of the Albanian State According to European Standards	Ermira Tafani; Regis Topurja; Bleona Tahiri
4 Legislation on Trafficking Victims in Albania from the Perspectives of Social Work and Economics: Strengths, Limitations, and Implementation Challenges	Alisa Biçoku; Jonida Bicoku
5 Public Infrastructure and Local Legal Governance	Aida Saraçi; Megi Fetah; Anxhelina Zhidro
6 Current Developments in the Albanian and European Union Legal Framework Regarding Returned Emigrants	Silvana Dode; Denisa Naqellari; Marsida Haxhiu
7 Minors Imprisoned in Albania and their Right to Health Care: Legal Framework and Practical Challenges	Denisa Naqellari; Silvana Dode
8 The Role of the United Nations Convention on the Rights of Persons with Disabilities in the Albanian Legal Framework	Ermira Tafani; Orjona Shermadhi; Xhoana Agolli
9 Fight against Financial- Economic Crime, Organized Crime	Rezana Balla
10 Artificial Intelligence and the Challenges of Criminal Law in Digital Business	Gentian Koçi; Linert Lirëza
11 Demographic Changes and their Impact on the Labour Market in the Republic of Albania and the European Union, as well as the Role of EU Directives and the Internal Legal Framework	Aida Llozana; Vesa Liço; Adriana Kotherja
12 Balancing Innovation and Regulation: The EU AI Act's Risk-Based Approach	Ines Saliu; Alda Gaspari





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13	From Legal Approximation to Substantive Convergence: Competition Policy in Albania's European Integration Process	Arbër Gjeta; Tea Thaçi; Gloria Lleshanaku; Fabian Zhilla
14	The Role of Civil Society and NGOs in Promoting Minority Rights and Gender Equality: Advocacy, Legal Support, and Gender-Responsive Budgeting	Diamanta Vito; Megi Marku
15	International Sports Arbitration: The Evolution of CAS and Lex Sportiva	Ines Saliu; Alda Gaspari

12.30 - 12.40 Closing remarks

12.40 - 14.00 Buffet/ Networking





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Panel 4 (Room 218)
ECONOMIC DEVELOPMENT, FINANCE & BUSINESS DYNAMICS

Chair: Assoc. Prof. Dr. Megi Marku

Co-chair: Dr. Diamanta Vito

Co-chair: Dr. Mimoza Kotollaku

Teams meeting link for online presentations

<https://teams.microsoft.com/meet/375654351611942?p=87pJimGdl28zY2xeZR>

10.30 - 12.30 Presentations

<i>Title</i>	<i>Author/s</i>
1 Education, Women's Labor and Industry 5.0: Policy Challenges for Sustainable Growth in Türkiye	Fatmanur Özen
2 Financial Reporting Education in Albania: A Jean Monnet Approach	Eliona Gremi; Marsida Morina; Valbona Ballkoçi
3 Human Resource Motivation and Sustainable Business Growth in the Context of Digital Innovation and Market Dynamics	Lindita Cenaj; Eliona Gremi
4 Catching Up in the Western Balkans: Conditional Income Convergence and Structural Determinants	Kladiola Gjini; Elona Dushku
5 Nonlinear Effects of Inflation on Economic Growth: a Dynamic Panel Threshold Analysis	Luljeta Sadiku; Nimete Berisha; Murat Sadiku
6 Challenges in Environmental Management Accounting Implementation in Albania. Insights from a Medicinal Herb Processing Company	Marsel Sulanjaku; Meri Muçelli; Anila Voci Çekrezi
7 The investment Climate and Access to Financing for Small and Medium-sized Enterprises in Bulgaria	Radostina Yuleva-Chuchulaina; Davide Durmishi
8 Banking without Banks: The illusion of Autonomy and the Necessity of Authentic Delegation in the Digital Era	Ali Turhani; Gjergji Shqau; Marsela Çengeli
9 The Use of Alternative (Digital) Payment Methods Effect on Money Demand in Albania	Kristina Prishka; Jonida Biçoku
10 Integrating Sensory Branding and Marketing 3.0: Exploring Their Joint Influence on Customer Loyalty through a Conceptual Framework	Enslëmvera Zake; Florinda Zegullaj
11 Reconceptualizing Human Resource Management for Industry 4.0: A Strategic Perspective on Digital Transformation and Competitive Advantage	Meri Duduci; Ali Turhani; Gjergji Shqau





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12	The Impact of Sales and Client Management Systems on Firm Performance: Evidence from Firms in the Western Balkans	Pranvera Selgjekaj
13	Digital Banking and Fintech _ Global_ Trends and Perspectives for Albania	Eliona Gremi; Andi Duqi
14	Dignified Contribution Tourism (DCT): An Alternative to Poverty Tourism	Mimoza Kotollaku

12.30 - 12.40 Closing remarks

12.40 - 14.00 Buffet/ Networking





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Panel 5 (Room 104)
EDUCATION, SOCIETY, HEALTH & SOCIAL DEVELOPMENT

Chair: Assoc. Prof. Dr. Xhensila Abazi

Co-chair: Dr. Doris Madhi

Co-chair: Assoc. Prof. Dr. Anila Voci Çekrezi

Teams meeting link for online presentations

<https://teams.microsoft.com/meet/321236715931116?p=b8DhtNxxGV6GnSOhJP>

10.30 - 12.30 Presentations

	<i>Title</i>	<i>Author/s</i>
1	Education, Social Inclusion, and Youth Resilience in EU Accession Contexts: Comparative Evidence from the Western Balkans	Erinda Bllaca; Armela Xhaho
2	The Consolidation of Dental Tourism as an Instrument to Reduce Seasonality: The Case of Albania	Amarildi Tomori; Arben Kambo
3	Myth vs. Evidence: do Public Economics Faculties in Albania align better with 2030 Labour-Market Skills? Benchmarking Curricula with a Curriculum Market Alignment Index (CMAI)	Eugen Musta; Manjola Naço
4	The Historical Development of Albanian Medicine: A Demographic and Statistical Perspective	Diljana Dushku; Elena Simonofski
5	Demographic Transition, Human Capital and Regional Sustainability: Evidence from the Elbasan District	Eglantina Zyka; Sokol Shurdhi
6	Access to Education and Social Integration for Refugees and Asylum Seekers in Albania: International and EU Acquis Framework	Elarta Fetahu
7	Application of EEG-Based Brain-Computer Interfaces in Marketing Research: Evidence from NeuroSky MindWave Mobile 2	Shpëtim Çerri; Agim Anxhaku
8	Green Economy Transition Process Impact on the Environment in Albania	Xhensila Sinanaj; Mikela Sinanaj
9	Occupational Health and Safety in the EU and Albania: Legal Harmonisation, Implementation, and Integration Prospects	Klajd Heta; Irena Dimushi
10	The Formation of Educational Policy and the Process of Historical Development of the European Union	Elarta Fetahu





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11	Inside the Experience: AI, Emotions, and Meaning in BunkArt Visitors' Narratives	Shpëtim Çerri
12	Bologna Process and its Implementation in Albania	Elarta Fetahu
13	Antibiotic Utilization and Prescription Practices: A Retrospective Analysis of Antibiotic Consumption in 2022	Jonida Binjaku; Kladiola Gjini

12.30 - 12.40 Closing remarks

12.40 - 14.00 Buffet/ Networking





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Special Session (Room 106)

“Sustainable development of mineral raw materials and their importance for digital innovation and green economy”

Round table “Digital innovation and sustainable growth in the raw materials sector”, organized by Regional Center of Innovation of EIC RawMaterials Albania (RIC Albania)

The Regional Innovation Center of EIT RawMaterials (RIC) is a public legal entity subordinate to the Ministry of Infrastructure and Energy, based in Elbasan, established by Decision of the Council of Ministers no. 697, dated 6.12.2023. Its mission is to coordinate activities related to innovation and development in the raw materials sector, in cooperation with EIT RawMaterials, supporting the effective management and processing of mineral raw materials at the national and regional level. The center fosters innovation, strengthens the extractive and processing industry, introduces green technologies, provides training and entrepreneurial mindset for higher and vocational education, and helps prepare a qualified staff by limiting the departure of young people. It operates through a quadruple helix platform connecting central and local government, academia, business and civil society, in line with Albanian legislation and EIT RawMaterials standards for RIS Hub, to increase the sustainable supply of raw materials from Albania to European markets and facilitate access to regional, EU and international funds, for the sector.

10.30-10.40 | Opening and Welcome

- Welcome speech from the representative/s of the Faculty of Business and Law, University of Elbasan “Aleksandër Xhuvani”
- Brief presentation of RIC Albania and the purpose of the roundtable: Dr. Ledi Moisiu, Director of the Regional Innovation Center of EIT RawMaterials Albania.

10:40 – 11:05 | Led Technical Input (Main Input)

Speaker: Dr. Jeton Pekmezi, Faculty of Geology and Mines, UPT: “From the Field to the 'Digital Twin': Drone LiDAR, Measurements and Data for Modern Mining Activities”.

- What is Drone LiDAR and its uses in geological mapping, markscheider, and mines monitoring.
 - How High-Resolution Spatial Data Helps in Resource Assessment, Mine Design, Security, and Environmental Monitoring.
 - Link to study programs in FGM (markscheider, topography/geospatial mapping, digital innovation, 3D modelling, GIS).
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11:05 – 11:25 | Round I of roundtable – Digital Innovation in Exploration and Processing (open discussion)

Open moderation: MPA MSc. Mimoza Simixhiu, Raw Materials Expert, RIC Albania.

Open discussion with participants on:

- Why digital innovation is important for exploration, mining planning, and processing.
- The role of structured mining/geological data for digital models and market decision-making.
- The role of quality and open data on investments, market competitiveness and fulfilment of the national/EU regulatory framework. The need for standardization of geological/mining data and integration into digital platforms.

11:25 – 11:30 | Short break / informal networking

11:30 – 11:50 | Round II of roundtable – markets, regulations and human skills

Open moderation: As. Prof. Dr. Ana Fociro, Expert for Academy, RIC Albania.

Orientation topics for discussion:

- How innovative technologies, 3D modelling, GIS, and process data in the mining cycle are addressed in university curricula.
- Gaps in skills and the need for updating curricula in markscheider, topography and digital technology.
- Startup opportunities and entrepreneurial initiatives for students.

11:50 – 12:00 | Conclusion and next steps

- Brief summary of the highlights from both rounds of the roundtable.
 - Invitation for cooperation with RIC Albania: student projects, pilot studies, trainings, internships and industry-academia-institutions initiatives.
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