

8
UNIVERSITY OF ELBASAN
"ALEKSANDËR XHUVANI"
FACULTY ECONOMY



BIBLIOTEKA

33

B060

U.E.
ELBASAN

BOOK PROCEEDINGS OF THE
6th INTERNATIONAL
CONFERENCE

**CHALLENGES TOWARD
EUROPEAN INTEGRATION**

**Economy, Legal and Social
Strategies and Models**

December 2nd, 2017
Elbasan, ALBANIA





UNIVERSITY OF ELBASAN
"ALEKSANDËR XHUVANI"
FACULTY ECONOMI

**BOOK PROCEEDINGS OF
6 th INTERNATIONAL
CONFERENCE
CHALLENGES TOWARD
EUROPEAN INTEGRATION**

*Economic, Legal and Social
Strategies and Models*

SHPRESA
print
Shqipëria & Shqipëria

December 2nd, 2017
Elbasan, ALBANIA



SCIENTIFIC COMMITTEE

- Prof. Dr. Skënder Topi, "Aleksandër Xhuvani" University of Elbasan, Albania
Assoc. Prof. Dr. Imelda Sejdini, "Aleksandër Xhuvani" University of Elbasan, Albania
Prof. Gaetano Dammacco - University of Bari Aldo Moro, Italy
Prof. Ernesto Toma - University of Bari Aldo Moro, Italy
Prof. Giovanni Luchena - University of Bari Aldo Moro, Italy
Prof. Francesco d'Ovidio, University of Bari Aldo Moro, Italy
Prof. Dr. Francesco Scalera, University of Bari Aldo Moro, Italy
Prof. Dr. Maria-Gabriella Baldarelli PHD, Università di Bologna, Italy
Prof. Milan Terek, University of Economics in Bratislava, Slovakia
Prof. Eva Muchkova, University of Economics in Bratislava, Slovakia
Assoc. Prof. Dr. Daniela Brevení Ková, University of Economics in Bratislava, Slovakia
Prof. Dr. Adriana Florescu, Transilvania University of Brasov, Romania
Prof. Dr. Evis Kushi, "Aleksandër Xhuvani" University of Elbasan, Albania
Prof. Dr. Ali Turhani, "Aleksandër Xhuvani" University of Elbasan, Albania
Prof. Dr. José Luis Martínez Gil, Catholic University of Murcia, Spain
Prof. Dr. Stefano Zunarelli, University of Bologna, Italy
Prof. Dr. Michele Comenale Pinto, University of Sassari, Italy
Prof. Dr. Rosalina Grumo, University of Bari Aldo Moro, Italy
Prof. Dr. Mara Del Baldo, University of Urbino, Italy
Assoc. Prof. Dr. Nadia Fiorino, University of L'Aquila, Italy
Assoc. Prof. Roberto Patuelli, University of Bologna, Italy
Prof. Paola Brighi, Università di Bologna, Italy
Prof. Dr. Vjollca Hysi, University of Tirana, Albania
Prof. Dr. Ilia Kristo, University of Tirana, Albania
Prof. Dr. Flutura Kalemi, Agricultural University of Tirana, Albania
Prof. Dr. Drini Salko, Agricultural University of Tirana, Albania
Prof. Dr. Agim Binaj, Agricultural University of Tirana, Albania
Prof. Dr. Bardhyl Ceku, Agricultural University of Tirana, Albania
Prof. Dr. Fatmir Memaj, University of Tirana, Albania
Prof. Dr. Jani Dode, "Aleksandër Xhuvani" University of Elbasan, Albania
Assoc. Prof. Dr. Azeta Tartaraj, "Aleksandër Moisiu" University of Durrës, Albania
Assoc. Prof. Dr. Ervin Myftaraj, "Aleksandër Moisiu" University of Durrës, Albania

Assoc. Prof. Dr. Alketa Vangjeli, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Elvira Fetahu, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Shpëtim Çerri, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Nada Krypa Tapija, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Rezarta Tahiraj, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Arbër Gjeta, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Marsida Ashiku, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Altin Idrizi, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Agim Anxhaku, "Aleksandër Xhuvani" University of Elbasan, Albania

Assoc. Prof. Dr. Gjergji Shqau, "Aleksandër Xhuvani" University of Elbasan, Albania

Dr. Robert Gajda, "Aleksandër Xhuvani" University of Elbasan, Albania

Dr. Albana Madhi, "Aleksandër Xhuvani" University of Elbasan, Albania

Dr. Artan Spahiu, "Aleksandër Xhuvani" University of Elbasan, Albania

ORGANIZING COMMITTEE

Assoc. Prof. Dr. Shpëtim Çerri

Assoc. Prof. Dr. Arbër Gjeta

Dr. Albana Madhi

Dr. Ina Sejdini

Dr. Valbona Ballkoçi

Dr. Teuta Balliu

Msc. Doris Madhi

Dr. Anila Voci

ISBN 978-9928-4477-0-8

TABLE OF CONTENTS

ISO STANDARDS ON TOURISM AND RELATED SERVICES AND THE IMPLEMENTATION OF A CERTIFICATION SCHEME. THE CASE OF ISO 14785:2014 TOURIST INFORMATION OFFICES -- TOURIST INFORMATION AND RECEPTION SERVICES – REQUIREMENTS	
<i>Agim Anxhaku Prof. Assoc. Dr. Ing. Mimoza KOTOLLAKU Dr.</i>	9
THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SMEs DEVELOPMENT IN ALBANIA	
<i>Dr. Albana Madhi KACOLLJA, Prof. Assoc. Dr. Imelda SEJDINI</i>	15
DECISION MAKING IN UNIVERSITY “ALEKSANDER XHUVANI” ELBASAN (CASE STUDY DEPARTMENT OF BUSINESS ADMINISTRATION)	
<i>Prof. Dr. Ali TURHANI, Prof. As. Dr. Gjergji SHQAU</i>	31
THE INFLUENCE OF BUSINESS INTELLIGENCE ON INTEGRATION OF ALBANIA IN EUROPEAN UNION	
<i>Prof. As. Dr. Alketa VANGJELI, Msc. Nertila CAKU</i>	41
THE ROLE OF THE NATIONAL COURTS IN STATE AID LAW ENFORCEMENT	51
<i>Dr. Anduena GJEVORI, Dr. Rezarta DEMNERI</i>	62
INSURANCE COMPANIES IN ALBANIA	
<i>Dr. Anila ÇEKREZI, Dr. Marsel SULANJAKU</i>	
NETWORK SURVIVAL STRATEGIES OF MIGRANT ENTREPRENEURS IN LARGE CITIES: ANALYSIS OF ALBANIAN FIRMS IN MILANO	
<i>Annie TUBADJI, Elvira FETAHU, Peter NIJKAMP, Timothy HINKS</i>	72
PORT AUTHORITIES IN ALBANIAN LEGISLATION: THE PROCESS OF LIBERALIZATION AND INTERNATIONALIZATION THROUGH LEGISLATION	96
<i>Prof. Assoc. Dr. Arber GJETA, Fatma SPAHIU</i>	
ECONOMIC, LEGAL AND SOCIAL STRATEGIES AND MODELS	I 5

THE DEMOGRAPHIC SPREAD OF THE INTERNET AND ITS IMPACT ON THE ECONOMY

<i>Diljana DUSHKU</i>	101
"OLD WINE IN A NEW BOTTLE" - PROGRESS TOWARDS WOMEN'S EQUALITY IS YET TO COME	
<i>Engjellushe MENERI, Diljana DUSHKU</i>	110
EFFICIENCY OF SPENDING ON DIGITAL MARKETING, IN THE ALBANIAN ECONOMIC CULTURAL ENVIRONMENT	
Assoc. Prof. Dr. Ervin MYFTARAJ	114
THE IMPORTANCE OF IDENTIFICATION THE BEST COMPANIES FOR VARIOUS BENEFITS (CASE STUDY ALBANIA WATER-SUPPLY SECTOR)	
<i>Prof.As. Dr. Gjergji SHQAU, Dr.Albana MADHI, Msc. Elda SHQAU</i>	126
ADMINISTRATIVE CONTRACTS	
<i>Ina BALUKJA</i>	140
FINANCIAL ANALYSES STATEMENTS OF COMPANY "X" LLC	
<i>Jonida BEKTESHI, MSc</i>	149
SHORT-TERM EFFECTS OF THE EUROPEAN FUNDS ON BULGARIA'S ECONOMY	
<i>Kalina DUROVA, PhD Student</i>	160
INNOVATED WATER RE-DISTRIBUTION SCHEME, HURDLES AND ADVANTAGES	
<i>Kostandin KRISTO</i>	177
L'IMPATTO DELLA VIOLENZA DOMESTICA SULL'ECONOMIA DI UN PAESE	
<i>Av. Phd candidate Lorena MUSAI, Av. MSc. Barjam GJISHTI</i>	187
THE IMPACT OF ICT USE ON EDUCATION AND ITS QUALITY	
PhD. Luan BEKTESHI	205
CREATIVE ACCOUNTING AND ITS TRAPS	
<i>Dr. Marsida KËNUTI (MORINA), MSc. Encola TEQJA</i>	216

HUMAN RESOURCE DEVELOPMENT IN SLOVAK CORPORATE ENTITIES: APPROACHES TO FURTHER EMPLOYEE EDUCATION AND TYPES OF EDUCATIONAL ACTIVITIES	
Marta MATULCIKOVA, Daniela BREVENIKOVA	229
ADATTAMENTO DELLE IMPRESE ALBANESI NEL TEMPO DELLA GLOBALIZZAZIONE. CASO DI STUDIO "LEA-2011" S.R.L. DURRAZZO	
M.Sc. Matilda TOSKA, M.Sc. Alma LLOSHI	242
FREE MOVEMENT OF LABOR IN THE EU AFFECTING SMALL MEDIUM ENTERPRISES	
PhD Cand. Meri DUDUCI, Prof. Assoc. Dr. Alketa VANGJELI, Dr. Albana MADHI	256
EUROPA'S LABOUR PRODUCTIVITY AFTER THE CRISIS	
Nikolay PATONOV, Katerina ZHEGOVA, Ardian DURMISHI, PhD	263
THE METHODOLOGY OF RESEARCH - THE PROMOTION : THE EFFECTIVE JUSTICE AND THE RIGHT	
Ornela TAÇI	277
THE BLURRING LINES OF WHAT CONSTITUTES THERAPEUTIC OBSTINACY – A COMPARATIVE LAW REVIEW	
Dr. Rezarta DEMNERI, Dr. Eniana QARRI	283
LINKING SERVICE QUALITY PERCEPTIONS TO FIRMS' PROFIT: EVIDENCE FROM ALBANIA	
Assoc. Prof. Dr. Shpëtim ÇERRI, MSc. Anduena ÇOKU	279
TRUST AND E-COMMERCE: AN ANALYSIS OF ALBANIAN ON-LINE CUSTOMERS	
Assoc. Prof. Dr. Shpëtim ÇERRI, MSc. Dorisa HOXHOLLI	305
PROCEDURAL PROBLEMS IN THE JUDICIAL PROCESS OF ACQUIRING PROPERTY THROUGH ACQUISITIVE PRESCRIPTION IN THE ALBANIAN LEGAL SYSTEM. CONCRETE CASES AND POSSIBLE SOLUTIONS.	
MA. Silvana DODE	312
PREDICTING BANKRUPTCY, MODELS THROUGH TIME: A LITERATURE REVIEW	
Valbona BALLKOCI PhD, Eliona GREMI PhD	325

ISO STANDARDS ON TOURISM AND RELATED SERVICES AND THE IMPLEMENTATION OF A CERTIFICATION SCHEME. THE CASE OF ISO 14785:2014 TOURIST INFORMATION OFFICES -- TOURIST INFORMATION AND RECEPTION SERVICES – REQUIREMENTS

Agim ANXHAKU PROF. ASOC. DR. INXH.,
Mimoza KOTOLLAKU Dr.

ABSTRACT

In this article, the authors explore standards published by the ISO (International Organization for Standardization) on Tourism and related services in order to examine the possibility of applying tires from public authorities in the field and tour operators. More details are presented in ISO 14785: 2014 Tourist Information Offices - Tourist Information and Reception Services - Requirements. The choice is based on the fact that such services have started in the main cities and the most important tourist destinations in our country. This document has developed an action plan for applying this standard to TIO, an important element of which is the development of a tire certification scheme. .

Tourism , Related Services, ISO, Standards.

INTRODUCTION

Standards on Tourism and related services are globally covered by the ISO (The International Organization for Standardization). ISO published standards are based on the principles set out in the World Trade Organization's "WTO Agreement on Trade Barriers". At the entry of this agreement is claimed:

- Significant contribution by international standards and conformity assessment systems to improving the effectiveness of product realization;
- To ensure, however, that the technical rules and standards, including ... the requirements for conformity assessment procedures do not create unnecessary barriers to international trade;
- Contribution of international standardization in the transfer of technology from developed to developing countries;
- Developing countries may face particular difficulties in formulating and implementing technical standards, standards and conformity assessment procedures with technical conditions and standards.

(Results of the Uruguay Round for Multilateral Trade Negotiations: Legal

THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGY IN SMES DEVELOPMENT IN ALBANIA

Albana MADHI KACOLLJA, Dr

Lecturer

Department of Business Administration

Faculty of Economy, University "Aleksander Xhuvani"

Elbasan, Albania

Email: albana.madhi@uniel.edu.al

Imelda SEJDINI, Prof. Assoc. Dr

Lecturer

Department of Business Administration

Faculty of Economy University "Aleksander Xhuvani"

Elbasan, Albania

email: imelda.sejdini@uniel.edu.al

Abstract

SMEs are a crucial sector for the Albanian economy, and as Albania is committed to joining EU, therefore has undertaken all the necessary reforms required to be in compliance with the European standards. The European development model is closely reliable on the economic development of an information society. So, operating in a global market, SMEs in Albania as a developing country, should not stay behind. The commitments to join EU, do present considerable challenges, considering the current stage of development of the IT sector in Albania. The infrastructure, e-government and public services, education and knowledge, e-business and the legal framework are the main areas when information and communication technology must be developed.

The electronic business is a new way of operating for the enterprises through the active use of information and communication technology as well as the computerization of the business processes. While great efforts are being made in school programs, to introduce the importance of information and communication technologies, more remains to be done for the dissemination of information and communication technology among businesses and public at large.

In recent years is observed a tendency by SMEs is emerging to invest in modernizing and introduction of new technologies. State policies are offering new services as regards e-justice, e-tax, e-customs, e-employment, etc. that helps a lot in facilitating e-business.

The research on this paper is focused on the evaluation of the internet use and the role of information and communication technology in SMEs development

in Albania, according to data gathered by sample surveys of small and medium enterprises in Albania, until December 2014.

The aim of this study is to show the importance e-business in facilitating the economic development, by ensuring a better economic efficiency, effective competition and benefit through: Business restructuring and introduction of modern methods of doing business; up-to-date models for the implementation of e-Business in the companies and; electronic connection between business units, citizens, public administration and non governmental domain.

Important implications are explored for SMEs, service users and policy makers in order to benefit from e-business and the facilities that it offers.

Keywords : e-business, information technologies, internet

1. Introduction

In this global economy, SMEs cannot compete on the basis of just cutting costs; they must compete on the basis of knowledge and value-added. Internet allows businesses to use information more effectively, by allowing customers, suppliers, employees, and partners to get access to the business information they need, when they need it.

E-business is the conduct of business on the Internet, not only buying and selling but also checking customers and collaborating with business partners. Today, major corporations are rethinking their businesses in terms of the Internet and its new culture and capabilities. Development and presence of e-Business is an important factor of national economy. Electronic business, or e-business, is a wide ranging collection of functions and activities that are facilitated by digital and electronic means.

These Internet-enabled services all translate to reduced cost: there is less overhead, greater economies of scale, and increased efficiency. E-business' greatest promise is more timely, more valuable information accessible to more people, at reduced cost of information access. With the changes in business operations as a result of the internet era, security concerns move from computer labs to the front page of newspapers. The promise of e-business is offset by the security challenges associated with the disintermediation of data access. One security challenge results from "cutting out the broker," that too often cuts out the information security the broker provides. Another is the expansion of the user community from a small group of known, evaluated users accessing data from the intranet, to thousands of users accessing data from the internet. Application service providers (ASP) and exchanges offer especially stringent and sometimes contradictory requirements of each user and each customer security, while allowing secure data sharing among communities of interest. E-business depends on providing customers, partners, and employees with access to information, in a way that is controlled and secure. Technology

DECISION MAKING IN UNIVERSITY "ALEKSANDER XHUVANI" ELBASAN (CASE STUDY DEPARTMENT OF BUSINESS ADMINISTRATION)

Ali Turhani Prof.Dr. , Gjergji Shqau Prof.As.Dr.

Abstract

The decision making process is important both theoretical and practical. The purpose of the study of this article is to identify the decision-making factor and its impact on the organizational units by taking the case as the Department of Business Administration Economic Faculty, "Aleksander Xhuvani" University Elbasan. The methodology used is based on the basis of the descriptive method and through careful consideration of all documentation regarding decisions taken over a period of five years. The basis of the practical study is based on a theoretical credential material with specialists in this field. The study notes that there are different factors from the department's personality, the effective use of power, the professionalism of the staff, the environment and the culture of self-awareness, the style of leadership, etc. who according to the study have a high performance performance and high quality. The study also identifies the integrity of persons in decision-making, decision-making ethics, division of competences and decentralization of the power of department heads in the decision-making process. The department's autonomy is another important factor that significantly affects the department's work effectiveness and the successful completion of decisions. The study also reveals some shortcomings that need to be revised in the future for group work. In the end, conclusions and recommendations are given for the continuous improvement of the work of this unit.

Keywords: decision making, business administration department, decisions, success, leadership, members.

1. The decision-making process and its importance

Decisions are an important part of life in and out of work. Decision makers are those who are responsible for taking a judgment and in some cases very important between two or more alternatives. Making a decision passes through a whole process from initial counseling to final implementation. It is normal for any one to make managerial decisions or even a simple manager in an organizational unit. Part of the role of a manager (or leader) is also broad or narrow decision making. Making a right decision in any situation is

THE INFLUENCE OF BUSINESS INTELLIGENCE ON INTEGRATION OF ALBANIA IN EUROPEAN UNION

ALKETA VANGJELI Prof. As. Dr.

Faculty of Economy

"A. Xhuvani" University, Elbasan, Albania

alketa.vangjeli@uniel.edu.al

NERTILA CAKU Msc.

Faculty of Economy

"A. Xhuvani" University, Elbasan, Albania

nertila_caku@live.com

Abstract

Data is the new gold that waits to be excavated. Businesses are collecting more data than they know what to do with. To turn all this information into competitive gold, they will need new skills and new management style. The recent explosion of digital data is so important. Because of big data, managers can measure and hence know, radically more about their businesses, and directly translate that knowledge into improved decision making and performance. Much of the data contains valuable information, which can be used for the company's and state further development. Using big data and business intelligence models enables managers to decide on the basis of evidence rather than intuition. Smart leaders across industries will see using big data for what it is: a management revolution and a unification of the world. The aim of this paper is to analyze the use of business intelligence in Albania and how it should be more well practiced for influencing the integration in European Union. The used methods are analysis of business intelligence and big data in different sectors such as: business innovation, taxes, government, education, health, crime etc and also a survey for western Balkans countries especially Albania and their initiatives for integration in European Union.

Keywords: big data, business intelligence, European union integration, Albania

1. INTRODUCTION

The use of business intelligence has the potential to transform traditional business as well it may offer them even greater opportunities for competitive advantage. As well we'll discuss in more detail, the big data of this revolution is far more powerful than the analytics that were used in the past. We can

THE ROLE OF THE NATIONAL COURTS IN STATE AID LAW ENFORCEMENT

Anduena GJEVORI, Dr

Lecturer

Department of Law

University of Elbasan

Email: anduena.gjevori@uniel.edu.al

REZARTA DEMNERI, Dr

Lecturer

Department of Criminal Law

Faculty of Law

University of Tirana

Email: rezarta.demneri@fdut.edu.al

Abstract

National courts may be required to consider some types of issues regarding the application of the rules on State aid. These types of issues can be grouped into the following categories. First, national courts have to apply an order of the European Commission related to the recovery of State aid. Secondly, national courts may review a discriminatory tax, containing State aid elements. Thirdly, national courts may decide on public procurement matters which include State aid elements. Fourth, competitors of the beneficiary of State aid may request to the national court to decide on damages. Finally, national courts may be required to resolve disputes between the two administrative bodies. This paper will investigate the main issues related to the role of the national courts in State aid law enforcement. Additionally it provides analysis on the division of this competence between the national courts and the Commission.

Key words: State aid, national courts, European Commission, competition.

INTRODUCTION

The role of the national courts in State aid enforcement stems from the direct effect of the last sentence of Article 108 (3) of the Treaty on the Functioning of the European Union (hereinafter TFEU). The last sentence of Article 108 (3) TFEU prohibits Member States to put into effect the proposed measures until the European Commission (hereinafter Commission) has decided on

INSURANCE COMPANIES IN ALBANIA

Anila ÇEKREZI, Dr

Department of Finance and Accounting, University "A. Xhuvani", Elbasan, Albania

Email: vocianila@yahoo.com

Marsel SULANJAKU, DR

Department of Finance and Accounting, University "A. Xhuvani", Elbasan, Albania

Email: marsel_sulanjaku@yahoo.com

Abstract

Insurance is a contract in which an entity receives financial protection against losses from an insurance company. Insurance companies are very important financial intermediaries. Despite the challenges and the problems they have faced, their number has increased steadily. The activity of the financial market during communism in Albania, has been very limited and focused in the hands of the government.

The paper contains three sections. The first section is a brief introduction on insurance industry, section two describes the development of insurance business in Albania, activities of insurance companies etc. The third section is a literature review on the main factors which influence on the profitability and development of insurance industry.

Keywords: Insurance Companies, Macroeconomic and Microeconomic Factors, Albania.

1. Introduction

The insurance sector plays an important role on the financial and economic development of Albania, which is considered as a developing country. The insurance market constitute an important part of overall financial sector and can significantly affect stability of the financial system (Cepelakova, 2015).

Insurances are similar to banks and capital markets as they serve as financial intermediations. By accepting claims, insurance companies also have to pay premiums and form reserve funds. So insurance companies are playing an important role by enhancing internal cash flow at the assured and by creating a large amount of assets placed on the capital market and hence may contribute to economic growth (Haiss & Sumegi, 2008).

Another definition of insurance companies is provided from Haiss & Sumegi (2008). According to them these institutions provide financial services and together with pension funds belong to the major investors of financial markets and their influence is likely to increase because of the worldwide integration

NETWORK SURVIVAL STRATEGIES OF MIGRANT ENTREPRENEURS IN LARGE CITIES ANALYSIS OF ALBANIAN FIRMS IN MILANO

Annie TUBADJI
*University of the West of England,
Bristol, UK
atubadji@hotmail.com*

Peter NIJKAMP
*Tinbergen Institute,
Amsterdam, The Netherlands
Adam Mickiewicz University,
Poznan, Poland
p.nijkamp1@gmail.com*

Elvira FETAHU
*University of Bologna,
Rimini, Italy
University "Aleksander Xhuvani"
Elbasan, Albania
elvirafetahu@yahoo.com*

Timothy HINKS
*University of the West of England,
Bristol, UK
Timothy.hinks@uwe.ac.uk*

This paper departs from the premise that in a mixed-embeddedness network context (i.e. experiencing simultaneous embeddedness in different networks) the use of a particular type of network may be a strategic choice between close substitutes of social capital. The study focuses therefore on the impact of potential 'home bias' amongst entrepreneurs in choosing the type of networks that have higher cultural proximity. This choice might influence the opportunities for firm survival. Using a mixed-methods approach that focuses on small Albanian ethnic entrepreneurs in Milan, we distinguish between three types of networks according to the cultural proximity in the social bond involved: contacts with the indigenous population, with the local diaspora and with fellow citizens based in the country of origin. Using the Kaplan Meier estimator for two distinct groups and employing propensity-score matching techniques, we find that strategic network liaisons with locals is the most beneficiary factor for firm performance. However it is social networking within the local Albanian diaspora that is the most common behavior. This means that due to a 'home bias', the ethnic entrepreneurs underperform due to adopting a culturally introversive choice in a mixed embeddedness network.

Keywords: networks, social capital, mixed embeddedness, ethnic entrepreneurship

JEL classification: Z10, D81, L26, R11

PORT AUTHORITIES IN ALBANIAN LEGISLATION: THE PROCESS OF LIBERALIZATION AND INTERNATIONALIZATION THROUGH LEGISLATION

Arber GJETA, Prof. Assoc. Dr.
Lecturer of Commercial Law
Department of Law
Faculty of Economy
University of Elbasan

Fatma SPAHIU
University of Elbasan

1. Albanian maritime legislative framework and ports

First of all, in the Albanian legislation navigation law does not constitute an autonomous collocation, but we can affirm that, with the adoption of two codes (Maritime and Air Navigation), it is to be considered as special legislation regarding common legislation. The maritime legislation in Albania lays on Maritime Code adopted in 2004, and in several secondary acts and specific laws that regulates in detail several issues like security and maritime infrastructures. The Maritime Code with its 403 articles is to be considered as complete and exhaustive in regulating maritime navigation. It was drawn based on best models and with foreign experts. Once established the specialty of the discipline we have to take a more in depth look on other legislation that is outside Maritime Code. Regarding the Harbour Masters the Code disposes on its III Chapter of Part I (article 28-29) and, furthermore, it is regulated by Decree no. 4938 of 4.2.1972 (as changed by decree no. 6180 of 26.04.1980). In second place, the Maritime Code disposes on the portual security forces in article 30 that set up a reserve of law which establish that "Portual security police is organized and operates under the law 'On the security in ships and ports'⁶³".

Regarding Port Authorities the Maritime Code disposes that these are entitled for the administrative direction of navigation operations and relative maritime area, and for the coordination of the relations with state organs⁶⁴ (article 31). Even for the Port Authorities the Maritime Code disposes a reserve of law as well as for the security issues. The special legislation, which is object of our study, is the law no. 9130 of 08.09.2003 "On Port Authority", whose main goal is to "shift ports from a concept of 'service ports' to 'landlord ports', in order to increase commercial independence of ports" and to "align the services and the port infrastructure according to the international practices, in order to achieve

⁶³ Law no. 9281 of 23.09.2004

⁶⁴ It is not clear the letter of article 31.2 when it states that: "the Port Authority is designed by a legal subject, public or private, which realize alone the operations in the maritime field"

1.1 Historical basis from the adoption of the Maritime Code until now

Albania has four ports and the primary ports are to be considered port of Durres and Vlora and two secondary ports, port of Shengjin and Saranda. The ports in Albania had the status of ports of services (in the Decision of the CoM no. 907 of 09.12.1996 "Port Authority of the port of Durres") and it was created as a company from the predecessor State company "Maritime Port of Durres" (created on the basis of the Order of Minister of Public Works and Privatization no. 13 of 13.11.1998 and registered as a public company with the tribunal decision no. 20385 of 04.12.1998). The actual legislation on the Port Authorities shifted the notion of ports from port of services in landlord ports. This process started with the innovative provisions that have roots in the new Albanian Maritime Code and, for sure, in the new economic and geo-strategic dimension that the ports of Albania are facing in the Balkans area⁶⁶. Furthermore, it is important to mention the integration process with the EU legislation.

Nevertheless, actually in Albania only the port of Durres has the legal status of "Port Authority", which is the only who operates as a landlord port. Thus, port of Vlora, Shengjin and Saranda are public companies owned by the State and subject to precedent legislation.

2. The legal nature of Port Authorities in Albania

The Law no. 9130 of 2003 disposes on Port Authorities and regulates their functioning. Approved one year before the entry into force of the Maritime Code we must assume that it was totally in line with the new coming code. The scope of this law is to implement a strategy for developing infrastructure, superstructure, finance and human resources of Albanian ports. Furthermore, it has the scope to foster competition, economic development through direct private investments in order to reduce public investments. In order to reach this scope the main objective was shifting ports from service ports in landlord ports⁶⁷ and this law determine the form of organization, rules for functioning and for administering the assets, relation with operators, State organs and port authority representative.

⁶⁶ Nevertheless, in the sectorial strategy for transport in Albania, performed by Luis Berger S. A. it is noticed that "The traffic forecast for the port of Durres in 2023 should be handled with some precaution because of the uncertainty which prevails on some major factors like the level and pace of privatisation of the operation of the terminals, the competition between container and Roll on – Roll off (ferries) traffic in Durres, the materialisation and schedule of the AMBO pipe line project, and eventually, the investment and marketing policy of the competing ports in the region (Bar in Montenegro, Tessaloniki and Igoumenitsa in Greece)"

⁶⁷ It is frequent in the legislative text the reference to this main objective of this law. In example, article 18, rubricated "Responsibility of the members of Managing Council and employees", remarks that: "any member of the MC and employee of the PA, during the exercise of its power and tasks, should: ... c) pursue the objective of the shift of the port into a landlord port"

THE DEMOGRAPHIC SPREAD OF THE INTERNET AND ITS IMPACT ON THE ECONOMY

Diljana DUSHKU

Universita' Cattolica "Nostra Signora del Buon Consiglio"

ALBANIA

dushku_ana@yahoo.com

Abstract

This paper considers the impact that the internet has in the Albanian economy. The demographic area in consideration is the capital Tirana and the rural areas. The research is based on a poll conducted on ground and online level. Salary is one of the most important variables that are used to evaluate the impact of the internet in the economy. The main purpose of this study is to find out whether there is an Internet dependence on children in the current context of a city, in that case is the city of Tirana and its rural zone. The study is based on the impact of the internet and the economic growth. The existing literature provided by the various electronic researches of several universities and organizations that have dealt with this phenomenon, has a very high impact in this study. As well a range of other resources serving to supplement the theoretical part and off course the survey has their own precious contribution. With the news that brings more and more technology and the use of the Internet every day, children need to learn how and how much they should use the Internet, to be controlled in some way and communicate with them about the dangers. That especially has a high correlation with the central zones with parents with high salaries.

Keywords: Demography, Poll, Crisis, Salary

Introduction

The main purpose of this study is to find out whether there is an Internet dependence on children in the current context of a city, in the case of the city of Tirana where access possibilities and internet access are quite advanced, such as in the home environment, schools, shopping centers, entertainment centers, as well as licensed centers for extensive use of it, or so-called "Internet Cafe".

Another aim of this study, the second by ranking but not least, is the highlight of Internet impact on the educational progress of children. There is no doubt that online games have beneficial material which develop children's intelligence if they are used regularly and timetable. However, if children use the internet

"OLD WINE IN A NEW BOTTLE" - PROGRESS TOWARDS WOMEN'S EQUALITY IS YET TO COME

Engiellushe MENERI

Università Cattolica "Nostra Signora del Buon Consiglio"

Diljana DUSHKU

Università Cattolica "Nostra Signora del Buon Consiglio"

1. Abstract

September 11th looks like it has changed the world on many fundamental levels. The American people realized that if they could be attacked so effectively by a smaller group of people with a fundamentalist ideology that opposed their own, future security was undermined. But ideas were to be attacked as well. The echo influenced the public perception of women's place in society, the resurgence of support for the conservative's view of women's roles, and the disappearance of women on major television networks. Did the backlash on women happen because of 9/11, or was it simply a general societal inability to express emotions? In the circumstances discussed, the tragedy of 9/11 was manipulated towards showing that women were not the same as men. Rather in a view that expressed the traditional societal position of women, it was used as a perfect reason for men to place them back in their societal roles.

Keywords: Media, Feminism, Organization, Social Positions

It appears that September 11th has changed the world on many fundamental levels. The developed countries realized that they could be attacked so effectively by a smaller group of people with a fundamentalist ideology that opposed their own. Despite a strong legal system and a strong military their future security was undermined. But ideas were to be attacked as well. Susan Faludi like many other authors of the time discusses the systematic attack on women and their viewpoints following 9/11. Her book *Terror Dream* explains how the echo of 9/11 influenced the public perception of women's place in society and the resurgence of support for the conservative's view of women's roles.

The gender identity development should be seen in sociocultural, economic and psychological processes in order to properly evaluate the role of men and women in a society. These processes are partly guided by public policies and legislative arrangements in the way that gender relations and identities could satisfy their role in a society. Prior to the 9/11 events, many conservatives held the old views of segregated roles of men and women in society. Historically men were the breadwinners and the protectors of their women while women had nourishing and homely duties. Even before 9/11, these views were seen as outdated and quaint by the majority of the public. Conservatives said that they were concerned that feminists' objectives would weaken the country.

defenses and embolden enemies to attack. They vilified the feminists' views that women and men are equal and should share all tasks equally. However, in society it was already well established that if a woman could do a job as well as a man, there should be no issue, and that conservatives who disagreed were out of place in the modern area. This all changed with 9/11. As Susan Faludi mentioned, within days of the attack, media venues were sounding the death kneel of feminism. Much of the public suddenly believed that the conservatives had been right the entire time and that Feminists were to blame for this crisis.

By what was discussed on the media at the time, it seemed that the conservative narrative was supported and that women had weakened the ability of the US to defend itself. Men suddenly felt insecure and embarrassed about their abilities as "warriors" as they were unable to defend the country. In an article in the New York Times, Edward Rothstein (2001) expressed hope that, as it comes to be realized how closely the 9/11 attacks came to undermining political and military authority of the U.S., the culturally relativist and universalist thinking of today will come to be seen as "ethically perverse." While the author did not explicitly mention feminism, he targeted the current emancipated worldview. It is in times of political, economic and social uncertainty that women and feminists often get blamed for the undesirable outcomes.

From the perspective of international relations, feminists have shown how narratives about (male) protector and (female) protected in the war on terror have been "central to boundary-drawing processes since they construct a clear division between the 'war front' - a masculinist domain in which masculinity is performed on the battlefield-and the home front' - a feminism realm of domestic and peace" (Steans, 2008, 160). If a feminist asked questions about reasons behind an attack, how the attack was successful, or the current strategy regarding a response to an attack, the insecurities would cause severe personal attacks on the woman raising the issues - but not on the actual issues. Even though talking points may be correct, or that there was no infringement on the right to free speech, it wouldn't help the situation. For example, the Dixie Chicks stated that they were against the Iraq war, and were embarrassed to be from the same state as the President. Instantly the public hated the Dixie Chicks; they even received death threats. It remains a controversy today, where their songs are not played on the radios in the US but are very popular downloads from the internet. It was clear that women's views were no longer relevant and if women wanted to avoid public humiliation they should avoid public statements.

Suddenly free speech and opposing viewpoints were not allowed because the US was at war. The more disturbing question is why did news organizations stop talking with women. In *Terror Dream*, CBS is quoted as saying "Listen, this is a war situation" to explain why no women were on their talk show. The only plausible reason is that the media espoused a conservative viewpoint. Men were the protectors of the country and the country was at war. Women had been taking very important jobs (to the detriment of the country's

security) away from men. Worse, the standards needed to be lowered to help women get these positions. Before 9/11, these views were seen as laughable, now people 'realized' that women didn't belong in a man's job of protection. Therefore, it was assumed that women didn't have anything important to talk about on the subject, and if they did, it wasn't going to be helpful.

Did the backlash on women happen because of 9/11, or was it simply a general societal inability to express emotions? In the circumstances discussed, the tragedy of 9/11 was manipulated towards showing that women were not the same as men. Further, in a view that echoed the traditional societal position of women, it was used as a perfect reason for men to place them back in inferior societal roles. Since the "war against terrorism" began our images of men and women have become more rigid. Prior to September 11, United States were becoming accustomed to less militarized models of masculinity (Tickner, 2002). However, Faludi's book, helped to highlight that September 11th was well suited to support the old voices that wished to renew traditional values. As she describes, "The last decade has been counter-assault on women's rights, a backlash, an attempt to retract the handful of small and hard-won victories that feminist movement did manage to win for woman (1991, p. xviii). As long as there are things where we see man capable and women incapable, women's capabilities and femininity are subject to constraint. The passage of United Security Council Resolution 1325 has resulted in dramatic spike in the number of women included at peace negotiations in conflict-ridden societies, yet the women included do not walk into a gender- equal negotiation room where their opinions are automatically valued as much as men's (Enloe, 2004).

In time of uncertainty, fear of social change rises as does fear of feminist agendas. This and some other cases show that feminist involvement in different aspects of life are more complicated than recognizing and readdressing gender-oppression through the reversal of gender subordinating policies and the diffusion of gender equality norms. Instead, gender subordination is often partial, subtle, and hybrid, both in its performance and in its results. When women's influence increases, it strengthens and increases economic stability and democratic order. In societies where women have social, political and economic power, there is a strong consistency for democracy and human rights. Furthermore, in the light of woman's rights, further efforts are needed to influence policy and regulations and to establish accountability in woman's equality.

EFFICIENCY OF SPENDING ON DIGITAL MARKETING, IN THE ALBANIAN ECONOMIC CULTURAL ENVIRONMENT

Ervin MYFTARAJ, Assoc. Prof. Dr
"Aleksandër Moisiu" University, Faculty of Business,
Durrës, Albania
Tel: +355 (0) 67 20 03 169; e-mail: ervin.myftaraj@yahoo.com

Abstract

Publicity in the media as one of the most important elements of mix communication has a large part in the budget of Albanian companies. But the rising number of Internet users has led to the necessity of using this tool for the marketing of their products.

In this context, the Albanian companies have "turned the head" in new ways of communication, trying to boost their audience indicators and using interactive forms of communication to create and maintain relationships with their customers.

If, in the case of media publicity, every company (Albanian or foreign) admits that a portion of expenses for publicity gets lost, reducing the effectiveness of these expenditures, in the case of Internet advertising, theoretically, the effectiveness of spending on publicity should be increased. But what happens in fact in Albanian market?

The first part of the paper has identified some theoretical facts about the application of Internet advertising, online marketing and the use of internet by Albanian companies and their customers. In the second part of the paper, we present the results of a questionnaire, about using the Internet for publicity, admission of this form of mix communication by the Albanian consumers and its efficiency in Albanian environment.

Key words: Internet advertising, mix communication, efficiency, economic-cultural environment

1. Methodology

The paper is constructed in several chapters; each chapter consists on two parts: the first part consists on the theory that we have used literature to argue the studied phenomenon. In this section we have explored through various publications and studies. All the publications that are taken into consideration are analyzed and the relevant conclusions provide an easily understandable focus of Internet advertising application

THE IMPORTANCE OF IDENTIFICATION THE BEST COMPANIES FOR VARIOUS BENEFITS (CASE STUDY ALBANIA WATER-SUPPLY SECTOR)

Gjergji SHQAU, Prof.As. Dr.

Albana MADHI, Dr.

Elda SHQAU, Msc.

Abstract

Identification of the best company (leadership) is important for management, which has a significant impact on the organization in particular and the sector (branch) in general. The aim of this paper is to present the way of the best company assessment, focusing specifically in the water sector in Albania. The methodology of this article is based on the collection of data from different sources and contemporary as well as interviews and different questionnaires that were used to evaluate the most important indicators of the sector. On the other hand the processing of these data and the correlation between performance and technique- economic indicators of the sector; is done through different econometric programs. Through analyzing the 11 most important indicators, such as : coverage of population with water, continuity hour average, income per 1000 habitants, etc in 13 enterprises with good water supply in Albania the leadership in this sector is estimated referring to a period of six years (2011-2016). Contribution and the main aim of this paper is that, this kind of technical assessment give the possibility to managers and other leaders of this sector and other sectors, to measure their performance, and to compare between similar units within the sector where they operate, allocate investments, funds based on performance achieved. The achieved performance can have a significant impact on the relationships within and outside the organization at all times that it operates with interest groups and in different parts of its life. Some of the main findings of this paper related to the technique of assessment of sector of the best company, providing a model of effective, which creates more chances to make the sector more efficient and effective and to enhance the performance of enterprises particular and sector in general, its impact on some important techno-economic indicators such as revenue per population served, investment and service quality as persistence, the level of chlorine, the number of sanitary controls, etc. Therefore recommended a great attention of water supply enterprises and management boards in them, for the best selection of the best company, to optimize and constantly improve their various indicators.

ADMINISTRATIVE CONTRACTS

Ina BALUKJA

Fakulteti Ekonomik, Universiteti "A. Xhuvani" Elbasan

E-mail: inabalukja@hotmail.com

Abstract

The public administration activity can be expressed both in public and private law formats. The public administration negotiation activity is an expression of the private autonomy that finds its basis in the freedom of initiative guaranteed, constitutionally and legally, to all legal persons, even to public authorities such as authoritarian powers and capacity to act the basis of the rules of law. Unlike the past in which the public administration had the obligation to act through ordering powers imposing unilateral acts, today it can achieve a public purpose even through contractual activity.

In this perspective, the proposed paper is the primary objective with the perception of modern privatization tendencies that has given a significant impetus to public administration contracts, analyzing the issue of public service fulfillment through contractual activity, considering negotiating activity as an instrument of the general character equated with equal dignity versus the preventive action character.

However, it is necessary to point out that both forms of administrative activity, according to private and consensual law formats and under traditional authoritarian and unilateral modalities, are characterized by a condition of functioning: although public administration is endowed with discretionary power, we in fact, it is not free to choose the goals to follow but is always conditioned to pursuing the public interest.

Key words: public administration, administrative contracts, private law, administrative courts, public interest

1. The administrative contract in the Albanian Administrative Procedures Code.

The administrative contract is defined by the legislator as an agreement with which is possible to create, to modify or to extinguish a legal relation of public law. Referred to the administrative contract, the Administrative Procedures Code list, not in exhaust order, a series of contracts which connect the public administration bodies, agreements which are proper the administrative contracts.

FINANCIAL ANALYSES STATEMENTS OF COMPANY "X" LLC

Jonida BEKTESHI, MSc

Economic Faculty

University "Aleksander Xhuvani", Elbasan, Albania

Email: jonidabekteshi@gmail.com

Abstract

This research is about dealing with horizontal vertical and report analyses and the evidence of different explanations. We go beyond the figures, accounting policies and fiscal laws when we look on the financial condition of the companionship. Constitution of the horizontal and vertical income statements as well as expenditure and balance sheet accounting in the report analysis is an important part on this research. During the accounting information analysis it is necessary to analyze the existence of expression behind the figures of data in monetary form which is not fully accurate. The research is focused on two important analyses of the financial statements, The Balance Sheet and the Statement of Income and Expense, as well as the interpretation of some important reports such as: the turnover liquidity ratio and the profitability reports, taken together, give a picture of the financial condition of the company. In order for these mirrors to be useful for making different decisions, decision makers should be able to find information that is relevant to them and helps them compare from year to another. Detailed data is provided for the last three years where the given quantitative information is not only relevant, but also in a descriptive way.

Keywords: Horizontal and Vertical analyses, Accounting Policies, Fiscal Laws, Balance Sheet, Statement of Income and Expense, Turnover liquidity.

Introduction

The analysis of the financial statements is the set of techniques, tools and procedures used to identify and extract from the financial statements the necessary information to make fair and efficient decisions. The purpose of the financial statements analysis is to examine the financial data of current and past periods to assess the company and determine the potential future risk. Analyzing financial reports and financial statements requires fundamental understanding of where these numbers come from, how they are organized and what they express, what they mean, what they measure and what they are used for. The first concept is about two important ways of using numbers in business. The numbers provide a way to determine how the business operates. Measurement of financial performance, by nature, is historical and uses actual

SHORT-TERM EFFECTS OF THE EUROPEAN FUNDS ON BULGARIA'S ECONOMY

Kalina DUROVA, PhD Student

South-West University "Neofit Rilski", Department of Finance and Accounting

66 Ivan Mihailov Street, 2700 Blagoevgrad, Bulgaria

Email: kalina_durova@swu.bg

Abstract: The objective of this paper is to estimate the short-term impact of the European Union (EU) funds on Bulgaria's economy. The short-term effects of EU financing on growth, employment and unemployment are analyzed via ordinary least squares (OLS) regression of time series data. In the short run the EU funds absorption rate does not affect economic growth, employment and unemployment in Bulgaria.

Key words: Bulgaria, Cohesion policy effects

JEL Classification: F02, F15, F36

Introduction

The EU Structural and Cohesion Funds are crucial to a small open economy with a small amount of domestic savings, such as the Bulgarian one, which relies heavily on external financing to finance its investments, generate economic growth and overcome its lagging behind developed European economies. The aim of the present research is to evaluate the short-term effects of European funding on the Bulgarian economy. It has been achieved through the fulfillment of the following tasks:

- Description of methodology and data of the study (Section 1 and Section 2);
- Presentation and interpretation of study results (Section 3);
 - Formulation of recommendations on maximizing the benefits of EU funds to the economy of Bulgaria (Conclusions section).

The short-term effects of EU funds on the Bulgarian economy have been estimated by ordinary least squares (OLS) regression of time series data.

1. Methodology

The methodology used in this study is an OLS analysis of time series data. The following equations were estimated

INNOVATED WATER RE-DISTRIBUTION SCHEME, HURDLES AND ADVANTAGES

Kostandin KRISTO

PhD Candidate

Applied Statistics and Informatics Department

University of Tirana

Email: kostakosta63@yahoo.com

Telephone : 0699197606

Keywords: reclaimed water , sustainable development , eco-innovation , technological change .

JEL Classification: O30, O31,O32,O33 .

Abstract

The drought regarding a climate forecast Albanian departments have marked the past three months were the result of winter rainfall that was insufficient for replenishing water tables this year and before . We often say that water shortages are not a threat for our country due to plenty water sources . It's possible to think this when we compare our situation to that in other countries. Still , in some regions the availability of water resources is becoming an urgent problem, even more so if we link this to the different scenarios tied to climate change. Each basin has specificities, but some general evolutions should be planned for ,increase in water demand due to the rise in temperatures , causing an increase in the price of water and usage conflicts , change in the amount of the available water resources , changes in the flow of waterways and the aquifer recharge ,decrease in water quality (meaning a concentration of pollutants and a weakening in self-purification capacities) rise in nitrates in waterways and in aquifers may occur, as well as increased salinity levels ,increase in the vulnerability of certain ecosystems due to the rise in the risk of erosion, flooding and salting .

This paper aims to introduce the benefits and challenges of applying at homes or communal buildings of an Eco-innovation , through developing a new inside distribution of wastewater so that it concludes into sustainable development of inside communal water distribution , therefore recycling inside the house . The main objective of the study is to make evident the cost-efficiency importance of these re-distribution systems , and how they affect improvement in water needs sector , highlighting the deficiencies that cause their not fully-efficient re-use of grey inside water and the positive impact on the potable water saving .

L'IMPATTO DELLA VIOLENZA DOMESTICA SULL'ECONOMIA DI UN PAESE

Lorena MUSAI, Av. Phd candidate

PG presso Procura di Elbasan

Barjam GJISHTI, Av. MSc.

Docente presso Collegio Universitario TBU

Astratto

La Dichiarazione delle Nazioni Unite sulla Eliminazione della Violenza Contro le Donne del 1993 definisce la violenza contro le donne come "qualunque atto di violenza in base al sesso, o la minaccia di tali atti, che produca, o possa produrre, danni o sofferenze fisiche, sessuali, o psicologiche, coercizione o privazione arbitraria della libertà, sia nella vita pubblica che privata delle donne."

La violenza contro le donne rappresenta una violazione dei diritti della persona riconosciuta sia in ambito nazionale che internazionale.

La violenza rappresenta un fattore di criticita' urgente', poiche' mina la salute e la personalita' della donna, limita le liberta' personali, influenza la sicurezza collettiva, condiziona la crescita del capitale umano e del sistema economico e sociale nel suo complesso, su un lungo orizzonte temporale.

L'estensione, la validita' e l'affidabilita' dei dati disponibili sono aspetti fondamentali nel determinare l'ordine di grandezza del problema e nell'identificare aree prioritarie di intervento da parte degli stati.

La violenza contro le donne e le ragazze riduce la produttivita' ed il funzionamento sociale, e impone costi elevati ai bilanci pubblici, sia per quello che riguarda la presa in carico delle vittime che il trattamento degli autori delle violenze.

In base alla normativa internazionale dei diritti dell'uomo, gli Stati hanno un duplice dovere: non solo devono astenersi dal commettere violazioni dei diritti dell'uomo, ma hanno anche l'obbligo di prevenirle e dare una risposta efficace alle violenze.

Considerando le correlazioni tra i fattori responsabili della violenza domestica, le strategie e gli interventi devono essere concepiti come facenti parte di un contesto integrato.

L'unica strategia che assicuri la sostenibilita' e abbia la potenzialita' di eliminare questa piaga e' una strategia a piu' livelli, che permetta di affrontare le cause strutturali della violenza contro le donne offrendo allo stesso tempo la disponibilita' dei servizi immediati necessari alle vittime.

THE IMPACT OF ICT USE ON EDUCATION AND ITS QUALITY

Luan BEKTESHI, PhD.

Faculty of Applied Science and Economics

"Marin Barleti" University, Tirana

Phone: +355672049505

Email: luanbekteshi@yahoo.com

ABSTRACT

The education sector has undergone significant changes in recent decades. One of the reasons for these changes was the rapid development of ICs and its increasingly use in the education sector, restructuring the sector through the addition of new curricula and also accompanying new teaching methods.

Education is vitally important today. This is not a new statement - it has been argued for thousands of years. Education enables people to be productive, get jobs and participate in society and most people have recognized this. Today, these arguments are still true but they have been added to with others that were perhaps less important in the past.

The knowledge economy needs people with higher levels of education. As developed country economies have reduced the extent to which they are based on manufacturing and towards services and technology, more jobs have required more education. This has been one of the main factors behind the growth of the education sector. More students have completed high school and more have gone on to get bachelors and, increasingly, master's degrees. Study programs in universities have grown quickly.

Today there are two new factors that make education even more important. As technology has increased the pace of change in most countries, the nature of work has also been rapidly changing. While manufacturing jobs have been in decline for many years, automation is resulting in further decline in manufacturing and service jobs. It is thought that automation will accelerate in future years, resulting in significant employment disruption for many.

Job related disruption is expected to increase as a result of automation and other technological change based on artificial intelligence and the proliferation of the internet of things. A range of political responses to this situation are possible. Some populist movements have argued that governments should introduce barriers to trade and immigration that are based on the incorrect assumption that job loss and change is largely based on the expansion of globalization. Statistics show that much of the change that has occurred is

CREATIVE ACCOUNTING AND ITS TRAPS

Marsida KËNUTI (MORINA), Dr
"Aleksander Xhuvani" University, Elbasan
marsida.kenuti@uniel.edu.al

Encola TEQJA, MSc
"Aleksandër Xhuvani" University, Elbasan
encolateqja@gmail.com

Abstract

Professional ethic is an aspect, as important as professional knowledge itself. The use of knowledge without being aware, and against the generally agreed upon principles, brings not only ethical and legal evasion, but even a low rate of individuals who are going to use the financial information. Creative accounting causes disruption to company's performance. Even in case its methods are in line with the standards and principles, can we consider it as an ethical solution and which is the distinction between a "legal" and "illegal" trap. In this paper a general overview will be given to creative accounting methods and their implementation in the economic reality. The questionnaire will be used as the main tool for descriptive and comparative analysis.

Key words: Creative accounting, Standards, Traps, Methods, Principles

Overview

As capital markets become more integrated and globalized, standard setting in financial accounting faces multiple challenges. Financial accounting standards must adapt and change in ways that make them usable to firms in varying institutional and economic settings, and by extension, make the financial statements produced under those standards useful to capital market participants worldwide. A question that arises is how to ensure corporate transparency and faithfully represented financial reports, and whether principles-based rather than rules-based standards are superior in this context. Two areas of particular interest to standard setters are mandatory disclosures made within the scope of the standards, and judgments and estimates required by financial statement preparers when standards are predominantly principles-based⁹⁴.

The term accounting refers to regulated financial statements (comprising

⁹⁴ *Disclosures and Judgment in Financial Reporting: Essays on Accounting Quality Under International Financial Reporting Standards*, Emmeli Runesson 2015 and BAS Publishing ISBN: 978-91-7246-335-6

HUMAN RESOURCE DEVELOPMENT IN SLOVAK CORPORATE ENTITIES: APPROACHES TO FURTHER EMPLOYEE EDUCATION AND TYPES OF EDUCATIONAL ACTIVITIES

Marta MATULCIKOVA

Daniela BREVENIKOVA

University of Economics in Bratislava, Slovak Republic

The paper deals with human resource development in the Slovak corporate sector. The aim is to describe approached of Slovak corporate entities to education and training of their employees and recommend activities that would bring anticipated results. The first (theoretical) chapter contains the description of stimuli to employee education, three basic approaches to corporate education (passive, overall business performance based, and positive approaches), trends in corporate education with focus on professionalization, and stages in the corporate attitudes to education and training in corporate entities. Methods of empirical research (questionnaire method and interview) conducted in Slovak corporate entities and respondent profile are characterised in the second chapter. Results of the research are presented in a separate chapter, containing respondent opinions of how their employers approach to employee education and training. In the conclusion, there are presented six specific types of activities that the authors recommend to conduct in order to be efficient in corporate education and training. If corporate education is to result in efficient human resource development, it has to be provided as a system, or rather as a particular system integrated in the implementation of individual activities. Unless employers adequately analyse and then identify educational needs and determine measurable educational aims and subsequent evaluation of their fulfilment, they can always find the costs of education inefficient and unnecessary. If corporate entities intend to provide education as a full-fledged part of their other personnel activities, they need to employ not only an education manager and a training manager but also other specialists, whose job content includes separate activities, required for the preparation and implementation of employee education and training.

Keywords:

Approach to corporate education, education manager, further education and training, human resource development, professionalism trend

ADATTAMENTO DELLE IMPRESE ALBANESI NEL TEMPO DELLA GLOBALIZZAZIONE.

CASO DI STUDIO "LEA-2011" S.R.L. DURRAZZO

Matilda TOSKA, M.Sc.
Università "Aleksander Moisiu" Durrazzo
La Facoltà di Business
La Cattedra di Marketing
matilda.toska@hotmail.it

Alma LLOSHI, M.Sc.
Avv. della Camera degli Avvocati di Elbasan
almallosi@hotmail.com

Astratto

Il processo di adattamento del marchio in un mercato globale ha assunto particolare importanza negli ultimi anni. Pertanto, vi è la necessità di esaminare questo argomento identificando e sintetizzando gli studi condotti fino ad oggi per comprendere meglio questo concetto e per averlo come punto di riferimento per la ricerca futura. Oggi nel mercato globale, il marchio è considerato parte delle risorse strategiche e organizzative aziendali. Vale la pena ricordare che l'adeguamento del prodotto e del marchio è considerato come il grado in cui il prodotto per un mercato estero è diverso da quello offerto al mercato interno di un'azienda, in termini di posizionamento, design, creazione, logo, stile, qualità, caratteristiche, attributi speciali, etichettatura, imballaggio, garanzia e linea di prodotti estesa. La metodologia utilizzata in questo articolo ha tentato di rispondere alle due domande della ricerca: in primo luogo, quali sono i fattori che influenzano l'adattamento del prodotto per la globalizzazione delle imprese? In secondo luogo, qual è l'impatto del grado di adattamento del prodotto alle prestazioni dell'impresa? Lo scopo principale di questa ricerca è identificare i fattori che influenzano il grado di adattamento del prodotto in un contesto internazionale e l'impatto sulle prestazioni aziendali. I risultati di questa ricerca hanno lo scopo di sviluppare un modello concettuale per aiutare a strutturare e guidare gli studi futuri relativi a questo argomento.

Parole chiave: allineamento del prodotto, globalizzazione, commercio internazionale, marchi, società.

1- Introduzione

Le barriere commerciali internazionali continuano a indebolirsi, grazie ai progressi tecnologici, nonché alla liberalizzazione del commercio globale.

FREE MOVEMENT OF LABOR IN THE EU AFFECTING SMALL MEDIUM ENTERPRISES

Meri DUDUCI, PhD Cand

Faculty of Economy

"A. Xhuvani" University, Elbasan, Albania

meriduduci@gmail.com

Alketa VANGJELI, Prof. Assoc. Dr.

Faculty of Economy

"A. Xhuvani" University, Elbasan, Albania

alketa.vangjeli@uniel.edu.al

Albana MADHI, Dr

Faculty of Economy

"A. Xhuvani" University, Elbasan, Albania

albana.madhi@uniel.edu.al

Abstract

The purpose of this paper is to express how the free movement of labor helps the creation and development of the Small and Medium Enterprises. The importance of the SME is crucial in the economy of the EU and it is of a high importance to analyze how to create a more sustainable environment for their development. As a purpose of this paper it will be very important to analyze how the free movement of labor makes possible to develop the SME in every country of the EU, without facing any barrier. It also helps the small companies to find the right people for the job position as they are available to travel from any country of the EU. One of the problems that SME face is investment, as they are persistently seeking for new investment it is important to study how the free movement of labor helps to generate new investment funds.

In this research there will be used several methodological tools. The Selective and the Nonrecurring research will be used to collect the information. The Qualitative analysis will be used for the specific data of movement. This research will be expanded in several years and not only in a specific time. The free movement of labor in the EU is a phenomena that has been present from a long time, and it can be analyzed through the Vertical analysis.

Conclusively it is important to stress the crucial role of the free movement of labor and how beneficial it can be for the SME development. It plays an

important role in creating the conditions for these companies to flourish by helping them with the labor force and the investment part.

Key Words: Free Movement, labour, EU, SME, invest, research.

1. Effects of free movement of labor in eu on smes

The purpose of this research paper will be to analyse the importance that the free movement of labour in the European Union has had toward the improvement and development of the Small and Medium Enterprises.

Firstly it is of a great significance to underline the value that the Small and Medium Enterprises (SMEs) have had in the development and the increase of the EU economy.

It is undeniable that the economy of the EU as a whole has increased due to the SMEs success. To mention just some important facts of the economy it is important to underline the huge amount of people that are hired by the SMEs in EU. According to the latest data of Eurostat more than 60 % of workers in the EU are working for the small and medium enterprises.

According to the European Commission in the European Union there is a number of 23 million SMEs that are successfully functioning and that have generated €3.9 trillion in value added and have employed 90 million people. Around 2/3 of workers in the EU are working for the Small and Medium Enterprises.

Moreover, SMEs have also help to improve the socioeconomic condition of the country by reducing import and producing products locally by fulfilling the needs of the local community. It is very important to underline the importance that the SMEs have had in surpassing the economic crises of the year 2007.

In the figure below, through the information gathered from the Eurostat it is shown which are the main sectors where the SMEs are functioning nowadays.

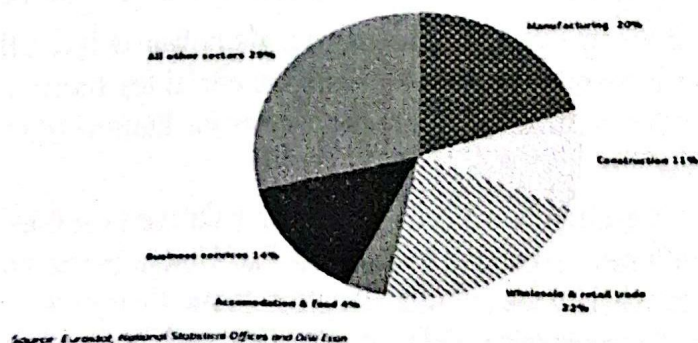


Figure 1. Main sectors where the SMEs are functioning nowadays

EUROPA'S LABOUR PRODUCTIVITY AFTER THE CRISIS

N. PATONOV, K. ZHEGOVA, A. DURMISHI

* SWU Neofit Rilsky

Blagoevgrad, Bulgaria

patonec@mail.bg

*SWU Neofit Rilsky

Blagoevgrad, Bulgaria

katerina_ivanova_jegova@abv.bg

Ardian Durmishi, PhD

Economy Faculty, Elbasan

University "Aleksander Xhuvani"

ardian.durmishi@uniel.edu.al

Abstract

This paper is intended to make popular the results of an empirical study on the impact of the recent crises on the labour productivity in the EU member states plus Turkey. It tests the assumption of the Austrian economic school for the positive influence of the crises on labour productivity. Methodology applied is based on combination of descriptive analysis and regression analysis. Main conclusion is that the crises in Europe had a positive effect the growth of labour productivity. It is valid for most of the countries of the sample as well as for the average sample as a whole studies via a regression procedure.

Keywords: Austrian economic school; crises; labour productivity; regression analysis.

Recent years of the European Union are marked by gearing crises and short post-crisis periods having weak and unsustainable positive trends in economic dynamics. The EU economies were initially hit by the Great Financial and Economic Crisis of 2008. It evoked latent structural problems and was followed by the Debt Crisis in the Euro area.

The reactions against crisis were at two levels – supranational and national. The European central bank took a set of measures to save the economy and pull out the European economies form stagnation, recover the growth of economies, as well as to save the Euro and the EU as a whole (Stiglitz, 2016).

The activities for overcoming the crisis were announced by the empowered bureaus, and the results of these activities were supported by statistical data. In this respect, main quantitative variables which measure the economic performance and the results of the policies against crisis are GDP, employment, unemployment, income per capita, inflation, budgetary deficits, state of the current account of the balance of payments. These variables enable the policy-makers to keep an eye on the economic performance in minimal time intervals

THE METHODOLOGY OF RESEARCH - THE PROMOTION : THE EFFECTIVE JUSTICE AND THE RIGHT

Ornela TAÇI
Elbasan University
Economic Faculty
Elbasan

Abstract

The aim is to identify key issues - gaps in the Methodology of Research - Promotion : Effective Justice and Right , to provide the institutional and legal framework . The promotion as process analyses universal values of the right . The theory limits to the energy.

Keys: Methodology of research, promotion, effective justice , right , energy.

1. The Promotion, Philosophy and Right- Debate

1.1. *The access to justice, energy and others*

The European Union recommends increasing of access to justice and international doctrine (online) declares access to energy as a universal human right. ECHR, CC, EUCJ's decisions reveal differences and similarities among the concepts. Our «constitutional jurisprudence» estimates the justice as a «statehood principle» and the right to access «as a fundamental right of the individuals ». Moreover, through decisions complement the meaning of effective justice and prove an increase in the number of individual complaints on the infringement of the right to access. The access as a means of legal certainty suggests debate. The legal doctrine and jurisprudence complement the gap in legal education.

1.2. *The meaning of effectiveness*

The adequacy, availability, clarity, security, prevention, compensation characterizes effectiveness. The definition derives from the interpretation of Article 13 of the European Convention on Human Rights. However, national, supranational, international courts promote dialogues through considerations on the International Court of Arbitration, the People's Advocate and the Constitutional Court as methods, tools / effective.¹⁰²

¹⁰² From observations of books: Teknika mbi kërkesat individuale I , II result differences and similarities between effective justice and access ; Këshilli i Ministrave. (2017, 31 Janar) . Vendim nr. 42 . Për miratimin e Planit Kombëtar për Integrimin Evropian 2017–2020..... Retrieved October 29 , 2017 from Qendra e botimeve zyrtare: http://www.qbz.gov.al/botime/fletore_zyrtare/2017/PDF-2017/12-2017.pdf ; World Jurist Association – Conferences (2017).

THE BLURRING LINES OF WHAT CONSTITUTES THERAPEUTIC OBSTINACY – A COMPARATIVE LAW REVIEW

Rezarta DEMNERI, Dr ¹⁰⁸
ENIANA QARRI, DR ¹⁰⁹

Abstract

The right to receive healthcare is provided by the Albanian Constitution and by the Italian Constitution as a “right to health” (*diritto alla salute*, it). However, the ambivalence of the right to health i.e. as a positive and personal right to benefit from medical care and as a negative liberty of the person not to be subjected to any treatment against his or her will, has been causing the rise of diverging interpretations on its essence - as well as its limits - in the different legal traditions. The futility of a medical treatment reverberates on issues such as the right to refuse medical treatment, consensual passive euthanasia (active euthanasia will not be discussed in this instance) as well as wishes expressed previously, also known as “living will” or “advanced directives”.

The aim of this paper is to review the current legal background concerning therapeutic obstinacy given the recent developments in the international case law, most notably the case of Charlie Gard (UK) and Marwa (France). The point of departure for this analysis will be the Italian and the ECtHR relevant jurisprudence. A synthesis of the characteristics of therapeutic obstinacy in non-liberal regulations, such as the Albanian and Italian one, will be presented cross-referencing the ECtHR jurisprudence.

Keywords: therapeutic obstinacy, advanced directives, right to health, Albanian regulation, Italian regulation.

Introduction

The reformed Italian Code of Medical Ethics and Deontology of 2014 (CMED) provides for the duty to avoid medical interventions that are “clinically inappropriate and ethically disproportionate” (Art. 16). The 2006 CEDM chose to refer explicitly to “therapeutic obstinacy” (*accanimento terapeutico*, it.). The term “futile treatment”, as it is usually referred to in common law doctrine and jurisprudence, will be used interchangeably with the term “therapeutic obstinacy” in this paper. Therapeutic obstinacy is linked to the right to self-

¹⁰⁸ Dr. Rezarta Demneri, Full-time Lecturer of Criminal Law and Biomedical Law, Department of Criminal Law, Faculty of Law, University of Tirana (e-mail: rezarta.demneri@gmail.com).

¹⁰⁹ Dr. Eniana Qarri, Full-time Lecturer of Family Law, Department of Civil Law, Faculty of Law, University of Tirana (e-mail: eniana-qarri@hotmail.com).

LINKING SERVICE QUALITY PERCEPTIONS TO FIRMS' PROFIT: EVIDENCE FROM ALBANIA

Shpëtim ÇERRI, Assoc. Prof. Dr.
"Aleksandër Xhuvani" University

Anduena ÇOKU, MSc.
"Aleksandër Xhuvani" University

Abstract

Nowadays, customer relationships and development of customer-centric business culture, is highly important. To increase profitability, companies have learned that is important keeping existing customers, rather than attracting new ones. And also are these loyal customers those who optimize the profits of the companies. Relationship between organizations and customers influence customer satisfaction and loyalty, and contributes to profitability.

The increasing competition in financial service sector is putting pressure on profitability and financial organizations are considering new ways to develop relationships with their existing customers in order to protect their market share (Anderson, Fornell and Lehman, 1994). In financial services, the purchase process relies on credibility, and as far as the risk associated with the purchase is high, customers are likely to experience high levels of post-purchase dissonance. In this case, a customer who has a consolidated relationship with a financial adviser, finds himself in a position of reduced risk. The building of this strong relation is not just a marketing function, but an organizational philosophy that impacts operations, processes, employees and customer service quality (Bhattacharya and Sen, 2003).

This research aims in exploring customer relationship management and its implications for profitability in financial service industry. This research is based on relationship marketing theory and the integration of two empirical research models. The first empirical model is the service-profit chain and the second is the relational benefit approach, which provides a framework for relationship marketing outcomes.

Definitions of Relationship Marketing

The term relationship marketing appeared for the first time in Berry's paper for American Marketing Association in 1983, where he defined relationship marketing as "Attracting, maintaining and -in multi-service organizations - enhancing customer relationships". He mentioned as an intermediate step in marketing process, the attraction of new customers. Ravald and Grönroos

TRUST AND E-COMMERCE: AN ANALYSIS OF ALBANIAN ON-LINE CUSTOMERS

Shpëtim ÇERRI, Assoc. Prof. Dr.

"Aleksandër Xhuvani" University

Dorisa HOXHOLLI, MSc

"Aleksandër Xhuvani" University

Abstract

In recent years has been tremendous growth in the number of consumers and business firms on the Internet. This new medium is still far from developing into the true electronic marketplace of the future. The purpose of this research is to build a theoretical model to explain and predict consumers' decision - making in an Internet electronic transaction, and to test the model empirically. It also tests the new proposition that perceived trustworthiness affects a consumer's intention to purchase from a Website. This study used a Web-based survey. A total of 352 responses for the first round and 327 responses for the second round survey were received Also a pilot study with 18 responses is done in order to asses whether the instruments were capturing the phenomena desired. For the field study, two rounds of surveys were distributed to collect data from a group of students at public universities in the Albania. To test the validity of the hypothesized research model, the structural equation modeling technique of Partial Least Squares (PLS) was used to analyze the data. The empirical findings suggest that a consumer's perception of trustworthiness directly and indirectly affects the customer's Internet purchasing intention. A consumer's perception of trustworthiness has a strong positive effect on a customer's willing to exchange as well as a strong negative effect on a consumer's perceived risk. This study also provides evidence that a consumer's perceived risk reduce the consumer's purchasing intentions.

Introduction

Customers have been engaging in business transactions for a long time. However after the emergence of the e-commerce, concerns about consumers' trust have been the subject of much discussion. One effect that illustrates the relationship between the e-commerce and trust is that, even though online sellers offer competitive prices, consumers are reluctant to complete a transaction, unless they trust the Internet Website vendor with whom they are dealing. There has been tremendous growth in the number of consumers and business firms on Internet. This new medium is still far from developing into the true electronic marketplace of the future. The deal is to develop a system of trust where both consumers and business firms participate in exchanges and

PROCEDURAL PROBLEMS IN THE JUDICIAL PROCESS OF ACQUIRING PROPERTY THROUGH ACQUISITIVE PRESCRIPTION IN THE ALBANIAN LEGAL SYSTEM. CONCRETE CASES AND POSSIBLE SOLUTIONS

Silvana DODE, MA

University "Aleksander Xhuvani", Department of Law, Elbasan, Albania.

silva.dode@yahoo.com Cel: 0693580082

Abstract:

The importance of property rights, and the conduction of a very regular legal procedure for its limitation, are issues that concern all legal systems. Winning property by prescription, which is often called "the interesting way of gaining property", even though it is an antique institute, still applies to all legal systems in the world, whether in the civil law or common law systems. This way of ownership acquisition is precisely one of the cases where the right of ownership is legitimized and a person is totally removed from his right.

Precisely, it is because of the importance of this property acquisition way, especially regarding immovable property, that the court process of ownership recognition through prescription, becomes of maximum importance. In this article, we will focus on some issues that have been encountered in court proceedings for reviewing the lawsuit with the object of "winning property by acquisitive prescription" in Albania, and what practical solutions can be given to these situations.

Problems have been encountered with regard to the determination of the relevant competent court, civil or administrative, as well as regarding the retrospective power of the "court decision" and the negative consequences it may have on a third party. Also a problem is the executive force of a final court decision recognizing the acquisition of ownership through statutory limitation. How effective is this decision in practice, and how can it in practice make attainable the right of ownership of the plaintiff, which this decision recognizes as the owner. Analyzing concrete cases, we will see the problems that Albanian legislation has, and what can we suggest as a concrete solution. Although the existence of the acquisitive prescription as a property acquisition manner is not denied in the legislation of many states, the admission of its existence in the future will be dependent, among other factors too, on the adherence on a regular court procedure.

Keywords: Property, Court Decision, Retroactive effect, Acquisitive prescription, judicial competence.

PREDICTING BANKRUPTCY, MODELS THROUGH TIME A LITERATURE REVIEW

Valbona BALLKOCI, PhD

Lecturer at Finance Account Department, Faculty of Economy, "A.Xhuvani University"

E mail: ballkocivalbona@yahoo.com

Eliona GREMI PhD

Lecturer at Finance Account Department, Faculty of Economy, "A.Xhuvani University"

E mail: elionagreми@yahoo.com

Abstrakt

This paper aims at presenting previously conducted studies to predict the phenomenon of bankruptcy. The literature review has been studied deal with in two perspectives. First, the studies of the forecast of bankruptcy phenomenon extended in time, from the earliest studies to the recent studies, are reflected. As the bankruptcy phenomenon is known throughout the world, major studies have been selected in some of the developed EU and US countries in the context of harmonization with International Accounting Standards and European Integration. There are also ranked important' studiès in some of the industries of the economy. Secondly, from the literature studied, many techniques for building models for predicting the bankruptcy phenomenon have been used. In this various types of models that are used for forecasting bankruptcy are presented . For each model, the advantages and disadvantages are listed, so that researchers can determine which of the models is suitable for a given study.

Keyword: Bankruptcy, Forecasting model, Predict Model.

JEL Code: G32,G33:

1. Introduction

Studies on the Bankruptcy Phenomenon Forecast, from 1930 to present day. Earlier studies related to the forecast of financial companies in difficulty date back to the 1930s. These studies were based on a functional analysis. They focused on the financial statements derived from the financial statements of the companies that were already closed due to insolvency, compared with the financial statements of the financial statements of the companies that were ongoing.

In 1930, the Bureau of Business Research (BBR) published the first bulletin with the results of a study on the financial reports of industrialized bankrupt companies. This study analyzed 24 financial reports of 29 companies in order