

# Proceedings

## International Interdisciplinary Conference

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## Organizers:

University Aleksander Moisiu of Durrës, Albania  
Woodrow Wilson Educational Institute of Tetovo, Macedonia & Tirana, Albania  
AAB College, Kosovo  
Mother Teresa University of Skopje, Macedonia  
With  
Albanian Institute of Sociology, AIS (11th Annual International Conference)  
-Albanian Sociological Association, ALBSA  
International Sociological Association, ISA  
Balkan Sociological Forum, BSF

- Central Theme: **“Education & Sustainable Development: the Future we are creating”**
- Other themes: **By 16 Thematic Sections**

Tetovo-Skopje, Macedonia  
18-20 November 2016

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## **ALL ANNUAL CONFERENCES (2006-2017)**

### **12<sup>th</sup> Annual Conference:**

Good Society – a multidimensional Approach  
Durrës, Albania: 17-18 November 2017

### **11<sup>th</sup> Annual Conference:**

Education & Sustainable Development: the future we are Creating  
Skopje-Tetovo, Macedonia: 18-19 November 2016

### **10<sup>th</sup> Annual Conference:**

How Migration is shaping the Contemporary Society?  
Pristine-Kosovo: 20-21 November 2015

### **9<sup>th</sup> Annual International Conference:**

Law and values in contemporary society  
Tirana-Albania 21-22 November 2014

### **3<sup>rd</sup> BSF Annual Conference**

*The Balkans in the New Millennium: From Balkanization to EUtopia*  
Tetovo & Skopje, Macedonia: 20-22 June 2014

### **8<sup>th</sup> Annual Conference:**

Democracy in Times of Turmoil; A multidimensional approach  
Durrës –Albania: 22-23 November 2013

### **7<sup>th</sup> Annual Conference:**

Identity, image and social cohesion in our time of interdependence  
Vlora-Albania: 26-28 November 2012

### **2<sup>nd</sup> BSF Annual Conference**

*Close but Unknown Neighbors: Balkan Sociological Perspectives*  
Sofia, Bulgaria: 9-10 November 2012

### **6<sup>th</sup> Annual Conference**

Education in turbulent times: The Albanian case in European and global context  
Tirana-Albania: 21-22 November 2011

### **1<sup>st</sup> BSF Annual Conference**

*Sociology and social sciences in Balkans; Experiences, Problems and Challenges*  
Tirana-Albania: 22 November 2011

### **5<sup>th</sup> Annual conference:**

The social problems: their study, treatment and solutions; Albania in global context  
Tirana-Albania: 7-8 June 2010

### **4<sup>th</sup> Annual International conference:**

Twenty Years of Democratic Transformations: Albania in East European Context  
Tirana-Albania: 10 December 2009

### **3<sup>rd</sup> AIS Conference:**

World Economic Crises and its impact on the Albanian Economic and Social Life  
Tirana-Albania: 22 May 2009

### **2<sup>nd</sup> Annual Conference:**

Issues and Models of Communitarian Organization  
Tirana-Albania: 27 June 2008

### **1<sup>st</sup> Annual Conference:**

Political pluralism and Albanian political thought  
Tirana-Albania: 15 June 2007

### **Funding Meeting and the Founding AIS Conference:**

Sociology in Albania and the need of its Institutionalization  
Tirana-Albania: 21 November 2006; Tirana International Hotel

## Contents:

I.	General Conference Program.....	4
II.	Conference Scientific Committee and Local Organizing Committee .....	5
III.	Opening Ceremony and Welcome Address .....	7
IV.	Map – District of the Conference .....	9
V.	Abstracts Book.....	11
	TS 01: Public Sphere, Communication, Language, Culture and Arts .....	12
	TS 02: Population & Migration.....	26
	TS 03: Education & Sport.....	32
	TS 04: Political Studies and Law Issues .....	57
	TS 05: Religion, Collective Behavior & Social Movements .....	69
	TS 06: Marriage, Family and Community.....	76
	TS 07: Integration and Globalization .....	82
	TS 08: Childhood, Adolescence, Youth & Gender .....	89
	TS 09: Organizations, Professional Groups and Work.....	100
	TS 10: Theoretical, Comparative & Historical Studies.....	105
	TS 11: Deviance, Criminology, Security Forces and Social Control.....	113
	TS 12: Racism, Nationalism, Ethnic Relations, Conflict Resolution and Human Rights .....	122
	TS 13: Environment, Economy, International Tourism, Regional and Urban Development .....	125
	TS 14: Social Security, Public Health, Armed and Security Forces .....	156
	TS 15: Science, Technology and Innovations .....	160
	TS 16: Natural, Technical, and Professional Sciences .....	167
VI.	AIS-ALBSA: 2006 – 2017 .....	171
VII.	Call for papers: 12 <sup>th</sup> AIS International Conference November 2017:.....	177
VIII.	Index – Presenters.....	180

# I. GENERAL CONFERENCE PROGRAM

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## 1. Registration:

**Registration Desk**, 18 November 2016, beginning 16.00  
Woodrow Wilson Educational Institute of Tetovo, Macedonia  
(Conference program, conference book/proceedings, and detailed information for the participants).

## 2. Opening Ceremony and Welcome address:

18 November 2016, 18.00  
Woodrow Wilson Educational Institute of Tetovo, Macedonia

## 3. Special and Joint Sessions

**A. Symposium:** “Mother TERESA, and Her Life’s Vision”  
Mother Teresa University of Skopje, Macedonia: 20 November

**B. Special Session of Balkan Forum**  
(Meeting of BSF Representative Council): Skopje, 20 November 2016

**C. Special Session of University Aleksander Moisiu of Durrës, Albania:**  
Tetovo: 19 November 2016.

**D. Special Session of Academy of Security, Albania:** 19 November 2016

## 4. Presentations, 30 Parallel Thematic Sessions (TS01-16)

19 November 2016: 09.00-16 00: Educational Institute Wilson of Tetovo, Macedonia

## 5. Conclusions, Closing Ceremony, and Certificates of Participation

By Thematic Sessions, TS 01-TS 16, after the last presentation

## The Conference Issues:

Conference Book (Proceedings): Albanian Institute of Sociology & AAB College, Kosovo  
Special Issue of “Social Studies” Journal: Albanian Institute of Sociology (AIS)

## II. SCIENTIFIC COMMITTEE

### AND

## LOCAL ORGANIZING COMMITTEE

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### SCIENTIFIC COMMITTEE

Chair

**Kseanela SOTIROFKI**

*Rector of University Aleksander Moisiu, Durrës – Albania & Albanian Sociological Association (ALBSA)*

**Servet PELLUMBI**, *Albanian Institute of Sociology (AIS), Albania*

**Elita MASHA**, *Woodrow Wilson Educational Institute of Tetovo, Macedonia*

**Geron KAMBERI**, *Agency of Research, technology and Innovation, Albania*

**Aziz POLLOZHANI**, *Rector of Mother Teresa University of Skopje, Macedonia*

**Bengi SÜLLÜ**, *Middle East Technical University (METU) Ankara, Turkey*

**Lulzim TAFI**, *Rector of AAB University Pristina, Kosovo*

**Ali PAJAZITI**, *Balkan Sociological Forum (BSF); SEEU Tetovo, Macedonia*

**David BARTRAM**, *University of Leicester; International Sociological Association (ISA), Research Committee of Migration (RC31), United Kingdom*

**Jorde JAKIMOVSKI**, *Institute of Sociology, Skopje, Macedonia*

**Bilbil MEMAJ**, *Academy of Security, Albania*

**Svetla KOLEVEVA**, *Institute for the Study of Societies and Knowledge Sofia, Bulgaria*

**Tonin GJURAJ**, *European University of Tirana (UET), Albania*

**Priya SHARMA**, *International Institute for Population Sciences, India*

**Ilir GEDESHI**, *Center for Economic and Social Studies Tirana, Albania*

**Besim GOLLOPENI**, *University for Business and Technology, Kosovo (SAK), Kosovo*

**Roberto CIPRIANI**, *University Roma 3 Roma, Italy*

**Ibrahim BERISHA**, *AAB University Pristina, Kosovo*

**Marina DALLAS**, *University of Athens, Greece*

**Klea FANIKO**, *University of Geneva, Switzerland*

**Nicholaos TATSIS**, *National and Kapodistrian University of Athens, Greece*

**Rando DEVOLE**, *University “La Sapienza” Roma, Italy*

**Petrit BEQIRAJ**, *Qeap–Heimerer & East European Institute of Pristina, Kosovo*

**ORGANIZING COMMITTEE****Ani MASHA****Naile DEMIRI****Ulpian HOTI****Elda KUTROLI****Gazmend DAUTI****Etlava LAÇI****Doreta TARTARI (KUÇI)****Stavri SINJARI****Arba GJIKOLLI****Griselda ZAKOVA****CONFERENCE COORDINATOR****Lekë SOKOLI***Albanian Institute of Sociology (AIS); University Aleksander Moisiu, Durrës, **Albania***

# **III. OPENING CEREMONY**

## **& WELCOME TO MACEDONIA AND WOODROW WILSON EDUCATIONAL INSTITUTE:**

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**18 November 2016, 18.00**

Woodrow Wilson Educational Institute of Tetovo, Macedonia

**Moderator:**

**Lekë SOKOLI**

Albanian Institute of Sociology (AIS); University Aleksander Moisiu, Durres -Albania

**Welcome to Macedonia and Woodrow Wilson Educational Institute:**

**Elita MASHA**

Woodrow Wilson Educational Institute of Tetovo, Macedonia & Tirana, Albania

**Ali PAJAZITI**

President of Balkan Sociological forum (BSF);

South East European University, Tetovo Macedonia

**Welcome to the Conference:**

**Kseanela SOTIROFKI**

Rector of University Aleksander Moisiu, Durres -Albania

**Representatives of the Organizing Institutions:**

**Aziz POLLOZHANI**

Rector of Mother Teresa University of Skopje, Macedonia

**Tonin GJURAJ**

President of Albanian Sociological Association, ALBSA

Rector of European University of Tirana, Albania

**From Pristine 2015 to Skopje-Tetovo 2016:**

**Lulzim TAFA**

Chair of the 10<sup>th</sup> Annual International Conference (AAB College of Kosovo 2015)

Rector of AAB University of Pristine, Kosovo

**From Aristotle to Woodrow Wilson, and Mother Teresa - the great Ideas for a Good Society** (The main results of the comparative survey of Albania, Macedonia, Kosovo and 30 other countries).

**Lekë SOKOLI**

Coordinator of the Conference;

Director of Albanian Institute of Sociology (AIS); Vice Rector of Scientific Research, University Aleksander Moisiu, Durres –Albania;

**Bengi SÜLLÜ** – Middle East technical University, Ankara Turkey

**Science and Society in Balkans, the unique example of AIS-ALBSA**

**Annual International Conferences**

**Besim GOLLOPENI**

Vice-President of Albanian Sociological Association (ALBSA); UBT University of Kosovo

**AIS-ALBSA Award 2016:**

Researchers of the year 2016: AIS/ALBSA Award for Excellence in Research and Practice (Social & Human Sciences)

Albanian Institute of Sociology (AIS)

& Albanian Sociological Association (ALBSA)

**12<sup>th</sup> Annual International Conference:**

“Good Society – a multidimensional Approach”

Durres, Albania: 17-19 November 2017



## IV. MAP – DISTRICT OF THE CONFERENCE

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## V. ABSTRACTS BOOK

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TS 01:	Public Sphere, Communication, Language, Culture and Arts .....	12
TS 02:	Population & Migration.....	26
TS 03:	Education & Sport.....	32
TS 04:	Political Studies and Law Issues .....	57
TS 05:	Religion, Collective Behavior & Social Movements .....	69
TS 06:	Marriage, Family and Community.....	76
TS 07:	Integration and Globalization .....	82
TS 08:	Childhood, Adolescence, Youth & Gender .....	89
TS 09:	Organizations, Professional Groups and Work.....	100
TS 10:	Theoretical, Comparative & Historical Studies.....	105
TS 11:	Deviance, Criminology, Security Forces and Social Control.....	113
TS 12:	Racism, Nationalism, Ethnic Relations, Conflict Resolution and Human Rights .....	122
TS 13:	Environment, Economy, International Tourism, Regional and Urban Development .....	125
TS 14:	Social Security, Public Health, Armed and Security Forces .....	156
TS 15:	Science, Technology and Innovations .....	160
TS 16:	Natural, Technical, and Professional Sciences.....	167

## X. ABSTRACTS BOOK

### THEMATIC SESSION 01: PUBLIC SPHERE, COMMUNICATION, LANGUAGE, CULTURE AND ARTS

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*N° AIS Conf. Skopje-Tetove 2016-2601*

#### Cultural Capital and Social Exclusion in Higher Education

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Cultural capital plays a crucial role for entry and success in (professional) higher education. Those families that are endowed with cultural capital transmit attitudes and knowledge to its members and this is inherited and accumulated by its new members (of the family) through socialization process. It benefits the member for not only acquiring skills but it puts him/her in advantageous position when compared to those who do not possess it. The Scheduled Castes (SCs) and Scheduled Tribes (STs) are the most disadvantaged sections as far as higher education is concerned in India. They were deprived and denied opportunity in education by imposing on them quasi- religious sanctions (especially SCs). Due to such imposition in past their share in higher education has been limited. Despite the fact that there is decadal increase of share of SC/ST in higher education after 1990 their share in education in comparison to open category is awful. Many studies have pointed out the overrepresentation of Brahmin and Upper Castes and underrepresentation of SC/ST in higher education.

The present paper emphasizes on how caste inequalities are reproduced in higher education. The paper also critically assess the role of affirmative action/reservation policy for inclusion (though not as expected) of SCs/STs in higher education. Finally,

the paper points out that the caste inequalities are due to a) lack of cultural capital, b) persistent caste discrimination/exclusion in higher education and c) lack of will on the part of implementers/institutions for efficient implementation of the benefits of reservation policy.

*Keywords: Cultural capital, scheduled castes, social exclusion, inequalities*

*N°AIS Conf. Skopje-Tetove 2016-17513*

## **The importance of Social Media Marketing, case of Albanian enterprises**

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Taking into consideration the increasing call for accountability of social media marketing spending, measuring the contribution of social media marketing to company's effectiveness is a fundamental requirement for the success of the business. Many companies in Albania have taken a limited view of the impact that social media marketing can have on overall company's effectiveness. This article deals with the value or being more specific, it deals with contribution of social media marketing to overall company's effectiveness and hypothesizes that social media marketing has an impact on company's effectiveness.

An analysis of the data in the sample of the Albanian companies is used to address the research question regarding the relationship between two concepts. This research will confirm the positive or negative relationship between dependent variable social media marketing and the independent variable company's effectiveness. This article also deals with one of the problems for social media marketing practice – its value, or more specifically, the contribution of web marketing to overall company's effectiveness. Often social media marketing professionals want to prove how much value this tool has to an organization, for example how much social media marketing increases profits, contribute to market share, and support customer satisfaction.

This article attempts to examine the effect of social media marketing on company's effectiveness in Albania. With respect to this, the research question is: "Can social media marketing have an impact and improve company's effectiveness in Albania?" Research into measures of social media marketing and company's effectiveness and their relationship reflects this important issue. In this article, we question the possibility of linking social media marketing activities to overall organizational effectiveness.

*Keywords: Social media marketing, Albanian companies, effectiveness, empirical analysis*

*N°AIS Conf. Skopje-Tetove 2016-21201*

## **Chinese as the second language - a dream or a need to come true**

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Traditionally Chinese language is considered to be one of the most difficult languages of the world for learning it as the second one. But in fact this language can be seen as one of the easiest languages for foreigners. The problem is in methods of teaching. Almost all the traditional methods especially on the basic level cannot be used while teaching Chinese for foreigners. In a nutshell, a teacher has to make a huge pre-start job with a student to understand what part of Chinese language the student needs. Chinese language as the subject of teaching as a foreign language has its advantage over all other languages of the world: it can be learnt in blocks (f.e.: only listening and speaking – as the basic variant; later we can add writing or reading; later – professional interpreting etc.). A person doesn't need to learn reading or writing for being even a good interpreter. A student and the teacher are to decide themselves what kind of Chinese and what part of it do they need. So, for studying Chinese as the second language a person has to decide for himself\herself what result he\she wants to have and then a teacher is to make a program for the student or group. But studying Chinese as the second language is much easier and results are better than even with most European ones.

*Keywords: Chinese, character, phonetics, as the second language*

*N°AIS Conf. Skopje-Tetove 2016-4901*

## **The impact of social capital, factor of educational performance in the development of sustainability practices**

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Education plays an important role in the overall development and sustainable development of all societies, a truth universally acknowledge by intellectuals of all scientific fields, and as such, this idea is nothing. The question that should be discussed is that despite the fact that almost all societies develop education and educational processes through relevant institutions, visible differences still emerge between different societies. Why does this happen? How can we explain that some countries have sustainable development at a high level, have a developed democracy, economic prosperity and a



good education system, etc? Which factors affect the improvement of quality of social and political processes in society, including education? We must consider that a wide variety of dimensions can play a role in this discussion, including historical, geographical, philosophical, political, etc. Nevertheless, research in numerous studies by social scientists indicate that an important factor for the achievements of some countries in all spheres of social and political life have attributed the presence of social capital at high levels in those societies. This paper will address precisely this concept of social capital as a social value that helps improve the quality of all social processes. A content analysis will be conducted of the role and impact that social capital has on educational performance, while at the same time considering the role of quality education in sustainable development.

*Keywords: Social capital, education, sustainable development, schools, the environment, social networks*

*N°AIS Conf. Skopje-Tetove 2016-12201*

## **The integration of visual art in the classes of primary grade schools**

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This study focuses on the development of the integration process of art. The goal is to discover how the integration is currently implemented in the elementary grades, the positive and negative sides whose goal is to prepare practical models and give guidance. Over the last decades, more and more the integration of art studies is talked about in curricular matters, particularly for the educational at preschool and school levels. It is believed that the arts and visual arts in particular are necessary, as they are beneficial for brain development and academic improvements. These perspectives on the importance of arts in education have gained strong support and have become the focus point, where teachers and schools are trying to integrate art curricula. The research was subject to a qualitative research approach that allowed the researcher to understand the situation in depth. From observations made hitherto in primary grade schools of Durres, it is significantly concluded that visual art and content areas of learning are treated as two separate events. In circumstances where programs include inter-subject connections, 'learning should not take place in vacuum'. If it can be concluded that there exists a link then there will be an increase in the opportunity for students to be able to apply their competences outside school premises. Visual art is part of their lives, expressing visually becomes a personal language of children. They develop with passion as it is what gives them pleasure; it engages them and is an area where children experience success. If the integration of visual art was to be developed in every class, students would work harder, have a better recall and do more.

*Keywords: Visual art, integration, elementary classes, Durres*

N°AIS Conf. Skopje-Tetove 2016-14801

## The Image of the Other in “The General of the Dead Army”

Albana PANGO

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The representation of foreign countries is very antique and widespread. People have always had this necessity of marking a boundary between what is felt like theirs and what belongs to others. During the interactions between Italy and Albania writers have created many distinctive images to represent “the Other” in their own discourse. This article aims to compare how the two neighboring people imagine and see each-other as expressed in “The General of the Dead Army” by Ismail Kadare. How is a typical Albanian described by the General and by the Priest? Is there any interaction when these two different cultures meet? Does the historical event like war play any role in the shaping of Albanian stereotype? The description of foreign landscape, climate and tradition will be given a certain importance in this article.

Imagology study has been shaped and established its position as a branch of Comparative Literature in the mid-twenty century. It is the study of cross-national perceptions and images as expressed in literary discourse. Imagologists like Jean-Marc Moura (1992) and Daniel-Henry Pageaux (1994) indicated that every image of an “Other” de facto corresponds to an image of “Self.” Consequently, the image given in the discourse is not only how Kadare perceive “the other”, but also the collective ideology of the Albanian people and society.

**Keywords:** *Image, imagology, the other, stereotype, Albanians, culture*

N°AIS Conf. Skopje-Tetove 2016-1401

## Teachers’ attitude towards use of first language (L1) in English as a foreign language (L2)

Arben KOCI

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In recent decades, linguists and foreign language lecturers argued about whether in teaching of foreign languages native language should be used or not! Although it seems sometimes that the grammar-translation method should have remained part of the past century still there are people who argue that it can be useful. The use of the first language has long been considered an important principle of second language (L2) instruction. Previous researches have attempted to quantify the amount of the first



language (L1) used by the teachers in the classroom and has explored the purposes or functions into students' L1. The goal of this paper is the importance of development of language proficiency and comprehensive view in the use of L1 in L2 and the teachers' attitude towards preferences regarding use of L1 in L2. It focuses in language as being largely regarded as a negative influence and that L2 is being seen as the optimal medium for the classroom and that the theorists and methodologists advise teachers to avoid or minimize the use of L1.

The purpose of this qualitative study is to explore the teachers' attitudes towards the use of Albanian language in English language classroom. Data was collected based on the observation, interviews and questionnaires of the teachers at High School "Anton Çetta" Skenderaj. The respondents of this study were three experienced teachers who have more than 5 years of teaching experience. The findings indicated that teachers sometimes prefer using Albanian language in English language classroom.

**Keywords:** *First language, second language, teacher, learner, classroom*

*N°AIS Conf. Skopje-Tetove 2016-11101*

## **The culture of language in massive communication tools**

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The culture of language in massive communication tools; the acquisition of literary language expresses the real consciousness that only the common language of a nation has the ability to fulfill its spiritual demands and desires. This consciousness is a great advantage in the acquisition of the literary standards, since it ensures the future of the literary language. The acquisition level of the literary language is an indicator of our general cultural level.

No human can be considered cultivated if he has/shows no linguistic culture. The education of an appropriate linguistic behavior is a long complicated process that needs coordination from family, school and society. Language is the immediate reality of thought as well as a mirror of education, concepts and moral standards of a society, its environment, and of a single individual who uses the national language. When the natural talent of a person to speak beautifully is accompanied by the theoretical knowledge and the study of a language his abilities and know – how is multiplied. Grammar does not create talent, but it has a huge effect on talent. This has always been and it should always be an enviable destination for those whose job has to do with TV and stage appearance. This is true for those who star in movies, comedies and dramas as well as for those who broadcast in public and non public TVs. The basic question to be handled below is: How is this major duty implemented in massive communication tools?

**Keywords:** *Language culture, ethics, language ecology, massive communication tools*

*N°AIS Conf. Skopje-Tetove 2016-6501*

## **Voices from Museum - An overview about Albanian museums**

**Dorina XHERAJ SUBASHI**

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The main topic of this paper regards the importance of museum as a social institution and its interpretative role in the society. The museum is the place where everyone can learn about the history, the material culture, so is the place that represent the past and this information can be displayed in several ways. The paper is based in a quantitative survey that include different opinions from students and their thought about how do they see their relationship with this institution and which are the problems of its functionalities. Our main focus is related with the visitor's opinions that visit our museums and their overview about the museum. Based in the survey we will be able to conduct the research in other directions by raising some questions like: Do our museum perform according the museum deontological code of ICOM? Which are the main issues about their strategies for involving the audience?

**Keywords:** *Museum, audience, education, visitor*

*N°AIS Conf. Skopje-Tetove 2016-14501*

## **Migjeni in literature high school textbooks**

**Drita ISUEAJ**

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Albanian education system remains subject of frequent attempts of changing and experimenting by applying reforms borrowed from western countries, but without being able to have a fully or partially profile of its own. For this reason, I am incited to explore through this paper some of the principal problems in the study, assessment and presentation of Migjeni modern literature in various high school literature texts, with a view to improving the texts. All work is structured in several issues and sub-issues: initially it is given a brief history of Albanian literature, of how it has been evaluated and classified, focusing on the place that Migjeni has occupied in it; in the next issue are given the creative features of Migjeni; it is examined how Migjeni is treated as an author, how his text are analyzed through teaching apparatus and are provided suggestions in the form of critical approach; also it is brought a survey model designed for high school students as well as the interpretation of its data; finally, in the end there is a comparative approach between the texts taken as models and conclusions in the form of suggestions for changing the manner of presentation, in order to give much more seriousness and truthfulness to the subject of literature in high school textbooks, with a view to acquiring a more sustainable information and training the critical and creative thinking among students.

**Keywords:** *Migjeni, literature, textbooks, students, analyze, teaching*

*N°AIS Conf. Skopje-Tetove 2016-3501*

## **Artistic expressiveness in the decorative folk art in Albania**

**Ervin MENIKO**

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One of the issues which had attracted attention in our arts' school is the form of the artistic expressiveness that appears quite often in the decorative folk art. The conclusion that Albanian folk art is decorative and ornamental, and within these forms rarely figurative, is correct and as much welcomed. But, it would be quite true to say that this art is decorative and ornamental, particularly with plenty of light, which makes it more specific and original. In the context of light and its illumination, some qualities are highlighted, which first of all, have to do with the intensity of illumination, an occurrence which is local as much as regional. In this regard, through the quality of illumination, aside from all others, is determined the origin of the color and its potential. This starts as a remote property in the decorative folk art and it culminates with its decorativeness in the textiles art and particularly in the art of carpets, when the potential of vertical realization of decorative motives was achieved. On the other side, with the intensity of illumination, relations and harmonies of the coloring and neutral prismatic system, as well as the effect of the complementary colors that the folk artist knew how to use with deep professional intuition, are understood. The later scientific data confirmed this talent and capability of weavers in relation to the color selection and its light source in the decorative folk art.

***Keywords:** Folk, art, decorative, color, illumination*

*N°AIS Conf. Skopje-Tetove 2016-16101*

## **Institutional communication in Albania**

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Political transition is a special place for different authors and scholars who have given support or opposing views on issues of transformation of these countries such as Albania, like many other countries which have long since emerged from the dark history of their value as a model of future integration into the European Union. The reason is not only being part of the EU, but also the fact that it is seen as the only possibility for development and progress towards democracy. The paper presented is centered on a thorough analysis of the institutional communication during political transition in the country. The purpose of this paper is to understand those elements inherited from our past, which are rooted in our unconscious, and does not allow us to make further steps towards European integration. This dichotomy between movement and stagnation, as Prof. Perparim Kabo describe is characteristic of Albanians democracy. We dare and take the hypothesis that: institutional communication in Albania is not yet in the European

direction. It exist many changes between form and content. Why is this happening? What are the main causes? Or what are the consequences for the future of this country, are all questions that have been answered by this dissertation thesis.

**Keywords:** *Institutional communication, public administration, political parties, European integration*

*N°AIS Conf. Skopje-Tetove 2016-13901*

## **Communication in groups as a dynamic process during class hours**

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Communication in groups has been and remains a subject of ongoing research interest. Researchers' work has created a wide number of studies based on theory and practice. Being considered in the framework of disciplines and the teaching processes, nowadays such knowledge on communication in groups are extensively used to avoid pupils' indifference during class and increase their results in learning.

Our study is focuses precisely on the ways and communication forms through which group members interact with each other, and how these ways determine not only the group structure but especially its dynamics. There is a wide range of group, but for this study we have chosen students as main target, emphasizing the teachers-students communication as well as students-students communication, the applications of certain strategies of group discussion during the class activities; thus aiming to making them more involving for the students from the social and also from the teaching point of view. The aim of this paper is to reflect the recent developments in teaching by working in groups and show how this approach to learning in groups is used to promote not only the increase in learning outcomes but also social skills in groups comprised of different students.

**Keywords:** *Communication, groups, students, learning process, results, socializing*

*N°AIS Conf. Skopje-Tetove 2016-8201*

## **Overcoming public speaking difficulties with students**

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Public speaking is considered to be the process of preparing and delivering a message to an audience. Effective public speaking involves understanding your audience and speaking goals, engaging your audience with the topic, and delivering your message

skillfully. Good public speakers know that they must plan, organize, and revise their material in order to develop an effective speech. This study aims to identify the main difficulties encountering Albanian students while giving academic oral presentations in English language. To achieve the aim of the study, a Likert scale questionnaire was conducted, the questionnaire consists of 32 questions. The sample of the study consists of fifty students, randomly selected to participate in the study based on the principle of confidentiality. The study consists of 4 variables; Public speaking; Clarity of speech and voice quality; Correctness of Language; Interaction with audience. The study is focused on the following research questions: What are the difficulties encountering students in giving academic oral presentations during English classes; Are there statistically significant differences in the difficulties encountering English students in giving academic oral presentation; what are the strategies for overcoming public speaking difficulties for the students who encounter these problems. This study concluded that the vast majority of students have public speaking difficulties while delivering academic oral presentations. Such difficulties include: organization of the content, confidence of the presenter, correctness of language etc. The study also gives a set of recommendations on how to overcome these public speaking difficulties.

**Keywords:** *Difficulty, public speaking, ability, foreign language*

*N°AIS Conf. Skopje-Tetove 2016-13301*

## **The importance of English language in the labor market**

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Throughout the history of humanity language has played an important role in its development since it acts as a primary source of communication. In addition to differentiating humans from animals language helps in the process of forming and sharing ideas, thoughts, opinions, information etc., thus ensuring our progress. There are thousands of national languages and varieties of local languages spoken all over the world. However, English represents the language that is of primary importance. First, it acts as a lingua franca facilitating the communication and understanding between people coming from different countries. Second, it is the language of international business, banking and culture, and what is most important English is an essential language in education. It is a fact that the number of courses and syllabi taught in English is increasing over time, even though they are offered by universities that are located in countries where English is not a official language. Furthermore, English is the dominant language in science and technology. Most of research and findings reported in conferences are written in English. For these reasons, English is encouraged to be learned as a second language. At university level, English language is a compulsory course for all Albanian students. This paper aims at giving some suggestions in regard to making English language learning more effective in order to make undergraduate students' mobility more accessible and graduates adaptation to the labor market requirements more effective.

**Keywords:** *English language, university, students, labor market*

N°AIS Conf. Skopje-Tetove 2016-9501

**Reputation management:  
Public relations in public administration**

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This paper aims to submit the role of public relations to reputation management in public administration. For this paper are used the qualitative methods of data collection. It is not easy for an institution to be “liked and trusted” by society. Idea of consent extends to a wide range from the quality of services to the employees of the institution and responsibility to society. It has been observed that institutions which operate under this responsibility acquire a certain reputation and succeed as long as they have longevity with this reputation.

Reputation Management examines a wide process which begins by way of the assessment of institutions’ values to the ways of their protection. A development which attracts a lot of attention is the use of endless opportunities that offers the Internet technology for public relations purposes. As such emerges the potential use of Internet applications by the public administration. Social media applications find place recently to create an environment of dialogue used by Internet technology by public relations departments. From the standpoint of public administration, new communication technologies, has opened new horizons between state – citizen relations. Change in access to Internet technology in public administration organizations in recent years, predicts growth of social media application in terms of public relations, revealing like this new opportunities.

**Keywords:** *Reputation, Public Relations, Public Administration, Institution, Internet*

N°AIS Conf. Skopje-Tetove 2016-3901

**The archaic ceramic and Illyrian numismatics  
at the King Monun’s time in Dyrrah**

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This scientific research aims to analyze, in the anthropological-semiotics aspect, how the archaic ceramic art was developed and empowered, and above all, the first cutting of an autonomous currency made by the Illyrian tribe of Taulants, from V-VII century B.C. The Taulants resided in the city which was established since in its origin

from the father of all the divinities, Hercules, Known as Dyrrah (Dyrrachium/Durrës). This scientific research seeks to shed light on the various aspects of society iliric under the reign of Monun.

The city of Durres under his reign has experienced an important economic development and trade with the Greeks; witness of everything that demonstrate the rich discovery of ceramic production and Numismatics in the city of Durres. The archaeological heritage of Durres is very rich in various ceramic vases consequently become valuable for scholars of the history of archeology and art. This heritage opens new horizons for the study of Iliric civilization and habits of its population.

**Keywords:** *Description, mythology, iconography esthetics, history, ceramic*

*N°AIS Conf. Skopje-Tetove 2016-13401*

## **Elements of Classroom Management that Albanian High School Students consider most effective for their Language Acquisition**

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Classroom management greatly affects the way students acquire knowledge and competences in the classroom. Classroom management also effects students' attitude toward the teacher, the school and their own learning in general. For this reason the more we come to know about successful classroom management the more competent will our teaching be. Students' perceptions about different aspects related to classroom management can give an overview of what helps them the most in their knowledge acquisition. The research question presented in this paper measures the highest frequencies for the items that result as most helpful in students' language acquisition. This is a quantitative study and for the analysis of the data the SPSS program was used. Its participants were high school students from three cities of Albania. The instrument used in this study was a questionnaire with 117 items, 113 of which were designed based on a Five Point Likert scale.

The main aim of this paper is to rank the top ten elements (out of 113) which students declare that help them the most in their language acquisition. According to the reported students' perceptions some of the elements that help them the most in language acquisition, as far as classroom management in concerned, are: respect in the classroom; rules which are established by the teacher together with the students; a teacher with good content knowledge, good communication skills, collaborative, punctual, and with a noticeable passion for the teaching of English.

**Keywords:** *Classroom management, English teaching, language acquisition*



*N°AIS Conf. Skopje-Tetove 2016-18901*

## **Characteristics of the political discourse in Albania, realised through social networks**

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The sphere of political and social activity is quite broad. Part of it is also the discourse of politicians, especially of the political leaders, who convey their ideas and opinions in various forms. We can mention: - public speeches at the time of electoral campaigns or political rallies. In a range of different media, such as, radio, television and now recently the social networks. The word (either written or transmitted orally), in whatever format is a kind of social interaction used by the interlocutor to realize their goal. In this article we have tried to bring some characteristics of public communication realized through social media, mainly facebook. To do this we have focused on specific characteristics of communication of the main political leaders in Albania, by highlighting the peculiarities of everyone's language as well as the common features, such as, the polemic and hostile tone, the stylistic function, the combination of the standard with the expressive ability, the specific and chosen lexicon, the kind of phrases, etc. It is not difficult to highlight the characteristics of political discourse in Albania, because virtually for everything and practically every day the main political leaders, but not only, express their attitudes and opinions mainly through facebook.

***Keywords:** Language, communication, discourse, social network, characteristic.*

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## **Forms of communication that adolescent choose to communicate through social network sites**

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The inclusion of adolescents in social groups and contacts with them play an important role in their development. Online communication today is one alternative



communication form different from the forms used once, which is changing the way we think about ourselves, build a social identity, and encourages a sense of community. Social networks, especially Facebook gives the option to its users to communicate with each other through several ways like communication between private messages, posting statuses and links to various addresses on personal conversations online, communication with sound, commentary on different statuses and pictures, harassment by an option that offers this platform (poke). To see how this form of communication realized were 893 adolescent of secondary school that took part in the study from different cities in Albania. The analysis of data collected from a questionnaire designed specifically for this research. It concludes that the most common way of communication was commenting on the different statuses and pictures, while using less communication between options was harassment. At the same time the parents took part in the focus group and gave their opinion about this kind of communications. They had a negative attitude and explain that the creation of virtual companies removed the children from direct communication with family and friends in real life.

**Keywords:** *Communication, adolescent, social network sites, post, comment*

## THEMATIC SESSION 02:

### POPULATION & MIGRATION

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*N°AIS Conf. Skopje-Tetove 2016-18302*

#### **The return of Kosovo emigrants to their country of origin: Myth or Reality**

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Migration of the population constitutes one of the social thematic with global proportions. Migration of the population finds stretch all over the globe in search for better conditions for life and elsewhere. Countries with weak economic development and insufficient certainly for life, are more challenged meanwhile, attractive countries for immigrants continue to be that with higher levels of socio-economic development and better conditions for living (Europe and US). The unfavorable socioeconomic and political situation in Kosovo, has led many Kosovo citizen to emigrate over the years in search of better conditions of life. According to the census of population and households in Kosovo (2011), approximately 30% of the Kosovo population has migrated abroad. While statistics for Kosovo return emigrants to their country of origin, show a considerable number of returnees. In the category of returnees includes emigrants who are involuntarily returned from the host country and emigrants returned with their desire. Migration of the population in general and the return or repatriation of emigrants to their country of origin, in particular, today represents one of the areas of great interest to researchers and policymakers. The study which we have before us, is conducted with 497 emigrants and for the focus has the study of return or non-return of Kosovo emigrants in the country of origin and plans of Kosovo emigrants for the future. This study provides answers to research questions such as: What is the opinion of Kosovo emigrants to return to their country of origin?, What is the time period when the Kosovo emigrants make plans for return in their country of origin?, What age group and gender tends more (non) for return?, From which host countries, Kosovo emigrants are more likely to return back in their origin country? And what are the reasons for (non) return of Kosovo emigrants to their country origin?

***Keywords:*** *Migration, return, Kosovo, age group, gender, the host country*

*N°AIS Conf. Skopje-Tetove 2016-9002*

## **A dilemma of social integration of albanian emigrants in Turkey and Greece**

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Emigration phenomenon is one of the most debated topics in today world. The today Europe has been faced with several different movement of refugees and emigrants form different countries. One of these countries has been Albania. More than 25 years, as a sending country Albanian emigration phenomenon has been on the focus of these debates. Debates more than discussions about hosting, has been on the integration of Albanian emigrants on receiving society.

This debates have been always done by representatives of receive countries, and rarely by Albanian representatives. But last years, several academicians have been focusing on research in Albanian emigration phenomenon form different perspective. This article, will analyze the level of social integration of Albanian emigrants in two different hosted societies such as Turkey and Greece. Data collection done by this research in Turkey will be compared by the data collection of Julie Vullnetari's study (Internal and international migration) occurred in Greece. The results of social integration among two societies appear quite different from each other. Consequently to this a new and very discussable dilemma appears about social integration.

**Keywords:** *Albanian migration; Social integration; Turkey; Greece*

*N°AIS Conf. Skopje-Tetove 2016-20302*

## **Demographic and suburban areas in Albania, Changes of residence and cultural changes; the Case of Kamza, Albania**

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Kamza is the most typical areas of demographic movements in Albania after the 1992. Freedom of gain and loss of control of the state opened the way for a change of residence. Dealing with cultural differences, differences between rural and urban, changes in the structure of the patriarchal family, re-establishment of social relations under new circumstances, the conduct of policy, state and institutions are some of the topics that will incorporate this paper. Are there cultural differences between 'newcomers' and locals, among them itself? What are the new reports generated? These are few questions that are raised. Participatory methods of observation and direct

interviews will be used, but the questionnaires, photographs, official reports use will assist in the full realization of scientific material.

**Keywords:** *Demographic movements, migration, culture, population*

*N°AIS Conf. Skopje-Tetove 2016-4002*

## **The phenomenon of Circular Migration in Albania**

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This paper has the goal to analyze the migration phenomenon in Albania that in a really short time has brought abroad about a quarter of the population, paying a special attention to the study of the remittances sent home by the migrant workers and the impact produced from these cash flows on the social and economic development of Albania. Actually it is noticed the circularity that characterizes the current migration dynamics that emphasizes the positive value that comes out from the construction of social and economic ties between the places of origin, transit and destination of migrants. The double belonging of migrants to the society of arrival and departure is the element that supports the creation of social practices for the promotion of new development initiatives. In this framework, the sending of remittances, as well as the transfer of ideas, knowledge, skills, sometimes even by the return (physical or virtual, temporary or permanent) at home, serve to improve the living conditions, by launching numerous business activities that strengthen the local production sector and also by the investment in social projects from which benefits the entire community. During the paper, it will be demonstrated the validity of the argument that remittances generate development in the native context of the migrants. The result is the increased social responsibility of migrants to their origin country that makes it possible, through the transfer of human, financial and social capital at home, spreading information, competences and professionalism.

**Keywords:** *Cyclical migration, Migration flows, Remittances, Development, Investments*

*N°AIS Conf. Skopje-Tetove 2016-10302*

## **Experiences, integration and cultural changes of Albanian migrant families in Greece**

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This paper summarizes experiences, integration and cultural changes of Albanian migrant families in Greece. Their narratives show the limitations and the opportunities that they actively integrate into their everyday life experience and their understanding

of themselves, their country of origin and the host country. Migrants have formed and developed adaptation and survival strategies from the beginning of their migration till the establishment in the host country and after that they have adapted their plans and developed coping strategies in response to the social and institutional environment of the country of destination. This immigration experience is reflected on these families' identity; how they see themselves within the context of the host country, their identifications with the country of origin and their individual self-understanding. These families living between two countries keep the contacts with their familiars in Albania, project a life if they will be back in Albania and in the same time adapt and integrate to their everyday life in the host cultural setting. Integration fills the details of processes that occur during the interaction of the two different cultures, emphasizing the level of dialogue that occurs between the inner voice of native culture and the culture of the host country and in finding durable connections that can serve as intermediate bridge between the past life and everyday life. Integration is in the same time an on-going process and also a state of being. Participants in this research identified education, work and social life as three most important areas and their legal status and being treated as equal by the majority as the most important aspects for a successful integration.

**Keywords:** *Integration, Cultural Changes, Adaption, Identity, Migration*

*N°AIS Conf. Skopje-Tetove 2016-19002*

## **Migration and Urbanization: Tirana's case**

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This article discusses the correlation between migration and urbanization and growth in the largest cities especially in Tirana. The topics include the characteristics of urbanization, government policies toward population migration, the change in absolute size of the rural population, and the problems of maintaining cities. It is argued that increased urbanization is produced by natural population growth, the expansion of the urban administrative area, and the in-migration from rural areas. Urbanization is not merely a modern phenomenon, but a rapid and historic transformation of human social roots on a global scale, whereby predominantly rural culture is being rapidly replaced by predominantly urban culture. Urbanization can be quantified either in terms of, say the level of urban development relative to the overall population, or as the rate at which the urban proportion of the population is increasing. Three factors have combined to produce the increase in urban population of Tirana. One has been the natural growth in urban population; another has been the expansion of urban administrative jurisdiction; and the third has been the inflow of population the countryside. Strictly speaking only this third factor should be regarded as migration contributing to the increase in urbanization.

**Keywords:** *Migration, urbanization, population growth, city*

*N°AIS Conf. Skopje-Tetove 2016-10902*

## **New Diaspora and preservation of Albanian tradition**

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The new Diaspora is Diaspora of the 20th century onwards. This Diaspora and especially she created from 1990 onwards will be taken in consideration the preservation of tradition, integration in countries where they are and some of her problem. First, it must be said that the most favorite and most populous recently Albanians are US. In a note found a curiosity, that "Albanians have discovered America", as to show how the Albanians are granted after emigrating to America. At the period 1912-1944, migration included mostly southern Albania. Ablation of these years of professional qualification and most targeted America. In the time frame 1945 - 1990, within the state borders of Albania, migration phenomenon was less marked. Those who walked in the years were satisfied by the communist regime, who were called "runaway". The biggest emigration became in July 1990 to 1991. It took the emission period "Time embassies". The revolt against dictatorship, accumulated for years, erupted in the historic exodus of a large scale, giving concrete figures of evacuees documents. Albanians fled from their country, but took their Albanian spirit, traditions, customs, rituals and their professions. Family celebrations such are the national organization in association with the symbolism of the descent, as "sons of the Eagle", "Union", "Kolonja" etc. Occurrence tradition are waving the Albanian flag on all patriotic activities in their gatherings, the symbol of prominent national figures as Skanderbeg, Ismail Qemal, Mother Teresa and many other figures in the history of our national culture above all, use between their language Albanian our beautiful. In addition, this topic will examine some "small" traditions, called devotions, who implement many of the migrants living away from their homeland even though they are. This paper will also be given to implementing our skills our emigrants in different countries, such as carving stone and wood, our culinary, and some other qualities, courage, acceptance of any work, and construction materials. Participation in joint activities such as folk festivals, the agreement or different tables, are phenomenon of our tradition, living among immigrants.

**Keywords:** *Albanians, The new Diaspora, migration, tradition, festivals, craft*

*N°AIS Conf. Skopje-Tetove 2016-19402*

## **Migratory crisis and their impact on population**

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The aim of scientific research is working on current phenomena, migratory crises caused by migratory flows, focusing on the role and impact of it on the population.

Detailed analysis of the impact of migration crises in the population, depending on the country where the crisis lies, will be the core of the scope of this paper. The methodology of paper work to do consist in the study of the positive law, phenomenology, and analysis of the concrete situation in this regard, using other methods of science. Practice and experience the best of Albania but also those already affected regional migration from crisis, to be reflected in this paper. Unlike many tests so far that have been focused on the effects of the crisis on self migratory flows, but this paper focuses on the effects of crisis affected populations of migratory. The expected results of this work show that the effects of the crisis on the population migration not always have a negative impact, but often they also have a positive impact in areas such as security, economy, social. This paper comes as a document of value to planning and management structures of handling migratory crisis, at a time when neighbor countries are facing recent years with such crises and Albania remains vulnerable to potentially affected by them. Conclusions regarding the scope of the paper serve as recommendations for facilities that handle migratory crisis management and as an opportunity for other researchers to continue studies in the future in this direction.

**Keywords:** *Migratory Crysis, Positive right, Affected Population.*

## THEMATIC SESSION 03:

### EDUCATION & SPORT

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*N°AIS Conf. Skopje-Tetove 2016-17703*

#### **The Relationship between Leadership Models and Teachers' Professional Development in Schools**

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Based on teachers and school principals perceptions of 9 years schools in Durrës region, this study aimed to determine: the relationship between leadership models (structural, human, political and symbolic) and teachers' professional development in schools. Participants in this study were 610 teachers and 98 principals selected by group sampling technique.

This study made use of systematic search operations and the combination of quantitative and qualitative research methods. Instrument used was a structured questionnaire in Likert scale, for both teachers and principals. Alfa Chronbach coefficient for both questionnaires was  $\geq .7$ .

Quantitative data analysis consisted in correlation coefficient and crosstabs. Qualitative data were gathered by semi-structured interviews with teachers, administrators and head departments, as well as a checklist that observed management behaviour and staff responses within educational institutions, for about 2 months. The findings of the study identified: a moderate and substantially positive relationship between leadership and teachers professional development models. The study found that systemic application of systematic action research enables a resonance research in a delicate research terrain or when there are different perceptions between the subjects.

**Keywords:** *Structural model, human model, political model, symbolic model*



*N°AIS Conf. Skopje-Tetove 2016-4103*

## **Preschool education facilitates the difficulties encountered by first grade students who have not attended preschool**

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Preschools are a form of organized social care for children, so that mothers employed to help to dismissed them out of the house, and child development to enable normal as mental, emotional and social. According to the most advanced studies psychology and pedagogy, six years before the child's life have a major impact in shaping the human personality. With a view to the development of children up to six years to be more successful, science profession make efforts to raise awareness in society for quality education of preschool children.

Staying child at home with family it may be the mother or grandparents can affect a child's development, both in terms of academic / teaching as well as socializing with the children or classmates, and especially that shown in the beginning of school (first grade). Difficulties in socializing with children / other students or sometimes even to the teacher, thought that are visible during the start of school or first grade. The situation becomes more complicated as they start to become more independent from the family, while found in effort to build interpersonal relationships with peers. The aim of this study is not pursuing research among preschool / kindergarten and academic outcomes / learning, as well as the socialization of these children during the early school (first grade).

***Keywords:** Children, preschool, education, socialization, learning*

*N°AIS Conf. Skopje-Tetove 2016-18103*

## **Adaptive Teaching**

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Alternatives to adapt teaching are very important to firstly be treated with an alternative learning practical approach that can be used for students in regular classes. The approach in Kosovo in teaching has changed but it does not have enough

information about adaptive teaching. How adapted teaching is being implemented, knowing that the education system in Kosovo applies regular classes and special classes. Alternative learning has been an important initiative for young people who have demonstrated behavioral problems, or generally had low motivation to school. I would like to research more on the adaptive teaching about a practice how it works, the teacher who has in their class students who have problems with learning and low motivation for learning.

Are there any changes in the adaptation of teaching? How it has been expected by the students who have had problems with learning? The research is a combination with literatures and students experiences, using a qualitative approach. Students' experiences can provide interesting information about the quality of school. Four interviews will be conducted through the qualitative method with students who have completed primary education, and two other students who are in school today.

**Keywords:** *Teaching, Alternative, Motivation, Relation*

*N°AIS Conf. Skopje-Tetove 2016-16303*

## **Teaching English for Medical Purposes; the case of Logos University, Albania**

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This article will address the issue of teaching English for medical purposes (EMP) at the university level. The fact that nowadays English is the language of experts in a variety of subjects and fields has lead to the need of teaching for specific purposes rather than General English. This course (EMP) aims primarily to prepare students with the skills needed to communicate effectively in English in their future profession. More specifically, the study focuses on the attitude of learners about the EMP course as well as their expectations related to the latter. It also concentrates on various components of the course such as: medical vocabulary, grammar rules and practice, speaking skills, writing skill etc, and the way students perceived them. The analysis of the results indicated that most of the students are aware of the impact and role of English language. The data reveals which skills needed more attention or more practice in class. Part of this study is even the correlation between students' English language level and their aims of studding this language at university. The study was conducted at the end of the second semester in the academic year 2015-2016. To analyse the data were employed quantitative techniques.

**Keywords:** *English for Specific Purposes (ESP), English for medical purposes (EMP), English teaching, Medical field*

*N°AIS Conf. Skopje-Tetove 2016-20703*

**Reading aloud, quiet reading  
and understanding  
of the text of students of fourth  
and fifth grade of elementary school**

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Effects of reading quietly and reading aloud in understanding the text was a topic which is treated before many decades in various countries of the world while we almost did not consider as a topic. As a result we have a lack of studies in this area in our country. In the research work provided by countries with highly developed education it is proved that research in this field of education has a great importance on developing education. Teachers during of interpreting the text in the case of the Albanian language almost always use strategy in which a student is required to read out loud and listen to others, or teacher reads aloud and students hear.

The purpose of this research is double, to assess correlation between reading in silence, reading aloud, understanding of the text and the knowledge of vocabulary, and verified that the students read silently indicate a higher level in understanding the Source than students who read aloud. In this research participated, 133 students from fourth grade and 132 from fifth grade from elementary school "Yll Morina" in Gjakova. Of the total number of participants in the study 132 of them read in silence and 133 read aloud. Both groups underwent s tests of understanding based on standards of author Tony Buzan.

The test consists of 15 questions in total, of which 12 measure the understanding and tree questions related about control of vocabulary knowledge. Results of this study showed that students who read aloud reached the highest level in the understanding of the text and recognition of vocabulary compared with the effects of reading in silence of children of fourth and fifth grade involved on survey.

**Keywords:** *Reading, reading in silence, reading aloud, understanding, teachers, teaching*

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## **Technological practical training in primary grades - not just reproductive activity**

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Research and development of creative thinking in classes is the subject of ongoing theoretical discussions. Teaching practices in the case of technological practical training in primary grades do not always correspond to the theoretical discussions and developments. The basis for such a claim not only provides actual observations of school practices, but also analysis of school documentation. Often teachers, authors of textbooks, mainly engineers and academics, forget that a primary age pupil is a child who needs to experience the joy of success of an activity. The student is active only if what he is doing, is an interesting and fun activity and in his product he can express himself. It is unlikely that proper implementation of all the envisioned technological operations, appear more satisfying activity for students. With a goal to increase the effectiveness of technological practical training, the current paper suggests the application method, the student is subject to real cognitive and practical activity, offering selection of content, subject to the idea of gradual coordination of tasks offered.

***Keywords:** Basic education, technical and technological, reproduction, recreation*

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## **Basics of communication competence in pre-school cycle**

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A successful communication is based on language ability and capacity, to a better linguistic competence, and hence, to a good communicative competence. Therefore, the aim of this study is to be served new ideas associated with increased linguistic ability and capacity. In this way, it is necessary that regardless of models of the texts and knowledge they carry, teachers should be given a ready route, clear methods, based on reliable models, which will lead students to success.

This means that later students will possess high linguistic capacity for a better communication skill and not simply a mechanical drift of the knowledge. Students should not be satisfied with merely the recognition of linguistic units, or knowledge

of grammatical rules, but they must be trained in order to put these rules into practice. Positive expectations during the learning process should be a priority of teachers so that they meet the needs of today's communication. In the teaching of Albanian and moreover during the transmission of basic knowledge for a good communication competence, work has to start with pre-school cycle.

*Keywords: Linguistic capacity, communication skills, communicative competence, teacher*

*N°AIS Conf. Skopje-Tetove 2016-20003*

### **Aesthetic education of students through Albanian and foreign dramaturgy**

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In civic education and the educational system itself of the younger generation, Albanian and foreign dramaturgy has occupied an important place, not only as part of the learning process and educational one but also as a particular area of Albanian life, in which, the aim, these latest decades has been for their global education. Albanian and foreign dramaturgy is now not only an internal part of subjects such as literature and civic education but also part of student's lives, (students) who have established theater groups involving hundreds of young people, in high-schools and secondary schools. In this aspect, civic and aesthetic education of students has obtained new and direct/precise visions, through which are encouraged many talents that this society and the present needs.

*Keywords: Drama, students, high school, education*

*N°AIS Conf. Skopje-Tetove 2016-20603*

### **The role and importance of music education in the education system in the Republic of Kosovo**

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If we would refer to the importance of the music education in the psychosocial development of children in general, it appears that in the education system in Kosovo the role of musical education it is extremely minimized. Despite the fact that the subject of music education from the view of psycho –social development of children is extremely important, while being an obligatory curricular subject, music education continues to be one of the most neglected subjects and untreatable in relation to

other subjects . The research will prove the hypothesis that musical education remains untreated institutionally as a result of several factors that will be identified as follow. As results of non -institutional approach in Kosovo society, but also on other professional musical circles created decadence in the field of music education in general, but also in professional art in particular.

A contributor on this segment it is also musical massiveness of anti –values through media, which as a result of different interests have direct impact on the musical issue in duration, forming or taste. The research will be based on interviews with directors of music schools, professional musicians, artists –musicians of artistic life in Kosovo and musicians editors.

**Keywords:** *Musical education, education system, teaching, curriculum, psycho–social development*

*N°AIS Conf. Skopje-Tetove 2016-5303*

## **Engaging the learner: What motivates students today?**

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Student motivation is related to students’ desire to participate in the learning process. The job of the educator is not to blindly teach, but to motivate students to demonstrate behavior that will help them stay motivated and become life-long learners. Motivation can be an amazing factor when it comes to student performance. When students are motivated they will set individual goals for themselves and modify their behavior in order to meet those goals. In my presentation I am going to explain some strategies how to get our students interested in learning and how to motivate the unmotivated students.

It also concerns the reasons that underlie the students’ involvement or noninvolvement in academic activities. Inclusive teaching is one of the most important techniques which means teaching in ways that do not exclude students, accidentally or intentionally, from opportunities to learn. Research has shown that if students do not consider a learning activity worthy of their time and effort, they might not engage in a satisfactory way, or may even disengage entirely in response (Fredricks, Blumenfeld, & Paris, 2004). Active learning strategies can also be used to engage students in thinking critically or creatively, speaking with a partner, in a small group, or with the entire class, expressing ideas through writing, giving and receiving feedback, and reflecting upon the learning process. In conclusion, engaging students in the learning process increases their attention and focus, motivates them to practice higher-level critical thinking skills and promotes meaningful learning experiences.

**Keywords:** *Engaging, students, motivation, inclusive teaching, learner*

*N°AIS Conf. Skopje-Tetove 2016-7703*

**Factors affecting the entrepreneurial goal:  
the role of education programs, subjective norms,  
and perceived behavioral control**

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The entrepreneur aim is a very important factor, which is considered as a key element in youth employment and the development of the country's welfare. This study was conducted based on an intentional sample, which consisted of master's student, respectively the first year Business Administration and Public Administration, in Economic Faculty of Tirana University. The empirical analysis is based in the main two elements: first, the use of a standardized instrument and secondly, statistical analysis, factor analysis, correlation and linear regression. The study shows that education programs and subjective norms don't relate positively with the entrepreneur aim. On the other hand, it emerges that perceived behavioral control has a positive impact on the development of entrepreneurial goal.

***Keywords:** Entrepreneur's aim, educational programs, subjective norms, perceived behavioral control*

*N°AIS Conf. Skopje-Tetove 2016-19903*

**Strategies for teacher training regarding  
the culture of peace and nonviolence**

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In a world where violence is present everywhere, promoting nonviolence is not utopia. It is an ideal that can and must function. Nonviolence is treated as an attitude, as a method of action, as a means to resolve conflicts. A non-violent approach is possible. The true nonviolence consists in a transformation of ourselves. The study presents values of a culture of nonviolence in a philosophical, psychological and educational perspective. In our faculties of teacher training should take place changes in many

aspects, on the basis of reflections by studies and contemporary best practices. The focus of the presentation will be the development of psychosocial competencies and improvement of education programs in schools, especially regarding resilience, living together in harmony, transmission of values such as respect, justice, equality, etc. Belongs to teachers become promoters of change and architects of a better future, in coordination with other actors in society.

**Keywords:** *Nonviolence, psychosocial competencies, educational perspective, promoters of change, strategies*

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### **Issues of elaboration and implementation of the new curricula at pre-university course of History**

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The study analyzes the Pilot-Project of the Ministry of Education and Sports in Albania, disassembled, treated and applied, in the period of the years 2014 - 2016, in the course curriculum of history in lower secondary schools defined as 'pilot schools' by MES (Ministry of Education and Sports). The study reflects the application of the educational reform in 'pilot school' classes, the real state of our school, the priorities and problems identified during the application of the new curriculum, in the teaching of history in particular. The realization of the objectives of this research was made possible by scientific literature review and data collection through structured interviews. Search sampling included teachers of history, directors of schools that currently are implementing this project, students and parents in the pilot lower secondary schools.

The principal idea of this research is based on the thought that the education of the young generation is and should be a key issue in our society, to enhance the worthy citizens of the global tomorrow. Models taken from different educational reforms in the world, at first must be studied and adapted to the reality of our school in all its components and further we may build structures for their implementation.

**Keywords:** *Pilot-project, curricula, secondary lower school, history, implementation*



## **The effects of perfectionism and procrastination on achievement emotions**

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Although academic emotions represent important factor which influence quality of learning (Greenleaf, 2002), little is known about the antecedents of these emotions and their occurrence in specific academic subject areas (Goetz et al, 2006). Therefore, the main goal of this study was to find out the antecedents of achievement emotions. This study examined the influence that perfectionism and procrastination have on achievement emotions. Participants in this study were 800 high school students who were recruited randomly in 23 high schools in Kosovo.

They were typical high school students with ages ranged from 16 to 18 with mean of 17.4 (SD=.51). From 800 students, 60.4% (483) were females. Respondents completed the Achievement Emotions Questionnaire – Mathematics (Pekrun, Goetz & Frenzel, 2005), Procrastination Scale (Lay, 1986) and Almost Perfect Scale-Revised (APS-R; Slaney et al., 2001). Results obtained from Structural Equation Modeling indicated a significant relationship between adaptive perfectionism and positive achievement emotions. On the other hand a significant positive relationship between maladaptive perfectionism, as well as procrastination with negative achievement emotions was shown. Perfectionism and procrastination explained 18.3% of the variance in enjoyment, 21% of variance in pride, 21.9% of variance in anger, 23% of the variance on anxiety and 32.8% of the variance in shame. By identifying the contribution of perfectionism and procrastination on achievement emotions, a good basis to develop a support strategy for students with negative achievement emotions was provided. The results will be especially relevant for the school psychologists, which have to deal with student's emotional problems.

**Keywords:** *Achievement emotions, procrastination, perfectionism, learning*

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## **Health benefits from motion games**

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Based on many studies, in our country during the past 20 years there is an increase in many diseases, i.e., obesity, diabetes etc, in children and youngsters as a result of their sedentary life style and bad food. Facing this situation the school should play a bigger role in promoting of healthy and positive activities for children and youngsters. Besides physical activities another worthy and positive way for a healthier life are games, which due to being entertaining, ensure a wider participation of the students. Now days, thanks to researchers' and theoreticians works from different fields of study we know the emotional, social, educational and didactic benefits of the games. Based on this data and other considerations on the games, the main purpose of this paper is the identification and interpretation not only for the above mentioned benefits but especially their physiological effect and its impacts on the health conditions of the pupils. This emphasis the positive effect of the games on the functioning, growth and perfection of the immune system, body organs and the overall health conditions. On the other hand the overall capacity increase of the organism, would lead to a chain of positive impacts in coping with different physical loads from the daily activities as well as to operate in a better efficiency.

**Keywords:** *Game, health, physiological effect, students*

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## **Quality education of the young generation guarantee for a successful future**

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Nowadays as the Albanian society is developing the education of the new generation plays an important role. Every attitude towards the new generation is an attitude towards the future. Nothing can provide the future more than our attitude towards education. School today is a dynamic institution that is changing a lot, comparing to what was in the past. The teacher's image and his role in society have been developing to perfection as well. The image of the honored and respectable teacher lost its brightness for a while but it is returning to shine, give knowledge to his student and convert them into attitudes.

Nowadays school and students offer new standards in the teaching and the educational process which ensure an effective collaboration in the teaching and the

learning process. Living in a global world which is developing rapidly, facing fast and unpredictable challenges, looking for the realization of the educative mission, clashing a world where the generation of ideas is achieved through stable knowledge, it is the proper time for the teacher's standards to be seen closely related to the key powers of learning. The qualitative school is the main factor to solve problems. We have to face the education system counter. The quality must be seen as a value for changes which have been expected for a long time in educational system in economy, culture, science and technology.

*Keywords: education, future, standard, teacher, methods, values*

*N°AIS Conf. Skopje-Tetove 2016-9203*

### **Challenges forward realization of key competencies for sustainable development in higher education studies**

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The purpose of higher education has been a topic of debate for many years, elaborated especially in the country with long tradition in the higher education. The primary purpose of higher education remains the creation of prepared minds, focusing in preparing individuals for productive contribution through character development. Fighting against the increased complexity and other processes of globalization for sustainable development is the current focus of higher education, which consists in enabling people to not only acquire and generate knowledge, but also to reflect on further decisions and activities confronting the new perspectives of responsibility. Higher education for sustainable development in the higher education studies has to participate in the discussion about sustainable ways of living and working. Acquiring key competencies and by academic studies needs to be confirmed by a new learning culture which shows its potential possibility to achieve sustainable growth and qualified future generation.

The purpose of this paper is to analyze key competencies for sustainable development in the higher education and the challenges forward competence acquisition during academic studies. The paper will analyses also the implications for both formal and informal requirements of learning processes which considers a new learning culture based on competence orientation, social orientation, self reliance and individual capacities.

*Keywords: Higher education, Key Competences, challenges*

*N°AIS Conf. Skopje-Tetove 2016-3203*

## **Trends of development of higher education to sustainable global environment**

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Understanding the changes that have taken place in higher education around the world in the past half century is a difficult task due to the scope and complexity of these trends. Understanding of a dynamic process, and is being developed, it is not an easy task. Developments of the recent past are not as dramatic as those of the 19th century, when fundamentally changed the nature of the university worldwide. Changes academic end centuries are truly global and affected many institutions of higher education (G. Altbach, and others, 2009: 3). The goal in this the paper is to examine trends in the central issues and contextual factors in higher education in the past decade and the present prospects for the near future. Thus, i have tried to reflect the context for these issues. Although many of these trends are not new, the implications of these developments need to be faced. Trends that are addressed in this paper are confident that will continue, as these are difficult issues cannot be solved easily. But it is important to keep in mind how these trends to address old and new changes in the world around us. Understanding these factors in a broader context, such as the role of higher education in a globalized world, is the first step to deal constructively with the challenges which inevitably loom on the horizon of our higher education system.

**Key Words:** *Sustainable Education, Trends, Challenges, Higher Education System*

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## **Physical activity, body mass index and body satisfaction among adolescents**

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The purpose of this study was to examine the relationship between physical activity, Body Mass Index and body satisfaction among adolescents (high school students). It was hypothesized that lower MBI and greater physical activity would be associated with greater

body satisfaction. It was also hypothesized that boys would have higher physical activity and higher body satisfaction than girls. The participants were male (N=181) and female (N=175) high schools students from Shkodra (N= 356). They completed questionnaire including demographic information, The Body Areas Satisfaction Subscale (BASS) of the Multidimensional Body-Self Relations Questionnaire and questions about their weekly physical activity. There were statistically significant relationships between physical activity and body satisfaction and between body mass index and body satisfaction. The greater physical activity and the lower body mass index the greater is body satisfaction. Compared to girls, boys had higher physical activity but not higher body satisfaction in general. The relationship between physical activity and body satisfaction is significant only for boys not for girls. On the other hand, the relationship between body mass index and body satisfaction is significant only for girls not for boys. This means that girls that have lower body mass index and boys engaged on physical activity have higher body satisfaction. Implications and limitations of this study are discussed.

**Keywords:** *Physical activity; Body Mass Index; Body Satisfaction; Adolescents*

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## **The Professional, the Man, and the Citizen - the challenge of a the Multiple Formation in a Comparative approach**

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This paper is mainly based on the data of a survey by Albanians from Albania, Kosovo, Macedonia, Montenegro and Albanian Diaspora in over 30 countries from the US, and Canada to Australia. The basic instrument of this study was a written questionnaire over a very wide range of issues. The questionnaire of the survey is completed online, based on a strict sample survey methodology. On this basis, is created a wide database, sufficient to analyze comparatively the socio-demographic life of Albanians, their quality of life, their level of civic and community engagement, their education, The degree of filling of the vital interests, and up to the level of health services in the proper countries. In this paper are presented the conclusions of this study rather unique, especially those concerned with the school, and the education system, regarding first with the challenge of a three dimensional education of the Professional/or expert (1), the Man – in an ethical approach (2), and the formation of the Citizen, for a democratic society. This study is an example of trying to correct the higher educational system, based on the professional and social life of the graduated people.

**Keywords:** *Professional, Man, Citizen, Multiple Formations, Albanians, Albanian Diaspora*

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## **Patriotic education of young people in modern China**

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The particular feature of patriotic education in modern China is its fusion with national and social education. The leading trends of the existing system of teacher training, including training of choreography teachers in the field of patriotic education in schools include: maintaining the priority of the “Big Four” and the dominant patriotic component in the training of teachers to educational work in the national school; rejection of purely utilitarian pragmatic approach in training teachers and fundamentalization of teacher` education; high involvement of teachers (especially primary teachers) to after-school life of students etc. Modern Chinese educational theory recognizes the lack of practical methods of training future dance teachers to work in the field of patriotic education and active search for solutions of the problem mainly by the resources of the Chinese pedagogical theory and practice. The system of training future teachers for patriotic education in China has certain characteristics due to historical development, politicization processes in determining the state goal of education and training, as well as structural and professionally-directed components of teacher training. The leading categories of patriotic education process in China are “an informed patriotism” and “aimed patriotic education”, which are to form a sense of patriotism not only on the emotional and sensory levels, but also motivate to prove it on the cognitive one. For the patriotic education of youth the Chinese School uses a wide range of methods including educational, cultural, emotional, media and other sources.

***Keywords:** Patriotic education, China, educational process, national education*

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## **Teacher’s professional development in the contemporary ESL/EFL classes**

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Foreign language teachers are challenged everyday from the aims, needs and demands of their own students. As the need to learn and speak a foreign language is increasing more and more for one reason or for another, it remains to the teacher the main role. Learners

are like consumers while talking about the way they perceive and acquire a foreign language. The demands are increasing and learners strive to learn in different ways. *What about language teachers? Are they continuously in search of perfect professionalism? What are the qualities that a contemporary FL teacher should have?* These are some of the questions that are dealt in this study. The research is focused on FL teachers in Albania in different foreign language classes. The aim is to find out how the needs of learners and aims of teaching are met. Foreign language classes face many problems like large classes, lack of materials etc. Different theories of learning and teaching focus on professional teacher who relates theory in practice involving different strategies, methodology, techniques and practical communicative activities to improve student's learning. As globalization is moving on and on teachers have the opportunity to learn more by: developing open classes, observing, discussing, reflecting, taking part in seminars and workshops, using the internet as a refreshment resource for new ideas to use them later in their own teaching. Trying out new techniques, becoming skillful, creating a pleasant and interesting atmosphere in the classroom and motivating learners are some teacher's concern.

**Keywords:** *Professional teacher, skillful, motivator, methodology, knowledge*

*N°AIS Conf. Skopje-Tetove 2016-12003*

## **Emerging Pedagogies Linked to HRE: Their Contribution to Promote Individual Empowerment and a Culture of Human Rights**

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The importance of HRE in the teaching process is now obvious to the majority of the skeptical professionals. Its impacts on the teaching process, its emphasis on the equality, discrimination and humanity make teacher reconsider traditional methods and challenge them into new pedagogical ways to successfully implement HRE. In this paper I will concentrate on new and emerging pedagogies linked to HRE, their impact on the individual empowerment. The first part of the paper will be based on history, on HRE development, the second part will be a case study on the Albanian schools, in different cities in primary and secondary schools, and a questioner is for the students to understand their knowledge of HRE and if their rights are violated during the classes; the second questioner will be for the teachers to analyze their knowledge about HRE and if they, consciously or unconsciously, offend and discriminate students. The third part of this research paper will focus on the results and recommendation based on the research and study. Also this part of the paper will offer solutions on how to deal with problematic situations. The methodologies that are going to be used are varied, in accordance with the research paper's needs.

**Keywords:** *HRE, emerging pedagogies, primary and secondary schools, teachers*



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## Family in front of the creative skills release of preschool children

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Creativity is a natural activity of the child of this age. The article focuses on the creative skills of the child, as well as on the determining role of the family. Except its protective and instructive role, family supports the development of the child and encourages him to perfect himself. Family also gives the child time to reflect and see things differently. In any child event, parents must be his partners to encourage his progress. The paper also brings to discussion forms that help foster childlike creativity. They are related to reading, music, cinema etc as an opportunity to ensure the harmonious model of a creative child. A creative child is the one who is open to new impressions, who willingly breaks stereotypes and distinguishes for his independence by providing opportunities for progress toward the new society. By creating to children situations that release creativity, parents become inspiring people.

**Keywords:** *Family, creativity, creative child, forms of creativity*

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## The need of planning integrated education and labour market policies

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The need of planning integrated education and labour market policies is emphasized since the Albanian National Strategy on Development and Integration 2008-2013, as well as in the current Strategy 2014-2020, but the employment is decreased, especially for the group age 15-29, from 50.1% in 2007 to 41.9% in 2014. The labour force with a university degree has increased by 7% in 2014 compared to 2013, reflecting the increasing trend of the enrollment rate in higher education, while their employment has increased by only 4.3% and their unemployment rate reached in 17.2%, compared to 15.6% in 2013. The aim of this paper is to explain the need of coordination the education and labour market policies since their design until implementation.

The higher education in Albania was reformed based on the Bologna system. Graduates with a Bachelor degree have to continue the Master level of studies, as they face difficulties in finding employment. In the last ten years, the number of graduates has increased three times, whereas the labour market policies and those of the universities for facilitating the transition of graduates to the labour market are missing at all. The entrepreneurship skills of the graduates, which are necessary for taking initiatives in



a labour market structure dominated by self-employment, are weakest. The labour market demand for qualified labour force is increased in the most dynamic sectors of economy as energetics, mining, agriculture, manufactures and services. Whereas the HEIs are offering a limited supply of study programs and graduates in such fields of study, remaining oversupply in humanities. Methodologically, in order to understand the challenges of the unemployed with higher education in the labour market, several instruments have been used: analysis of data on higher education, the LFS and the SNA; semi-structured interviews with representatives of universities, government, social partners and graduates; and a focus group with the ERASMUS+ alumni. The study findings answer the questions: What is the provision of the higher education system? What are the labour market developments and the challenges that graduates face at the point of entry in the labour market? What are the factors that lead to a successful transition of graduates into the labour market? The conclusions and recommendations are regarding to the quality standards of higher education, the employment services and the career development orientation of students since the secondary education to facilitate the graduates integration in the labour market.

**Keywords:** *Young graduate's unemployment, higher education supply, labour market demand, skills mismatch, employment services.*

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## **The correlation between Education and sustainable development**

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Education and sustainable development are two categories that are related between and constrain each other or help each other, because there is no sustainable development without authentic education and there is no authentic education, accurate and true without stable material development, spiritual and social development generally. Humankind has often created different theories in different areas of knowledge when could not use enough for the practical needs and vice versa, humankind has used the goods of material, spiritual and social kinds from nature, space, and the universe ... and did not even know the source, neither flow nor their importance, could not speculated nor systemize the experience in which has passed through because they lacked last instruments, power tools that multiply the ability of acquaintances. The humankind has achieved something only when copying, imitating or repeating themselves ... Therefore, the notion of education involves little more understanding of what is defined thus far. So, one must understand that there is a more completed definition of this sphere of human life, education, although it is not covered so far. Sustainable development, the development process towards

excellence as everything will be done only when one reaches to recognize and master the necessity and contingency, when man will be educated. It is still questionable whether we are creating the future, or the future will create us? ... Postulates; the definition, full understanding of the content and volume of notion education, sustainable development, enables recognition today, the present and the course will be offered for future recognition. Therefore there is a project which will include a special field where justified knowledge will be explained and mentioned postulates will return on general principles. Matera, pulp study as examples for illustration shall be put in the content of the paper when the paper will be published. Changes; are obvious, is expected to become even more apparent with the publication of the paper. Finally, the main categories, education, sustainable development, the future that we are creating the conditions in between of these categories represent a whole universe in itself.

**Keywords:** *Education, nature, material, spiritual, social, theory, practice, copying, imitation, projects*

*N°AIS Conf. Skopje-Tetove 2016-10003*

### **Exploring relationships among academic achievements in science curriculum and assessment methods based on written answers of students**

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The aim of research was to explore relationships among academic achievements and assessment methods based on written answers of students in science curriculum. Research question: Are there relationships among academic achievements and assessment methods based on written answers of students in science curriculum? Hypothesis: There are not relationships among academic achievements and assessment methods based on written answers of students in science curriculum. Research hypothesis: There are relationships among academic achievements and assessment methods based on written answers of students in science curriculum. Main variables of the research in a conventional way were as follows: (1) academic achievements-dependent variable, (2) assessment methods based on written answers of students-independent variable. Quantitative approach was used in research. Two samples of respondents have been used to generate the data: the sample of 15 years students and the sample of science curriculum teachers. Inferential analysis confirmed the existence of relationships among research variables. Based on Pearson Chi- Square values it has been resulted that for value of  $p < .05$  there are statistical significant relationships among academic achievements in science curriculum and assessment methods based on written answers of students. Based on values of Cramer's V it has been resulted a medium level association among academic achievements in science curriculum and assessment methods based on written answers of students.

**Keywords:** *Assessment, academic achievements, science curriculum, assessment methods*

*N°AIS Conf. Skopje-Tetove 2016-10703*

## **The managing of school in the focus of change**

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This paper explores some of the school management issues, referring to the case of Albania. The common denominator of what has happened in the last two or three decades is Change. But it is not excluded that the changes have been controversial. School is among the institutions that felt, perhaps more than others, the dimension of the controversial changes. As has happened since the time of Socrates onwards, scholars are attacked and defended; teachers are blessed, but also cursed. But, however, there are taking life and sustainability quite elements of contemporary education. In addition, are treated some issues concerning the correlation of school success by the way of managing (I) and the vision of managing staff (II), referring to the practices promoted by the Albanian Ministry of Education and Sport, such as: the identification of the situation and needs of school principals; the assessment of the performance of school leaders in relation to unified national standards; drafting of the regulatory framework and the establishing of a new system of nomination for the school leaders, based on a new professional standards and so on.

In the paper, the experience of Albania is presented by the Vice-minister of Education. The Albanian experience, however unique, is in harmony with the experiences of other Balkan Countries and reflects the common attempts for a New and Democratic school and educational system in the proper countries, in the process of European integration.

***Keywords:** School management, controversial changes, democratic school, Albania*

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## **The differences in the stress level of students by gender lines**

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This study seeks to investigate and identify differences in the level of stress by gender lines between students of three public's middle schools. In the realization of this pilot study, Cluster Sampling technique was used to conduct a survey with students from three public schools. For the realization of the study a questionnaire about these students' academic stress was used. The purpose of the study is to measure the

differences according to genre lines by the level of experiencing stress and differences in the impact that the identified factors by factor analysis through principal components analysis method, during Spring 2016. The survey was attended by 151 students. Statistical Package for Social Sciences (SPSS for Windows XP version 16) was used to perform statistical analysis of the factors identified in the study. Data analysis showed that there is a difference in the average stress levels experienced between men and women. Men experience a stress level of (.23228) higher than women. The study also showed that overload and classroom environmental factors are the cause of the higher level of stress in men; while self-management factors, results and expectations of the parents cause higher level of stress among women.

**Keywords:** *Academic stress, gender differences, stressful factor, the level of stress*

*N°AIS Conf. Skopje-Tetove 2016-11303*

## **Making math interesting in the classroom; Issues for teaching and learning**

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Albanian students are mostly bored and not interested in mathematics and natural sciences in general. They buy smartphones, tablets, they use FB every day, but there are very few of them who dream to work to build them, to make programs or to go to universities to learn about. Talented students in mathematics and natural sciences are not the persons to be admired by other students. Very few students envy them. They want and like their success, but not their hard work and commitment. Talented student are almost alone in our society. Their success is very rarely reflected in Media. The organization and results of math competitions or Olympiads, and the winners are never mentioned by Media. There are a lot of reasons to have so few students interested and enthusiastic in mathematics. One of the biggest reasons for this is that many students entering high school are already convinced that they do not do math, they are not talented in math, and math is too difficult for them. One of the main reasons for this situation is that many of them are being taught by teachers who have no special abilities to teach mathematics, or do not like mathematics. They lack interest, knowledge and methods of teaching math. All the solutions to the problems are in every single classroom. All the solutions are in the hands of the teachers, pupils and the beautiful process of math teaching.

**Keywords:** *Math, classroom, teaching, reasoning, problems, students, talents*

*N°AIS Conf. Skopje-Tetove 2016-10503*

## **The role of literature in shaping values**

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Literature plays a major role in everyday life; it enriches the human spirit world and ennobles it. A good novel or poetry, affects our feelings and thoughts shaping educational value. The paper presents one of the basic objectives, which focuses on educational values analyzing discussions of literary texts, giving priority to professional teachers promoting the formation of students' ethical judgment. As such, the literature remains a permanent reference in shaping the educational, artistic, recreational and cognitive values. The object of this paper is an attempt to reflect the major literary values and the impact that it has on our existence, to build a better, healthier and more human society. As a research method it was referred to different group ages literature for children, didactics of literature. Every literary text if discussed encourages further reflection, imagination, adaptability, sustainability, shaping values and worldviews enabling pure judgment of society issues. Specifically for this reason, the role of literature and its influence in shaping educational values will always remain the core of challenges in terms of reading: an advantage and alternative perspective on our society of wisdom and culture.

**Keywords:** *Literature, formation, education, values*

*N°AIS Conf. Skopje-Tetove 2016-6803*

## **Demographic processes and their role in sustainable development in education**

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The theme that will be treated on this paper is the role and importance of demographic development in sustainability of education system in Kosovo in the past decades of 20<sup>th</sup> century and the beginning of the 21<sup>th</sup> century and the prediction of these developments in the first half of the 21<sup>st</sup> century. Demographic factors are

an important element for determining the direction of socio-economic development of a country, in this case for sustainability in the development of education. The basic questions in which is oriented this socio-demographic analysis is: how does the situation and demographic developments effect in the education system in Kosovo and what is their implication in one the most important structures of population that is educational structure, *or could there be sustainable development of education in the lack of sustainability of demographic development*. The educational structure of population is about cause-effect with other demographic structure (of population), but also socio-economic and cultural with all conditions, changes and consequences. The results of registration that is done in 2011 showed all negative sides of political, social and economic development of the last decade of the 20<sup>th</sup> century in the demographic sphere which definitely will be followed by negative consequence in other area of life including the education system in Kosovo. According to the Prediction of Population of Kosovo 2011-2016, the education system of Kosovo in the future will be faced with more serious challenges because of unfavorable demographic trends, which firstly (today) have hit hilly areas-mountainous, while in the future are expected to increase with the expansion of depopulation process.

**Keywords:** *Demographic processes, sustainable development, education system, predictions*

*N°AIS Conf. Skopje-Tetove 2016-5903*

## **The effects of managerialism in education system**

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Education is one of the institutions strongly affected from managerialism. Instead of being free or at a normal price based on meritocracy criteria, education system counts more on financial terms. Here is a conflict of values regarding the governance and purposes of education. If school leaders are simply treated as managers of performances, then they will inevitably value only those that contribute to performance. The nurturance dimensions of educations are undermined. Neoliberals, premised on a market view of citizenship, supports managerialism by assuming that the citizen's relationship to the State and citizen's relation to each other are mediated via market. In education context citizens and students are redefined as 'customers', therefore the language of 'rights of citizen's' are replaced by the language of choice and efficiency for customers. So, the market becomes the primary producer of the cultural logic and cultural value by informing how people think and frame issues in education. Global movement to make public services including education and especially higher education is becoming a tradable service rather than a public service. In the 2020 plan of Europe, education is defined as central to reviving the economy of EU with this key objective: *"to develop new skills and jobs ..to modernize labour markets by facilitating labour mobility"*.

**Keywords:** *Managerialism, Education , Globalization, Knowledge, Power*

*N°AIS Conf. Skopje-Tetove 2016-14403*

## **The information literacy of the library users**

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Nowadays, information literacy of the users is a vital condition for a library to survive. Information literacy is defined as the ability “to recognize when information is needed and have the ability to locate, evaluate, and use effectively the needed information”. The uncertain quality and expanding quantity of information pose large challenges for society. Information literacy prepare users for lifelong learning, because they can always find the information needed for any task or decision at hand. The change is not easy, but through careful planning, accepting new concepts and a good communication within the staf can improve significantly the process of change. The study examines the forms of dissemination of information such as: the creation of an open access library, FOSS application, Open Access to scientific publications, continuous training of users, marketing development as a very good presenter of the library, which while operating in harmony with one another, create bridges between the users and the information. It has to do with the access of users to information, the development of the information infrastructure and the encouragement of cooperating mechanisms that make possible this approach, by concluding that, besides economic shortage, the creation of the information systems affects directly to the success or failure of a library.

***Keywords:** Information's access, user training, open stocks, marketing, research literacy*

*N°AIS Conf. Skopje-Tetove 2016-7603*

## **Communicative Language Teaching (CLT) in the Albanian Context**

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CLT has been widely explored and studied by many researchers in the field of English language teaching. There have been many studies conducted on the use of CLT in EFL settings. However, there are only few studies in number that specifically deal with CLT



and its implementation in the Albanian context. The Communicative Approach has been extensively adopted by textbooks and curricula in foreign language teaching. This holds true for Albania, too. According to the recent reform, CLT has been introduced as the basis of the curriculum, one of the main goals of which is reported to “*develop written and oral communication skills of learners*”. Also, this curriculum dictates that “*what matters is the use of language as a means of communication* rather than the rules of grammar” Despite these positive steps taken towards integrating CLT methodology into English teaching, there seems to be an apparent *disparity* between the *proposed curriculum* and the actual *classroom practices*. Therefore, the present study is significant in that it aims to inquire *about the possible reasons as to why CLT as an innovative approach cannot be effectively integrated into English classrooms*. This study focuses on the following questions:

1. How feasible is communicative language teaching in the Albanian context?
2. What are the difficulties and challenges that EFL teachers face in implementing CLT in their English classrooms? Can these difficulties be overcome? How and to what extent?
3. Does the context of CLT, that we’ve been trying to create during these two decades and a half, really promotes lifelong *learning* or problem – *based learning*?

The results show that EFL teachers, whilst aware of the achievements, observe many difficulties in implementing CLT in their classrooms. These difficulties stem from four directions, namely: *the teacher, the students, the educational system, and CLT itself*.

**Keywords:** *CLT, Communicative Approach, educational system, communication skills, learners*



# THEMATIC SESSION 04:

## POLITICAL STUDIES AND LAW ISSUES

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*N°AIS Conf. Skopje-Tetove 2016-11904*

### **Albanian-U.S. perspective relations in the 21<sup>st</sup> century context**

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Relations between the United States and the Central, Eastern Europe countries, are often designated as “special”, implying a different report from what the US has had with similar regions. The Albania case, apparently not exempt from the above “rule”, however, this issue deserves a rigorous examination, especially after the new global developments of the 21<sup>st</sup> century, and specifically the September 11 terrorist attacks. These developments changed the priorities of US foreign policy focusing on the “War on Terror”.

Therefore, the main aim of this study is a detailed analysis of the US-Albanian prospective relations in the new 21<sup>st</sup> century context, based on some important theoretical approaches of international politics as ideological, bibehavioralistic and institutional. In order to assess realistically this relationship has been analyzed the historical facts over the past century and bilateral agreements signed and ratified between two countries since 1992. These will constitute the main lines of this paper. Based on documentation review and the abovementioned approaches of international relations, we conclude that Albania-United States relations will continue with the same intensity of cooperation in the future. Political barometer will continue to evaluate Albania as one of the most pro-American countries of which the United States remains an important strategic priority.

**Keywords:** *Albanian-US relations, 21<sup>st</sup> century, bilateral agreements, pro-American*

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## **Political history of modern Egypt and its implications in the Egyptian society**

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Under the Ottoman Empire, Egypt was granted some autonomy because as long as taxes were paid, the Ottomans were content to let the Egyptians administer themselves. Nevertheless, the 17<sup>th</sup> and 18<sup>th</sup> centuries were ones of economic declines for Egypt. In 1798, the French army led by Napoleon Bonaparte landed in Egypt and defeated the Egyptians on land at the battle of the Pyramids, but he was utterly defeated at sea by the British navy, which made him abandon his army and leave Egypt. Subsequently, British and Ottoman forces defeated the French army and forced them to surrender. In particular after the last quarter of 19 century, in Egypt began colonizing activities of Western European countries, while the reaction to such events occurred within “the Egyptian national movement.”

With its history of five thousand years, Egypt is considered as the first modern state of the Arab world. Ottoman military representative Mehmet Ali Pasha takes a special place through his contribution to this process. He is seen as a statesman who carried important reforms, which can be compared even with the ones of Tanzimat. He managed to build Egypt as an independent state from the Ottoman Empire, standing on its own power. In other hand, Gamal Abdel Nasser was the one who established the Republic of Egypt and ended the monarchy rule in Egypt following the Egyptian revolution in 1952. Egypt was ruled autocratically by three presidents over the following six decades, by Nasser from 1954 until his death in 1970, by Anwar Sadat from 1971 until his assassination 1981, and by Hosni Mubarak from 1981 until his resignation in the face of the 2011 Egyptian revolution. All above mentioned leaders have set up their own internal and international policies which more or less affected modern Egyptian society. Finally, we have to highlight that in 2011, after demonstrations in Egypt, Hosni Mubarak was forced to resign and as a result a new chapter in the history of Egypt began.

**Keywords:** *Egypt, Ottoman Empire, modern state, Mehmet Ali Pasha, Egyptian revolution, Egyptian society.*

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## **The role of victims of crime in the justice process**

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In many societies the victim of crimes had been called “the forgotten person” in the administration of justice. Considerable attention is given to the process of the defendants, who all have over the top threat of punishment and therefore should be given every opportunity to ensure innocence through the presentation of the defense issues. This degree of attention is not given to the victim. The state is supposed to represent the interests of the victim and yet in Albania has not been realized nothing for the direct involvement of the victim in the process. The General Prosecutor’s initiative in establishing the Office of the Victims Advocate in February 2016, is the first step to be followed by changes in the legal framework. In our legislation the term “victim” is mentioned in several articles of the Penal Code, but this term is used for the person who has died as a result of a criminal act. Our country has ratified a good part of the Conventions relating to justice for victims of domestic violence, sexual abuse, human trafficking or terrorism, but has not taken the initiative to draft a special law for protection of the victim’s rights. This paper attempts to address the role of victims in the criminal justice process. The aim is to suggest changes in legislation by adding the role of victims in the criminal process and their rights, in order to satisfy the expectations of victims of crime by involving them in the process.

**Keywords:** *Victim rights, victim advocate, criminal justice*

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## **Ensuring economic freedoms in the mobile phone market; Case Study: Albanian Mobile Communications JSC & Vodafone Albania JSC**

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This paper analyzes in chronological the administrative and judicial levels decisions toward AMC and Vodafone Albania companies related to the violation of competition law in the market of mobile telephony. The most relevant decisions of this case are: Decision no. 21 dated 11 October 2005, and no. 59, dated 09.11.2007 of the Competition Commission to the Competition Authority; Decision no. 172, dated 19. 01. 2009 and no. 6026 dated 06.07.2009 of the Tirana District Court; Decision no. 671, dated 12.04.2010 of the Court of Appeal in Tirana; Decision no. 448 of the Supreme Court

of Albania. The Competition Authority through its decisions and recommendations has brought several positive developments for the protection of competition in the telecommunications market. The above decisions are playing the role of a precedent for similar cases in this market in particular and the protection of competition issues in general. From 2004 until today the Competition Law in Albania has evolved a lot and interested entities have more information and potential tools to protect their rights in the field of economic freedoms and competition. The Competition Commission has undertaken not only decisions and investigation procedures on the above case, but also important recommendations to better guarantee these rights, such as: the liberalization of the mobile phone market and the liberalization of the 3G service in this market.

**Keywords:** *Mobile phone market, competition law, Competition Authority, economic freedom*

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## **Setting in motion the Constitutional Court by Individuals; Comparative approach**

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Albanian Constitutional Court was established for the first time with law no.7561 on 04.29.1992 "On amendments and additions to the law no 7491. on 29.04.1991, 'Major constitutional provisions. This Court based on Article 124 of the Constitution has as main function to resolve constitutional disputes and make final interpretation of the Constitution. Constitutional Court of the Republic of Albania is not part of the ordinary judicial system but is a special court.

It has a special jurisdiction to review the constitutionality of laws and other normative acts. The Constitution in its Article 131, stipulates that the Constitutional Court decides on the final adjudication of the individual complaints against any act of public power or judicial decision that violates fundamental rights and freedoms guaranteed in the Constitution, after all effective remedies are exhausted to protect these rights, unless it is differently provided in the Constitution.

An analog exclusive authority is provided in the Constitution of Spain and in the Basic Law of Germany. In the Constitution of Spain is anticipated that the Constitutional Court is competent to adjudicate amparo demands that individuals can steer to complain that an administrative decision or a judgment, violates one of their rights that the Constitution guarantees.

**Keywords:** *Constitution, the Constitutional Court, Individual, Amparo.*

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## **The status and the role of sustainable development in international and national law**

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It is three decades since the concept of sustainable development was initially elaborated as part of international law. The concept of sustainable development arouse as a necessity to address the risks posed on nature, mankind and environment by the uninhibited economic development or other phenomena, but mainly as a means for setting up an economic, social, ecological and juridical system focusing on setting up an equilibrium among the fundamental values and rights that democratic societies trust and rely on. As of this moment, it became clear that the concept of sustainable development requires a shift of paradigms from those mainly based on economical approaches towards those paradigms where social and environmental affairs bear a great value. As outlined in this paper the obligations conveyed through the concept of sustainable development play an important role in balancing values of an economic, ecological and social character.

This paper emphasizes that sustainable development itself, in legal terms, is not only a principle, but it serves as a means for establishing boundaries in between principles, notions and other norms in specific areas where this principle finds application. However the concept of sustainable development continues to be an amorphous concept and not fully explained as in the doctrine of the social sciences. The question is raised in which way this principle is addressed in the international law and which are the commitments that this right requires of member states. On the focus of this paper is conduct of a brief analysis of the rise of this principle in international law, of the legal status this principle enjoys, and of the functions it performs on an international and national level. On the other hand, this paper aims to address the way in which this important principle of international law has been materialized in various economic, social and environmental aspects of the legislation.

**Keywords:** *Sustainable development, international law, UN, national law*

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## **Albanian Court's Transparency part of the Justice Reform**

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The constitutional principle of publishing judicial decisions in Albania aims to guarantee the public access to the courts activity, enabling a better control of the judiciary. Considering the high cost of traditional ways of information through hard copies and the practical difficulties encountered during this process, the best way to let the public scrutinize not only the courts decisions, but also all the other courts actions, is through using information technologies and internet. At the moment the situation in Albania is very critical towards the courts' online public services. The only district court who has a complete functioning and accessible website is the District Court of Tirana, even though it is an old program and not very practical. All the other district courts in the country operate through a non-functional system, which does not make available the courts' decision. The public information on the courts activity is not a voyeurism and helps the overall performance of the court. By having access to the courts' decisions the public and the professionals will be able to analyze the way the courts apply the law and will help the courts to decide in the same way in similar court cases. The Justice Reform Commission has identified the lack of public access in the Albanian courts activity. The obligation of online publishing of court decision is seen as one of the necessary steps that will guarantee the due legal process in accordance with European standards. Considered that transparency is crucial for preventing the corruption and for establishing the public confidence in the judiciary and the justice system as a whole, the paper aims to give practical solutions on how can be achieved the public information on the courts decisions and activity. The United Nations Sustainable Development Summit considers crucial developing accountable and transparent institutions and it cannot be achieved without ensuring the court's transparency. Other countries systems, like Kosovo and Italy, are analyzed with the scope of finding the best and practical solution for Albania.

**Keywords:** *Courts' decisions, transparency, judicial reform, Albania*

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## **Drones -new soldiers of postmodern wars and the use of "drone" in Albanian language**

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The use of drones has brought a revolution in war strategy in the past fifteen years. This new weapon that seems to possess the qualities of "the perfect weapon" has opened a wide debate regarding ethics and respect of international law. This paper is an interdisciplinary approach that

in the field of international security aims to answer some questions: What changes drones have led to the development of postmodern wars- potentials and limitations of their use. How are drones used and the need of setting rules for their use in the context of international security? Does the use of drones respect the war norms and the international humanitarian law? What will be the future of this weapon? Will the drone technology replace the traditional war with the digital war? The language aspect will address issues related to: the etymology of the term drone and the new words based on this term in the Albanian language. These words will be analyzed in terms of word formation, noting the main ways of their formation and semantically classified by logical- object content simultaneously noting how the borrowing term “drone” in Albanian is accompanied by the appearance of semantic phenomena.

**Keywords:** *Drone, strategy of war, law of war, international humanitarian law, term, term formation*

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### **The role of social inequality in explaining the transformation of ex-communist countries towards democracy; the Albania case**

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The main analysis of this paper will be focused on the society's transformation process from communist regime toward democracy where the Albanian society presents a unique case. We will try especially to find the implications and the impact of society inequality as a product of different regime types: democracies, autocracies and various subtypes as a part of this analysis. The aim is to see 'inequality' as an extended phenomenon and as a product of political transformation that have happened in ex-communist countries especially in the Balkan region. Inequality may pose a danger even for the legitimacy of established democratic regimes as well as for young democracies; it may affect the transitional process in an ending process to democracy. The questions that we address are: Which were the mechanisms that produced such phenomenon? Which were those factors that exposed the ex communist societies from 'equality' toward 'inequality'? The basic argument is that social inequality is more evident and present in countries whose regimes are classified as “hybrid regimes or regimes of the gray zone”. The applied methodology is mainly inductive. We are trying to explain the phenomenon and its reasons from reality to theory by studying and analyzing the causes and problems that the society is facing in its transition from communism towards democracy. The analysis will be done through the review of data reports of international institutions and different studies on this issue trying to look in depth into the Albanian society profile and its nowadays reaction.

**Keywords:** *Social inequality; transition; society; democratization; poverty*



*N°AIS Conf. Skopje-Tetove 2016-20404*

## **The role of national parliament in the process of European integration**

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The law of the European Union has created a new order different from the international and national law of the Member States. Different from international law, which regulates first of all inter – state relations, where states are legal entities, the law of the EU consists in the rights and obligations that have to apply to Member States, as well as natural and legal persons in those countries. Before the entry into force of the Lisbon Treaty (2009), it was common to make a distinction between the right of European Union and European Community law. The system of three pillars has created these differences, which was repealed by the Treaty of Lisbon. Before the 2009, the legal system has changed from one pillar to another, with significant differences between the first pillar and the second pillar Community and the third inter-governmental pillar. The three pillars altogether made up the EU law. After the Lisbon Treaty, we refer only to European law. However, the old legal acts are in force until they are revoked canceled or changed. This paper intends to pursue in order to summarize the right of the European Union and the role it plays in our domestic legislation.

**Keywords:** *National parliament, European integration, member States, inter-governmental pillar*

*N°AIS Conf. Skopje-Tetove 2016-8604*

## **The government interference on property issues in Albania**

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In Albania, the conflicts regarding the property matter have their beginning since the fall of the communist wall. The reasons are of different kind, but at the base of all, there is the political interference and in particular, of the government and parliament, in one hand by permitting the overlapping of laws, and in the other by not endorsing the right laws on property. The approval of the Law 7501/1992 and all the property problematic that this law brought behind, since 1992 until nowadays in Albania. This study aims to give a general panorama of what happened in Albania after the 1991's on the property laws and what kind of legal problems did they bring in the Social and Justice system. Aspiration to make people awareness and understand better what really happened and which ways the state should have had to interfere, to the land and house property laws, in order to have had eliminate all the conflicts, which are still opened and doomed to be repeated, since the property is “defended” by the laws actually into power in Albania.

**Keywords:** *Law, Property, Social Behavior*



*N°AIS Conf. Skopje-Tetove 2016-14204*

## **Independence and impartiality in the Albanian judiciary system**

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Article 42 of the Constitution of the Republic of Albania and Article 6 of the ECHR have enshrined the right for a fair trial, part of which is the independence and impartiality of the judiciary. Judicial independence is a pre-requisite to the maintenance of the rule of law and the fundamental guarantee of a fair trial. A judge must decide cases impartially on the basis of law and evidence. He must do so without pressure, fear of interference from external influence, for example from the executive, but also against influences from within the judiciary. But recently, some judges use the judicial system as a profitable business, by buying and selling justice. They therefore have the potential to disrupt the entire judicial system for corrupt purposes. The public has no confidence that the judiciary upholds principles like independence and impartiality and it perceives the judiciary as one of the most corrupt institutions in the country. Independence and impartiality will be the aim of this paper focusing on the standards set by the judicial jurisprudence, especially by the Albanian Constitutional Court jurisprudence and ECHR decisions. Emphasis will be placed on the role of the judicial reform in improving concepts like independence and impartiality. A transparent and careful evaluation of judges can be a small but decisive step, towards these principles. Conclusions will be drawn and suggestions will be given in order to improve the public perception of the judiciary and thereby increasing the trust of Albanian citizens in their judicial system.

**Keywords:** *Independence, Impartiality, Fair Trial, Judicial Reform, European Court on Human Rights*

*N°AIS Conf. Skopje-Tetove 2016-15204*

## **Territorial administrative reform in Albania and sustainable development: the case of Durrës**

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The paper explores the effects of the new reform on the local governance and its relation to sustainable development, by focusing on the case of Durrës. The new administrative-territorial reform in Albania started in 2013-2014 and in 31 July, the parliament approved the Law no. 115/2015. In accordance with this reform, now there are

12 regions, 61 municipalities, and some functional zones by merging approximately 5-6 towns or communes, in the Albanian territory. These functional zones continue to offer citizens public services. This new territorial division serves to increase the efficiency of the available resources of the local governmental units, in the context of the decentralization reform. This constitutes a very important step toward sustainable development. With the previous division in Albania there were 12 regions, 65 municipalities and 308 towns or communes, with the right to administer their own resources and also to gain funds by the national budget. This reform helps the local government units to improve their capacities towards good governance, so that they can offer qualitative public services, closer to the citizen's needs. The old administrative division lacked capacities for development and the appropriate level of public services. The main public services performed by local government units are related with own functions, joint functions and delegated ones. Thus, the paper presents the situation in relation with the implementation of the new administrative – territorial reform and the offering of efficient and effective public services as a major step toward sustainable development in Albania.

**Keywords:** *Territorial-administrative reform, local governance, sustainable development, public services*

*N°AIS Conf. Skopje-Tetove 2016-12604*

## Education as an important pillar of Democracy

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Democracy cannot succeed unless those who express their choice are prepared to choose wisely. The real safeguard of democracy, therefore, is education (Roosevelt). According to the 2015 Education for All Global Monitoring Report, the poorest children are five times more likely not to complete primary school than the richest. Unequal access to quality education and educational outcomes leads to inequality both in terms of life chances, and in terms of access to democratic processes. To make things worse, inequalities are being reproduced across generations. Studies in political and social science, suggest that there is a correlation between education and the development of a stable democracy, the higher the level of education the greater will be the civic participation, citizens that are equipped with knowledge are empowered to fight for their democratic rights. This paper will make a clear analysis of whether education fulfills its mission of active democratic citizenship. To find out which are the roles of key actors, such as the family, teachers, etc..., to illustrate the situation in a development country such as Albania because of the fact that a huge number of children, for different factors cannot continue school. Statistics show that only during 2013-2014 the number of pupils in the basic education that drop- out school was 2199 in total and the main factor of this choice was associated to the difficult economic conditions.

**Keyword:** *Education, democracy, active citizenship, inequality*

*N°AIS Conf. Skopje-Tetove 2016-4204*

## **European Union and Western Balkan**

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European integration is the main goal of all the Western Balkan countries (WB), but on the other side European Union (EU) is facing some crisis like that of refugees crisis, the financial crisis, increasing problems in euro, skepticism and finally Great Britain referendum have changed the political landscape of the EU. The European institutions crisis, includes disagreement on foreign politics as (Kosovo unrecognition by 5 member countries of the EU as well as stopping the association process of Macedonia) which has negative impacts on integration process. The first point of EU members for the Yugoslavia and Albania Countries was the stabilization of the region, while Western Balkan countries' idea is related with stabilization of modern and functional state. New enlargement of EU is now stopped in Western Balkan Countries. Nobody knows about the future of EU moreover what will be after 5 or 10 years. Western Balkan Countries are now confronted with a lot of problems such as insufficient economic development (unemployment, poverty, a great difference), corruption, present at all levels of government, altered elites, which have dominated the region politics. Well, it is established altered elite rules but the big problem is also the absence of public sustainable administration. The aim of this paper is to provide modest ideas for the progress of western Balkan countries that means that leaders of western Balkan countries should "do their homework" determined by the EU, while the EU should unify its position to Kosovo and Macedonia. The risk of "Turkish scenario" negotiations is still present for Western Balkan.

*Keywords: Reform, Integration, corruption, unemployment, poverty*

*N°AIS Conf. Skopje-Tetove 2016-15604*

## **Institutions in Western Balkan Countries: an important tool towards integration and state consolidation**

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The wide variety of changes (economic, political and social) that Western Balkan Countries went through after the 1990's provided a clue moment for the state consolidation process as well as for the international integration process. The institutional framework along with the restructuring and the reforming of specific institutions within these countries was at the center of the 1990's changes. Thus, the main aim of this paper is to look more in depth at how institutions in the Western Balkans supported the international integration processes and at the same time the role they had concerning

the state consolidation process. What is more, the paper focuses on evidencing the convergences between these two dynamics (internal and external) and on how they supported one another. The main research question that this paper poses is ‘how the reforms undertaken by the Western Balkan countries boosted or weakened the process of state consolidation and international integration’. Methodologically, the paper makes use of qualitative and secondary quantitative data produced by different international and state institutions and by integrating them parallel to the theoretical approach which includes considerations on the integration and consolidation processes. Through these two approaches, it is evidenced that both processes haven’t produced the expected outcomes, by thus further decelerating the integration process as well as sometimes hampering the consolidation process of states.

**Keywords:** *Western Balkan, institutional framework, state consolidation, integration*

# THEMATIC SESSION 05:

## RELIGION, COLLECTIVE BEHAVIOR & SOCIAL MOVEMENTS

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*N<sup>o</sup> AIS Conf. Skopje-Tetove 2016-7205*

### Alternative forms of spirituality and the enchantment of work

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My presentation will focus on alternative forms of spirituality and the proliferation of integral personal development programs that are emerging throughout the world. My research problematizes how these new forms of spirituality and transformative practices of the self are inserted in a tendency of articulating a new type of neo-liberal governmentality that is beginning to be produced on a large scale in Eastern Europe under a process of cultural and economic globalization. As part of a wider project, a relevant body of literature on integral self-improvement was analysed. Furthermore, practical activities from different spaces of production of alternative spiritual movements in Romania were ethnographically documented, in order to understand how new levels of authenticity and techniques of the self are configured. Either rejecting all forms of institutionalized religion or engaging religious syncretism, a range of common traits of the new forms of spirituality were identified, as the ontology of the present, amplification of the self, inner transformation, direct experience of divinity, or embracing abundance. Starting from an understanding of 'the new spirit of capitalism' (Boltanski and Chiapello, 2005) not only as a form of signification of economic activities, but also as a form of self-spirituality, I argue that these mundane forms of spirituality produce a 'reformist critique' that rather than challenging the neo-liberal order acts as a coping mechanism and a source of justifications, motivational practices and technologies of the self capable of enhancing professional flexibility, responsibility, creativity and autonomy, which are instrumental for the functioning of neoliberalism.

**Keywords:** *Spirituality, work, neoliberalism, subjectivity, reformist critique*

*N°AIS Conf. Skopje-Tetove 2016-2305*

## **Social Immobility and Workers' Earnings in Cameroon: Is there any 'Premium' tied to Occupational Following?**

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The construction's process of contemporary societies is widely concerned by the problem of Intergenerational Immobility because the socio-professional status of individuals is related to their family background. Hence, Intergenerational Immobility is a central issue in social reproduction analyses on the labour market, which, according to the Second Survey on Employment and the Informal Sector (EESI 2), affects more than seventy per cent of Cameroonians. This study thus examines the influence of the socio-professional status of parents on the occupational choice of their children. Data are drawn from the 2010 Cameroon labour force survey (EESI 2) conducted by the National Institute of Statistics (NIS). The results of two Probit regressions show that the socio-professional status of parents influence the occupational choice of their children but this decreases with their level of schooling. This confirms the theory of occupational following. However, the Oaxaca (1973) and Blinder (1973) counterfactual decomposition shows that the consequences of such occupational inheritance as posited in the literature are not verified in the Cameroonian context. In fact, children who follow their parents' occupational path earn on average about 45 per cent less than their counterparts. Moreover, the use of social capital instead reduces the earnings of followers by about 28 per cent. Based on the results, we conclude that followers in Cameroon need to accumulate both formal and informal human capital in order to increase their earnings.

**Keywords:** *Occupational Inheritance, Socio-professional Status, Human Capital, Income*

*N°AIS Conf. Skopje-Tetove 2016-1805*

## **The integration of religious fact in the public education curriculum in the context of science education**

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The purpose of this paper is arguing of the new approach of religion with the pre university education. More than at any time in history, our global era requires people

with open minds, stable society, avoiding religious prejudices, conflicts and radicalism. The relationship between religion and the public education has been introduced in a new way during the first decade of this century. The schooling, not including the human dimension of faith, has created some danger gaps in the new generation education. Knowledge about religion can and should be part of the curriculum of undergraduate education. The construction of knowledge about religion is not religious education. It is an organic part of laicity education in the secular school. The belief in religion is quite different from observation, critical analysis of religious fact and the rational conclusions. The content of this empirical knowledge based on religious facts, which are present in everyday life.

The method of educational process for religious themes is scientifically method based on the philosophy and methodology of science education. Compared with other facilities, the public schools (classes) are more safe spaces for informing students about religion. Especially compared with the internet, face book. This process developed by teachers and not by clerics. The teacher is a public authority more professional, more secure, more responsible and trusted for acquiring knowledge on religion and beliefs. The teacher construct situations and manages the system of techniques for investigating phenomena and religious facts and with learners, construct new knowledge, correct or integrates them with previous knowledge, build and enrich values. In the Albanian case, the base of change is the original historical tradition of coexistence (tolerance) of three great religions. Also, are the specifications of the Albanian society in the past and nowadays, local features, as well as the experience of Western social and educational successful systems?

*Keywords: Religious fact, public education curriculum, laicity education, secular school, Albania*

*N°AIS Conf. Skopje-Tetove 2016-0705*

## **The respect of secularism, a condition for the school's normal well well-gogoing**

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The ideas and key terms of this lecture are stated in the 10 paragraphs as follows: Secularism, the challenge of religious domination, new orientation, significant turn, big achievement of life; New life occurrences, factor of new ways of thinking, living and orientating (Illumination, Science, School, Atheisms); Laik orientation of our national rebirth, principal compass of the development of national education; The political shaking in implementation of secularism, concessions of unconscionable religion opium; New favoritism of religion in school, the most absurd foolishness of the century; The hate and religious intolerance, religion attribute, sanctioned in Bible and Curan; Jihadismdivison from islam, ornamentation of distortion, fabricated pretext, unwarranted for disclosure of favoring new school; What is the conection between faith and culture and civilitions; Resolving the impass of religion, out of language and



religios and filo religious means; A civic outcry for official Tirana; Government, keep theological hands away from the temple of knowledge!.

And, two recommendations: The conference should remind the government to respect religious choices in modern democracy, to create the convention on another status useful to the religious community.

**Keywords:** *Secularism, the challenge of religious, religious choices, democracy*

*N°AIS Conf. Skopje-Tetove 2016-21205*

## **Albanian's relationship with working in the first half of 20<sup>th</sup> century**

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The paper, which will try to have an sociological and anthropological access, will try to bring an overview of the state of Albanians behavior toward the work, on the first half of the twentieth century, the impact it has had on it, types of work (occupation) had, the opportunities offered and the way its unveiling you that. Inductively will analyze organizational brought a loaded onto anthropological traits and characteristics, touching slightly its impact on the building and the edifice performance of state.

**Keywords:** *Working, organized behavior, social behavior, anthropological behavior*

*N°AIS Conf. Skopje-Tetove 2016-0605*

## **Is a Good Society possible?**

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Is the Democracy possible? Is the Capitalism possible? Is the Socialism possible? These are three articles published by the Dutch politician and scholar Bas de Gaay Fortman, giving the idea that everything is (not) possible. Even the "Good Society" is a controversial issue: the society cannot be only good, and cannot be only not-good. In spite of the philosophical debates, a movement for a good society is possible. This paper refers to the "Movement for the good society", the current intellectual movement for promoting the "good" in Albanian society, initiated and led by ALBSA. It presents the ways of how this movement was emerged, raised and developed, and how it's going on. The idea of this movement emerged in the dialogue with the students of two main universities of two main Albanian cities: Tirana and Durrës, about the Aristotle's year (2016 was declared by UNESCO the Jubilee year of Aristotle, in His 2400 birth anniversary). A draft with some 'ethical standards' was composed, asking



the people to be involved, based on Aristotle's brilliant idea of the good that develops through continuous acting in accordance with virtues. An avalanche of activities was organized all over Albania, and in the countries around (such as Kosovo and Macedonia, and even Albanian Diaspora in many countries), occupying first of all the auditoriums of the universities and schools, and to some extent media, specially the social media. As a result, a wide coalition for a good society is created, including hundred of social scholars, thousands of students, and many others.

The results, anyhow modest, show that this kind of movement is important especially for the countries "in anomie" (condition in which society provides little moral guidance to individuals - using the Durkheim's concept), such as Albania in a "moral transition", after a very severe post-communist transition. This movement shows the importance of sociology not only as a (cool) study of social life, but as social movement as well. "Act now strategy" is a method of increasing the role of sociology, and the image of sociologists in society.

*Keywords: Proactive social sciences, intellectual movement, good society, Albania, moral transition, anomie*

*N°AIS Conf. Skopje-Tetove 2016-3806*

## **The differences in the locus of control between the religious and non religious practitioners**

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The main purpose of this study is the understanding of the locus of control in the religious people as opposed to the non-religious ones. The research questions that guided this study were: 1. Is there a difference in the locus of control among religious and non-religious people? 2. Do most religious people have external locus of control as a result of their belief in God? The methods for the collection of data were carried out by spreading and filling in the Rotter level measurement of the locus of control in Albanian. The sample included 100 people in total; 50 of which were religious people from the Catholic community in Tirana and Shkodra and from the Muslim community in Tirana, and 50 other non-religious people.

The aim was to measure and to compare the locus of control in these two groups of people. From the quantitative data analysis, the results showed that there isn't a statistically significant difference between these two groups and their respective locus of control. The religious people didn't result with an external locus of control; this data was different from the first expectations. The reasons may be various; from the difference and evolution of the locus of control concept, social and cultural factors, the re-conception of the role of religion.

*Keywords: Religious faith, locus of control, internal, external, practitioner, non-practitioner*

*N°AIS Conf. Skopje-Tetove 2016-9905*

## **Continuing the Pagan Religions in the Highlands of Tirana until Today**

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This paper aims to study the particularities of the ethno culture that Tirana's descent local early city of more mountain villages, developed in the course of the centuries, is a problem with many scientific interest, not only as physiognomy of traditions regional but of particular importance for the entire national ethno culture. Among the importance of heritage a busy place with myths, ancient rituals and beliefs of local originating from very early times. They constitute an important part of the spiritual culture; are mindset, outlook are pieces that remained times, centuries, millennia. These rites and beliefs are stored in certain layers of the population, mostly in the Highlands of Tirana, in a move easier in the field and the city, mostly ordinary people and illiterate. Along with faith and rites monotheistic religions organized, which unquestionably predominate in this area, in the Highlands of Tirana are still preserved phenomenon beliefs and rituals of ancient indigenous which somehow that have separated society from this mentality of senseless as expressed and himself and residents of this province. Among the issues to be addressed in this paper are: (a). Belief in certain plants as fojleta, fir, etc.; (b). Interesting beliefs sacred stones and rocks, the waters and caves, different; (c). Superstitious beliefs that are specific for Tirana as: Dragon, Zana, Ghost, Perry, Laura etc.

*Keywords: Religions, Pagan, Continuing, Highlands, Tirana, Today*

*N°AIS Conf. Skopje-Tetove 2016-2505*

## **Religion et performance des entreprises au Cameroun**

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**&**

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With the liberalization of the economy and freedom of association since the beginning of the 90s, we are witnessing the emergence of diversity of religions in Cameroon, that we call spiritual corporations. Beyond the social issue, religion is therefore a concern for

businesses (timing, feeding, diversity, dressing, customers/users links ...). For some cultural practices can impact production safety, service quality or the efficiency of the firm. Given these “new” movements and the increasing multiplicity of spiritual sensitivities, it is curious to note that some companies managers or employees have the unique ability to explain their performance referring to the synergy between culture (religious and traditional) and their professional skills. Thus, the present work aims to examine the influence of religious and traditional beliefs of managers and employees on the performance of companies in Cameroon. He relies on the survey “Determinants of Enterprise Performance in Sub-Saharan Francophone Africa: Case of Cameroon, Cote d’Ivoire and Senegal” conducted over 1,930 companies (650 Cameroon, 480 in Senegal and 800 in Cote d’Ivoire) in 2014 with cooperation in International Development Research Centre (IDRC). Using a design methodology applicable to an environment of African countries such as Cameroon, this exploratory study aims to fill some gaps identified in the literature. The econometric analysis shows that: Cultural diversity (language, ethnicity, religion, gender) in Cameroon influences the behavior of staff and therefore yields the work and performance of the company. Cultural attitudes associated with the intellectual and professional skills significantly improve business performance. These are even more important under the gender influence, the sector and the geographic location of the business. Also, the behavior of managers and employees characterized by the cardinal virtues (listening, tolerance, participation, sharing) and their religious or traditional beliefs, significantly influence their decision making and their good results target.

*Keywords: Religion, Performance, business, tradition, religious liberalism*

# THEMATIC SESSION 06:

## MARRIAGE, FAMILY, AND COMMUNITY

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*N°AIS Conf. Skopje-Tetove 2016-3106*

### Family development as a way to sustainable development of the society

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The family is seen as a separate object of social pedagogy and social policy. Family socialized and developed under the influence of various factors. The family may be the object and subject of socialization. The mechanisms of socialization and adaptation of the family is the personification (acquisition of autonomy). The result is a family of successful socialization of its development as a basis of welfare. The development of family is development of personality and sustainable development society. The way of this socialization is operated as a social and pedagogical work with family. Family-centered approach to socio-pedagogical work with the family should be aimed at creating conditions (by providing social and educational services as education and the rights to use them) for the rights of the family in society and the rights of family members in family. This ensures successful socialization of the family and its development. Family-centred approach is determines the allocation of social and educational component of the work of specialists in different areas of reference for the family which are the rights of the family and its members.

**Keywords:** *Family, family rights, family members rights, family-centered approach, family development, family socialization*

*N°AIS Conf. Skopje-Tetove 2016-3406*

## **The rights to family reunion in the context of fundamental rights in EU**

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The right to family reunification in the European space is one of the initial rights recognized by the European Community. This has been due to the need to protect the fundamental rights of immigrants and foreign workers living in European countries. Of course, the initial goal of this right was entirely economic nature. Allowing “strangers” to reunite and to live with their families a normal life is a suffering was an impetus for the improvement of performance. Yes, well, it was a precondition for the success of European integration policy. Treaties establishing the European Communities do not provide any regulations on the protection of fundamental human rights. This protection is realized in its interpretation of the Court of Justice progressive. Despite continuous efforts and various measures climax for the recognition of human rights is the minimum sanction of Article 7 of the Treaty on European Union, which has strengthened the protection of human rights through the provision of an articulated mechanism for sanctions in connection with possible violations of article 6 TEU.

***Keywords:** Family reunion, EU, Family life, fundamental rights*

*N°AIS Conf. Skopje-Tetove 2016-14306*

## **Children in crossroad; challenges of schooling for children at transnational families**

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The aim of this paper is to explore the challenges faced by children at transnational families during the schooling process. Bryceson and Vuorela say that Transnational families are “families [where family members] live some or most of the time separated from each other, yet hold together and create something that can be seen as a feeling of collective welfare and unity, namely ‘familyhood’, even across national borders”. The international migration experience in Albanian context is still a very important issue

nowadays. Transnationalism usually is seen as a temporary condition for Albanian families, but in many cases it risks to become long term, mainly because of the restrictive policies of the host country. Children in these families, mainly them under 18, face with different challenges during the schooling process. The migratory project of their parents causes big dilemma for children such as: Will my future be abroad or here? What will happen to me if I interrupt my studies during this year? And if I stay with my grandparents?

**Keywords:** *Schooling, children, transnational family, parenting*

*N°AIS Conf. Skopje-Tetove 2016-18406*

## **Predictors of attitudes toward same-sex marriage**

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This study provides a general model on how various demographic, contextual factors and attitudes are related to attitudes on same-sex marriages. To identify the information required on the foundations of attitudes towards gay marriage is used quantitative research method. The analysis of this study presents an overview of the social cultural foundations of attitudes towards same-sex marriage in guiding us towards specific areas for more detailed review on a qualitative analysis. In addition, it also shows how attitudes on same-sex marriage are related to beliefs and attitudes on homosexuality. This analysis is necessary to understand the importance of age related differences in attitudes on same-sex marriage. To identify the information required on the foundations of attitudes toward same sex marriage was used a combination of qualitative and quantitative methods of research. Data collection was conducted through questionnaires, semi structured interviews and literature review. Results of the study showed that change of social generations, religion, perception of homosexuality, contacts with gays and lesbians, beliefs, cognitive beliefs, moral values and affective attitudes – are the predictors of attitudes toward same sex marriage. The data of this study can be used to examine the predictive power of age-related differences and to measure the effect of social generations in socio-cultural foundations of attitudes on same sex marriage.

**Keywords:** *Same-sex marriage, homosexuality, gay and lesbian, attitudes, cohort*

*N°AIS Conf. Skopje-Tetove 2016-6006*

## **Alimony, legal liability as well as social**

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Albanian legislation establishes the legal framework that guarantees, protects and solves family disputes. In respect of the Constitution, the Family Code considers prior the protection

of minors and their best interests, relationship with his parents, the right for good growth and education. It is as much a legal responsibility as a social, economic and emotional one from the side of parents towards their children and vice versa. Such responsibility accompanied by deep social and institutional transformations was associated with their transformations which have non-small social costs for individuals, family and whole society. Phenomena such as separation, divorce, migration, abandonment of minors or elderly are associated with the absence and indifference in fulfillment of legal obligations that each individual has for his family especially when they deal with minors or the elderly. At the time when solidarity of generations is disappearing, the strength of the observance of law must remain vigilant in ensuring the fulfillment of legal obligations of individuals as social beings have for themselves, family and third parties. This article is focused precisely on these responsibilities combination between generations, parent to their children and children's to elderly parents. Such cases like parent's divorce have produced a defaulting and debtor parent towards children just as children who abandoning their parents only because they lived abroad. These relations and problems created by them will be part of this analysis on a legal and social plan.

*Keywords: Legislation, parent, child, alimony, elderly, debtor*

*N°AIS Conf. Skopje-Tetove 2016-8306*

## Globalization and EU Integration

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Globalization is the most word used at any time and in any context, in formal and informal international discourse in the context of the economy and the interdependence of nations. Globalization has evolved over time. The crisis of the modern world that has captured the globe has increased the importance of more European economic cooperation among member countries and not only but also those who are aspiring. The international community understands very well the dimensions of globalization and the characteristics of the threats and opportunities that accompany it. What is missing is agreement on how much should be viewed seriously various international threats. Globalization not only works but is essential if all countries of the world aspire to expand their freedom around the planet. Irrefutably market is the most powerful engine that exists in terms of raising the level of living. Multiple dimensions of globalization require a new way to achieve security in the coming decades. Various international threats arising from various aspects of globalization cannot be ignored. The United Nations and the wider international community should look quite seriously and encourage the design of strategies and commitment to the major political capitals. They also need to immediately benefit from the opportunities that globalization presents to stimulate economic growth and build democracy. Globalization has positive benefits and negative aspects, such as the risk of terrorism, organized crime, etc. But cooperation between countries of the European Union especially the case may contribute to the stability and economic sustainability.

*Keywords: State, integration, globalization, EU*



*N°AIS Conf. Skopje-Tetove 2016-2406*

## **Does Social Inequality Persist at School?**

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Children start school with unequal cultural and economic assets related to their family background. School is able to ensure equal opportunities to these children if it limits the influence of these inequalities of assets in educational achievement. If this is not the case, school may become an instrument which justifies the intergenerational reproduction of social classes. In the poorest countries, although inequality of access to education remains the main problem, the presence of other forms such as the inequality of educational achievement may discourage individuals coming from unfavorable social background. This can contribute to hinder the results of policies which aim to ensure equal access to education. In Cameroon, while almost all (97%) of students belonging to the 20% richest households' group complete primary school, only 40% of the poorest quintile of the population does so. Worse, in the upper secondary and tertiary education, pupils and students from the poorest quintile are almost absent. In such a context, this study aims to analyze: (i) the influence of family background on educational achievement; and (ii) the role of parental channels (father-son, mother-son, father-daughter or mother-daughter). These analyzes will be based on log-linear and logit models. The data used come from the third Survey of Cameroon Household Survey (ECAM 3) carried out by the National Institute of Statistics. The results of this study will help to devise economic policies aiming to reduce inequalities in educational achievement linked to social origin.

**Keywords:** *Family background, Social inequality, Educational achievement, Social origin.*

*N°AIS Conf. Skopje-Tetove 2016-19906*

## **Parental involvement based on teacher's perception**

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This study is focused on parental involvement as it is perceived by teachers. To achieve this scientific goal was used the measuring instrument with quantitative nature of Hoover Dempsey, Walker, Jones & Reed, (2002) which measures six dimensions of

perception of teachers on: a) parental involvement, b) evaluation of the self-efficacy of teachers c) the effectiveness of parents in helping children, d) the importance of inclusion of strategies on specific parental involvement e) reporting on parental involvement level f)parent-teacher confidentiality g)cooperation with school. Participants in this study were teachers (N = 270) of 9-year public school in district of Mati, City of Mamurras, Tirana and Durrës, based on a random selection. The data were collected during the 2015-2016 scholarship year. Their treatment was conducted with SPSS, 23d version. It was found that one in three teachers has a low self-esteem level on parental involvement, even though most of them have positive attitudes and evaluate as very important the parental involvement. Self-efficacy level of teachers to influence at the educational aspect of the student turns out to be mostly mid-level (about 44%) and the concern is about the fact the one in four teachers reported low level of impact. More than half of teachers think that parental effectiveness in helping children is in average levels. Despite the high level of confidentiality teacher-parent, parent's response toward invitations to participate in school activities is at average level.

**Keywords:** *Parental involvement, school – family cooperation, teacher – parent relationship, teacher's perception*

# THEMATIC SESSION 07:

## INTEGRATION

## AND GLOBALIZATION

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*N°AIS Conf. Skopje-Tetove 2016-4507*

### **Gustosology or how to get used to live in Europe**

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Gustosology is the science of aesthetic tastes. It is based on the principles of harmony and justice in the development of human society, perfection in art and day-by-day life, the idea of spiritual and moral education of both the individual and society. It is also a practical way to harmonize the person or the society with the new economical and cultural realities. Thanks to the globalization trends nowadays people also become to face the problem of national and cultural self-identification as well as leveling the peculiarities of nation identification for the social one. Today people living in EU now face the problem how to save their national self-identification and enter the other more unified social reality.

People entering a new country seldom find themselves comfortable. Mainly they face the problem of ethological isolation –the term can be used to describe the reluctance of local residents immediately take newcomers on the basis of equal opportunities. And it depends both of the state and the society how fast this gab can be got over. In the opposite case we shall have xenophobia. Formed and developed taste for life allows the person accept any new phenomena and find a place for them in his personal world picture, treat them in tolerance. The aim of Gustosology as a practical activity is to form a society based on mutual harmony and morality.

**Keywords:** *Gustosology, aesthetic taste, youths, harmonization of living space*

*N°AIS Pristine 2015-2807*

**The new world order,  
transition and integration  
challenges in the Balkans**

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New World Order, Transition and integration- terms or concepts are rumored throughout the past two decades, as in Eastern European countries (due to fundamental structural changes) and the western (due to expansion of impact) since the fall of the Berlin wall and on. These terms, usually in the media and in particular in the social sciences, said the just been used as pretexts adequate to illustrate billed the changes that have been developed or at least are still being developed in the economic sphere (the transition from the planned economy to economy free market), political (replacing reality with political pluralism), social (replacement of egalitarian disparities), authoritarian (liberal democracy), etc.

By understanding so these changes in these countries and states, at first glance that this phase emancipator investigation has brought with it the first changes in some of these areas mentioned above. On the other hand, when it comes to post-communist countries, it is evident a process or a transitional period that these countries will postpone the integration or association in the project of the new world, or otherwise globalization. This process, or the transitional period has to do more with aspects or cultural sphere accompanying crisis that is identified as deviant behavior, fragmentation, corruption, organized crime, ethnic delayed nationalism, traditionalism and retro shapes social identity and other content.

When it comes to the part where we gravitation country as well as the recently formed state, it should be mentioned that the second side of the coin of this process seems to be more “pronounced than the first. This shows us many analyze reports, and analytical and scientific exploration. To understand the essence of this process for us in Kosovo is a precondition for other state-building process, so critical need to return again this and other terms. In fact, we must look once more: what is meant, or what we have left septuagenarian deficient during this journey? What did others around us that we did not? Why are we late on economic reform and property, social, political, juridical state of the cultural anyway? What should we do to build inclusive policies, in order to walk the steps of the western countries?

**Keywords:** *New world order, integration, globalization, America, Europe, Kosovo, Albania, Western Balkans, values and identity, regionalization*

N°AIS Conf. Skopje-Tetove 2016-0207

## The right to information as a essential right for consumer in Albania

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Through this work I have tried to make an explanation the importance of right of information for consumer. This right under the law stipulates as one of the fundamental rights that the customer enjoys in Albania, for the first time this right was foreseen by the law of 1997. This right requires special attention in explanation in the way of how will respect this right, from the affect of this right will be guarantee the other rights for example: the right to protection of health. Our country is still going through a period of transition during construction of the market that had a life membership with European standards. What is striking is that the market has a variety of food products. The findings made not all food products have to have security element in a consumer market safe and protected from various dangers. For a customer as safe as possible it is necessary to inform him. Consumer information is essential elements for their protection. Respect for this right is of special importance because as the consumer be informed of the domestic market, the less risk will have to consumer the import products and export products, be they food and non-food products. Although this right is protected by law, in reality this right is violated in many cases, these repeated occasionally.

**Keywords:** *The right to information, consumer, product, harmonization of legislation*

N°AIS Conf. Skopje-Tetove 2016-2007

## Schooling and Anticipatory 'Learned Helplessness' in Northern Nigeria

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Education largely reflects that aspect of culture that seeks freedom as well as facilitates survival, wealth creation and retention. Within northern Nigeria, western education (*Boko*) is conceived to have served in imparting wealth creation and earning ability to children of the *sarakis* and *alkalis* (aristocratic class), excluding children of the *talakawas* and *mallamis* (commoners). In this way, children of the aristocratic class receive a kind of instruction in certain 'schools' that enable them climb the social and economic ladder over and above their peers who have a different kind of education in '*almajiri*' schools that bequeath an estate of 'learned helplessness' (insufficiently preparing students to gain skills that help them change their 'circumstances' of modern life). Adopting an ethnographic research design, consisting of archival investigations, interviews, oral

tradition and life histories in Katsina State, the paper examines the social processes of current and anticipatory (future) social inequalities within northern Nigeria. The paper concludes that many improvements can still be made to influence social, economic and political processes within northern Nigeria to serve the interest of the majority of the people when *almajiri* school administrators incorporate critical-life-skills acquisition and self-esteem building subjects into the school curriculum.

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## Western Balkans under the EU Integration Economic Policy

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In a simple concept, the process of European integration for each country, is involved into the process where the underlying topics remains: economic cooperation with neighboring countries as a way to create common interests , increases the chances for reconciliation and overcoming the problems created by the conflicts of the past , thus helping to develop useful peace connections between countries and nations. All European Union member states operate on the basis of liberal democracies , in which the rule of law is consolidated , the law is equal for all and human rights are sacred . Embracing the values of democracy is crucial and essential for countries aspiring to EU membership . In these circumstances, a considerable part of the aid granted by the EU for Western Balkans, aimed precisely at building these values. Integration into the European Union affects every aspect of a country's society, but referring to the Western Balkans society, this integration affects three (3) areas; Politics, economy and ability of this countries to achieve "acquis Communautaire", or in other words "The ability to adapt to reforms and why not, even European culture." The mission called "integration of Western Balkans into the EU" must underline that partial integration, can not be called achievement and the consequences that will come later, only would worsen the situation of this countries' society. Suffice it here to mention the case of Romania or Bulgaria, where their integration into the European part, where the lack of economic integration, and currently these countries are 'suffering' brain drain and labor to the European market, where payment and conditions are much more favorable. By analyzing the factors mentioned above, it appears that the economic integration of Western Balkans is an important factor which should start from the process of rapprochement with EU. General economic philosophy was not simply to free trade , free trade was for industrial products within the European Union , managed to agricultural trade and cooperation in areas such as social cohesion , education , human rights , and fundamental research ( especially in physics and nuclear research ) , aeronautics , space , etc. But if trade policy and monetary policy are clearly the heart of the European Union , the expansion becomes clear that there is an urgent need to strengthen European integration policy and institutions . This project is to give Europe a constitution? So, broadening and deepening reinforce each other , rather than weaken. For now trade policy remains one of the main European policies. To a certain degree it plays a role in foreign policy.

**Keywords:** *Integration, Trade Policy, Economic Integration, Monetary Policy*

*N°AIS Conf. Skopje-Tetove 2016-7507*

## **Brexit Impact on the European Enlargement & the Integration Challenges of the Western Balkans**

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The European Union has been for many years as the biggest national interest of Western Balkans countries. European integration is more than an economical or political transformation, but a peace and stability insurance for this region. The recently problematic issues as the migration crisis and the Britain exit from the Union, has raised many questions for the success of the European project. The statement of Serbia's Prime Minister, Aleksandar Vucic, that describes the UK decision "as the biggest political earthquake since the fall of the Berlin wall", is an emblematic expression that foresees a pessimist future perspective of the Balkan States in the frame of European Integration. It is a fact that the Integration of Western Balkan and the EU enlargement were not on the top list priorities of the European decision makers, even before the Brexit. The statement of the European Enlargement Commissioner Johannes Hahn that there won't be any EU enlargement during his five-year mandate, has made clear that the enlargement won't be the most important policy for the European Union. Many analysts predict that Brexit would undermine the EU project, and could also lead to a prolonged period of uncertainty, division, and instabilities in a region that once was called 'powder keg'.

So, it is very important to attempt to answer the rising questions: What are the consequences that can derive from the Brexit? Which is the impact of the European Union identity crisis on the Western Balkans integration pace?

**Keywords:** *European Enlargement, Brexit, Western Balkans, integration, challenges*

*N°AIS Conf. Skopje-Tetove 2016-5707*

## **Social boundaries and urban inequalities; Studies on urban peripheries in Romania**

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In Romania the issue of social inequality in urban areas has not been the subject of much research, and social boundaries were only analyzed in the context of the educational process by the Romanian sociologist Mihai Dinu Gheoghiu (2010). The problem of the city (Chelcea L., 2000; D. Sandu, 2006) deals, quantitatively and



qualitatively living standards, but lack the analyzes focused on the center periphery relationship and inequality in the neighborhood (L. Wacquant, 2007). In the process of understanding the social reality of the suburbs as finely as possible in all its dimensions, and also the social inequalities that appear, I combined the documentary approach and analysis of interview survey (semi -directive) and observation (direct and participatory). For interviews were highlighted to the point of people of the city and the neighborhood, the modality of relating to space and its transformations in the space of one. It is also putting into perspective the ways of thinking and ways of doing more or less conscious, we apprehend forms of the daily reality of the urban world, where the use of ethnographic observation. This communication will rely therefore on the results of a research conducted on the social borders in both suburbs. The material is composed of 56 interviews with residents of the two suburbs, teachers and specialists who work in these areas.

**Keywords:** *Integration, education, borders, city.*

*N°AIS Conf. Skopje-Tetove 2016-6107*

### **ESP University Center for integration of adult professionals**

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This article is an expression of the idea to have ESP University Center for adult professionals. It is true that most of this generation graduates have English Language knowledge and good levels in its use. But what lacks in most of the today's curricula of English language in Albania is the training for professional language, or better known as terminology. A university ESP Center would complete the missing link for professionals today. The communication is conducted mostly in English Language and the lack of terminology and choice of words in correspondence is what mostly complain about in their daily activity with foreigners.

In this way, their professional integration can complete the circle of education and training. The method of teaching such professionals of course cannot be pedagogical. They are adults with experience and cannot be taught the same as teenagers. It is also imperative for such training and centers to employ andragogical models of teaching. Knowles theory and forms of education can make possible and more economically sound for companies to integrate themselves and their personnel in the future EU and world markets through such training.

**Keywords:** *ESP, adult education, vocational training, university*

*N°AIS Conf. Skopje-Tetove 2016-16507*

## **Globalization and Economic Growth: A Comparative Synopsis of Albania and Western Balkans**

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The purpose of this paper is to furnish a comparative synopsis of the globalization level of all the Western Balkans countries, focusing on Albania and identifying problem areas which in turn affect economic growth. Albania is the least globalized country in the Western Balkans and the slow economic growth bears witness to that. The paper will refer to the comprehensive evidence based on numerous studies, and upheld by various international institutions, that globalization has a positive impact on economic growth. Globalization brings about greater international trade, further financial integration, more labor force mobility, and faster technological innovation, thus creating all the premises for economic development and growth. However, not all countries have benefited equally from globalization, and the reason is that they have not embraced it equally. This is the main reason why now the level of globalization is measured, in order to indicate issues that must be dealt with. Referring to the main globalization indexes, and especially to the KOF index, the paper will reveal what hampers Albania's growth, as well as indicate alternatives to accelerate the globalization drive. On the other hand, the paper will indicate that Albania, when compared with other regional neighboring countries, is so far at the losing end in the race to profit from globalization and the paper intends to propose ways to change that.

**Keywords:** *Globalization, globalization index, economic growth, Albania*

## **THEMATIC SESSION 08:**

### **CHILDHOOD, ADOLESCENCE, YOUTH & GENDER**

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*N°AIS Conf. Skopje-Tetove 2016-5508*

#### **Effect of Women autonomy on Child Care among Muslim: a cross countries comparative study in India, Bangladesh and Indonesia**

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Social and economic status of women uses to judge the status of a country in terms of development. Women autonomy is a composition of decision making which has the association with child care. Women's belong to Muslim religion consider as more vulnerable in the word and this situation is worst in developing countries like India. Many study based on women autonomy in Asia and India; address that Islam is an obstacle in the development of women. In this context this study, is an attempt make the understanding about the factors determining female autonomy among Muslim in India, Bangladesh and Indonesia and its impact on child care. Demographic and Health Surveys (DHS) which are nationally-representative, global standard for systematic household surveys data has been use for this study. DHS 2007 for Bangladesh and Indonesia and for India DHS 2006. Bi-variate and regression analysis techniques have used to see the backgrounds effect on autonomy, and its effect on child care. Study result shows that dimensions of women's autonomy in terms of outside mobility, access to economic resources and involvement in household decisions. All these dimensions are positively associated with socio-economic factors and linked to good child care. Mean of women Autonomy increase with level of education in India and in Bangladesh but in Indonesia its high among uneducated women. Women with higher autonomy results good child care utilisation as compare to the women with low autonomy in all the selected countries.

***Keywords:** Autonomy, Child care, Muslim*

N°AIS Conf. Skopje-Tetove 2016-2908

## The Impact of Social Media on Adolescents' Developmental Outcomes – A Case Study of High Schools in Albania

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The aim of this study was to examine the impact of social media on adolescents' academic achievement and social relationships. The research questions included in this study were as following: 1) Is there a significant negative relationship between students' intensity of using social media and their academic achievement? 2) Is there a significant positive relationship between students' intensity of using social media and their social relationships? 3) Are there gender differences on the intensity of using social media among high school students in Albania? This study used self-reported questionnaires to obtain data related to adolescents' frequency of using social media. The survey was completed by N = 86 (10th and 11th grade) where (N = 38, 44.2%) were male and (N = 48, 55.8%) were female students studying in two high schools in Tirana, Albania. Pearson Correlation analysis showed that there is a significant positive relationship between frequency of using social media and adolescent's academic achievement where  $r(84) = .286, p = .008 (p < .05)$ .

There was also found a significant positive relationship between frequency of using social media and adolescent's social relationships where  $r(84) = .364, p = .001 (p < .05)$ . The results from the T-test analysis showed that there are no significant gender differences on the frequency of using social media. It is recommended that more research need to be done to explore more in depth the impact of social media on adolescents' development.

**Keywords:** *Social media, adolescence, academic achievement, social relationships*

N°AIS Conf. Skopje-Tetove 2016-9408

## A Review of Interventions to Prevent the Spread of (STIs & HIV, Among Young People in Albania

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**Aim:** To examine the effectiveness of interventions seeking to prevent the spread of sexually transmitted infections (STIs), including HIV, among young people in Albania. **Methods:** For this systematic review, we examined interventions that aimed at STI risk reduction and health promotion conducted in schools, clinics, and in the community

for reported effectiveness (in changing sexual behavior and/or knowledge) between 2011 and 2016. We also reviewed study design and intervention methodology to discover how these factors affected the results, and we compiled a list of characteristics associated with successful and unsuccessful programs.

Studies were eligible if they employed a randomized control design or intervention-only design that examined change over time and measured behavioral, biologic, or certain psychosocial outcomes. Results: Of the 20 studies that satisfied our review criteria, 9 reported improvements in the sexual health knowledge and/or attitudes of young people. 5 of the 20 studies aimed to change sexual risk behavior and 4 studies reported a significant reduction in a specific aspect of sexual risk behavior. 6 of the interventions that led to behavioral change were peer-led and the other was teacher-led. Conclusion: The young people studied were more accepting of peer-led than teacher-led interventions.

Peer interventions were also more successful in improving sexual knowledge, though there was no clear difference in their effectiveness in changing behavior. The improvement in sexual health knowledge does not necessarily lead to behavioral change. While knowledge may help improve health-seeking behavior, additional interventions are needed to reduce STIs among young people.

**Keywords:** *Interventions, youth, sexually transmitted infections information, Tirana*

*N°AIS Conf. Skopje-Tetove 2016-20108*

## **The impact of internet to albanian children**

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The rapid development of information and communication technology as in every country of the world, has affected rapidly every aspect of daily life in Albania. The large-scale use of Internet has brought qualitative changes related to economic growth, increasing employment, education and information of citizens with information related to the latest developments in the areas they are interested. The Internet is a great doorway to information for adults and children also. One of the challenges of education today in Albania is using the Internet at school.

The main objective of every teacher and parent is to guide and educate children on the use of Internet, taking advantage of the positive aspects that it offers. In this paper, the author intends to identify some of the positive and negative impacts of the use of Internet from children and methods to be followed to protect children from the dangers of unrestricted use of Internet.

**Keywords:** *Internet, Children, Education, Technology*

N°AIS Conf. Skopje-Tetove 2016-7308

## **Influence of Methadone maintenance therapy (MMT) in the quality of life of young heroin abusers**

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This study is focused on the impact of methadone maintenance therapy (MMT) in heroine abusers. Substance abuse is a big problem of a society and individuals as well, which affects and influences them in many different ways. It also has serious economic, social and health consequences under individual, familial and social areas (Giacomuzzi, Riemer, Ertl, Kemmler, Rössler, Hinterhuber, & Kurz, 2005). MMT, which includes a regular and controlled administration of the methadone used dose, is a substitution treatment for heroin abusers. This therapy is worldwide used and has proven to be profitable, legal, safe and effective in many studies (Ball and Ross, 1991; Faggiano et al., 2003; Senbanjo et al., 2006). Methadone maintenance therapy has positive and statistically significant effects in the quality of life of addicted drug adults, particularly in the physical, psychological and environmental components of someone's life quality (Strain, Bigelow, Liebson, et al., 1999). The aim of this study is to highlight the impact of methadone maintenance therapy in the quality of life of these clients.

The used instrument is WHOQOL-BREF questionnaire (brief version). Questionnaires were distributed to 40 subjects, of which 7 (seven) women and 33 (thirty-three) men. The study concluded that men had better quality of life than women as a result of treatment with methadone therapy. It was also noted the impact of length of therapy in some aspects of life quality ( $r = 0,48$ ). The treatment proved to be effective in improving social relations and environmental ones, but it was not observed any statistically significant improvement in physical ( $r = 0,34$ ) and psychological ( $r = 0,21$ ) aspects of life.

**Keywords:** *Methadone maintenance therapy, quality of life, methadone, heroine abuser*

*N°AIS Conf. Skopje-Tetove 2016-13608*

## **The impact of education institution on children's personality development**

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This period of history is characterized by big social and cultural changes. Also, the technology increasingly innovative has become a huge part in society and day to day life. Today our personal life is highly dependent on the technology that people have developed. This epochal transformation has an inevitable effect on social relationships between school and family, school and community and family e school. At the same time, parenting style has definitely changed and the parent child relationship begins to change. On the other hand the role and the responsibilities of school in providing cognitive and social learning have also changed. The purpose of this paper is to describe the education changes and to analyze the roles of all the education institutions such as family, school and community on children's personality development. Children need to be supported by the family, the school and the community to be successful later in school and society. This study has an important value to encourage all the educational institution to collaborate together on promoting democratic *values* such as peace, freedom, tolerance for a social and cultural integration through education.

**Keywords:** *Family, school, personality, society education*

*N°AIS Conf. Skopje-Tetove 2016-6408*

## **Issues and challenges of youth employment in Albania: Kukes region case**

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From the studies reviewed it results that one of the strongest problems faced by Albanian citizens are the economic issues (AIIS, 2011: 30; AIIS, 2013: 9). In these studies, Albania is considered as one of the countries with worrying levels of poverty and



unemployment (Unicef Albania, 2010: 1). Having a job, finding a job is a big challenge for people that live here. To be employed and issues regarding with employment are one of the main topics in Albania, especially among young people. Being without former experience and having few opportunities to find a job is a big concern among youth. In this article we focus on employment and the challenges youth are faced with in Albania, by presenting Kukës region as a case study. Kukës region is selected as a case because it results to be one of the poorest regions, with the highest rates of unemployment, especially among youth (INSTAT, 2013b; Këshilli i Qarkut të Kukësit, 2012; Unicef Shqipëri, 2000; King & Vullnetari, 2003; INSTAT, 2014f; ILO, 2010: 35; INSTAT, 2014a: 9; King & Vullnetari, 2003: 46; Kukës Regional Council, 2004; Këshilli i Qarkut të Kukësit, 2012; INSTAT, 2013b; Këshilli i Qarkut të Kukësit, 2012; Unicef Shqipëri, 2000). In these article are explored the challenges that relate to youth employment, where having few job open vacancies it results not as the main problem.

**Keywords:** *Youth, unemployment, employment, gender issues, challenges;*

*N°AIS Conf. Skopje-Tetove 2016-7908*

### **An examination of the relationship between insecure attachment with mother and eating disorder risk in late adolescent girls; the role of low self esteem**

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The aim of the present study was the examination of the relationship between insecure attachment with mother and eating disorder risk in late adolescent girls. The sample of the study consisted in 812 female college students ranging from 18 to 21 years old (mean age 19.26,  $sd=.882$ ) selected from three public universities (University of Tirana, University of Shkoder and University of Durrës). Participants completed two structured, self-reported instruments; the Experience in Close Relationship Questionnaire- Structure of Relationships (Fraley, Waller and Brennan) , Eating Disorder Risk Scale and Low self esteem subscale of Eating Disorder Inventory- 3 (Garner...). It was hypothesized that girls with insecure attachments with their mother will be exposed to higher risk of eating disorders compared to girls with secure attachment with their mother.

Also low self esteem was expected to play a mediator role in the relationship between attachment and eating disorder risk. It was found that insecure attachment with mother had a weak, although statistically significant, relationship with eating disorder risk in late adolescent girls. Low self esteem was found to better predict eating disorder risk and also to mediate the relationship with insecure maternal attachment. Implications and recommendations for mental health practitioners and further studies are also presented.

**Keywords:** *Insecure maternal attachment, eating disorder risk, late adolescence, low self esteem*

*N°AIS Conf. Skopje-Tetove 2016-13708*

## **Antisocial behavior among Albanian adolescents; assessing gender and age differences**

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During the last years, an emerging phenomenon is becoming worrisome for the Albanian society; adolescents engaging in risky behaviours. This presentation shares findings from a cross-sectional, school based research with 1300 adolescents of 13-17 years old (Mean age  $\pm$  SE  $15.1 \pm 1.4$ ) from Durres, Tirana and Elbasan urban, suburban and rural areas. A multistage stratified random sampling technique was used to select students of grades 7 through 11 from middle and high schools. Data was collected using an adapted and pre tested youth survey Communities that Care (CTC) questionnaire. Measurements covered self reported information related to adolescents' attitudes, perceptions and both past or actual behaviours. The dependent variable is made up of 11 items referring to the annual frequency of engagement in antisocial behaviours such as: being suspended from school, carrying and bringing to school cold weapons and guns, selling drugs, intentionally attacking someone, gambling, bullying and gang participation. Descriptive (frequency and percentage) and inferential statistics were used to analyse data. For the purpose of the study, all ordinal data was dichotomised and coded as 0 to no involvement and 1 for the presence at least once of the correspondent behaviour. Significantly more boys and older students ( $p < 0.001$ ), recorded a higher prevalence of a wider range of antisocial behaviours in a lifetime and last year period, while no gender difference was observed related to the onset age. On the 23 risk factors measured, they resulted in a higher risk toward 20 of them, particularly related to the individual characteristics, family, peers. Logistic regression marginal effects showed that being a boy presents 22% more risk in predicting future involvement in these behaviours. Further research is indispensable to explore gender and age differences in a country level and to implement early preventive actions in community contexts.

**Keywords:** *Antisocial behaviours, Albanian adolescents, age and gender differences, risk factors*

*N°AIS Conf. Skopje-Tetove 2016-3708*

## **Self-esteem and body-esteem among adolescents**

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The purpose of this study was to examine the relationship between self-esteem and body-esteem among adolescents (high school students). It was hypothesized that higher

self-esteem would be associated with higher body-esteem. It was also hypothesized that students with self perceptions of being a good or great student would have higher self-esteem. The participants were male (N=181) and female (N=175) high schools students from Shkodra (N= 356). They completed questionnaire including demographic information, Rosenberg Self-Esteem Scale and a Body-Esteem Scale for Adolescents and Adults. There were statistically significant relationships between self-esteem and body-esteem. The greater is self-esteem the greater is body satisfaction. Compared to girls, boys in general had a little higher body-esteem but not higher self-esteem. The relationship between self-esteem and body-esteem is significant for boys and for girls. On the other hand the correlation is stronger for girls ( $p=0,597$ ) than for boys ( $p=0.479$ ). Adolescent perceiving themselves as good students had higher self-esteem. Implications and limitations of this study are discussed.

**Keywords:** *Self-esteem; Body-esteem; Adolescent*

*N°AIS Conf. Skopje-Tetove 2016-1308*

### **Selfie-Mania influence on adolescent self-esteem**

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Our new society where technology has touched every cell of it is becoming even more virtually from where fashion is Selfie therefore be shooting themselves, a modern trend which has involved the whole society on the plates as Instagram, Facebook, Twitter, Snapchat, etc. Art selfie is one that many people have practiced and perfected over the years, but knowing what relationship they have with this new generation of virtual relationship remains a difficult task as important as well. This study aims to explore the selfie as a reflection of low self-esteem because the mania for photographing herself, is a pathology of the syndrome in search of a stable personality. Target group of this study were middle school students "Ahmet Dakli" in Elbasan, where 100 participants aged 16-18 years from where 39 participants were male and 61 female. They were asked to fill the Rosenberg Self-Assessment Inventory (Rosenberg Self-Esteem Inventory, 1965) within ethical standards. After analysis of the data showed a positive correlation between connectivity Selfie – Self-Esteem which holds that studies to date have shown that there is a connection between the selfie mania and self-esteem. Out of the sample obtained in this study show that individuals are looking for a better image of themselves as self images contradict the image of a secure existence, through fixing a few moments as a symbol of an attempt to establish an identity consistent, full realized. The pathology of this syndrome is the search for a stable personality. Of course we are talking about the first research on this phenomenon should probably be more careful diagnostic categorization and labeling.

**Keywords:** *Teens, selfie, self-esteem, pathology*

*N°AIS Conf. Skopje-Tetove 2016-1208*

## **Influence of academic achievement in general adolescent self-esteem**

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Before teenager consolidate his identity, difficulty passing through stages of existence, fragments and attempted rebellion, resistance, experimentation stage, putting to the test yourself through all extremes and it has its validity in a self process. This theme is focused on adolescence. In literature and cultures, age of onset of adolescence is different, however it is characterized by a rapid series of changes in terms of physiological, cognitive, emotional and social. Academic performance is one of the main features of this period of life, but here we will refer to academic achievement, grades and specifically its average.

This theme is an attempt to bring an overview of the impact that academic achievement in adolescence and how several factors such as low average source and holder made of low and intermediate level of self-esteem in teens. This study raises the argument that low academic achievements related to low self-esteem in teens. These data will constitute a contribution for school teacher's psychologists 9th year and especially parents to understand and support students emotionally in view of their academic achievements and the importance of self-assessment in full operation an individual. This thesis is applied to 100 students of first, second and third public high school "Dhaskal Todri" Elbasan selected randomly. With champion selected are applied as instruments: Rossenberg self-assessment test and dissatisfaction with the appearance of Cooper 's. From this study, the results came in low academic achievements to 65 % of the sample who were girls self-esteem affect their reduction compared to men accounted for 35 % of the sample.

**Keywords:** *Adolescence, academic achievement, self-esteem, average*

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## **Associations between parental self-efficacy and parental knowledge and children's behavioral development: A literature review**

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Parenting has a crucial impact in children's lives. This paper reviews the relationship between parental self-efficacy and parental knowledge and children's behavioral development. Because parental self-efficacy is perceived as an important indicator of parenting competencies, this literature review emphasizes the contradictory findings related to parental self-efficacy, parental knowledge and children's developmental outcomes. Some findings suggest that high parental self-efficacy predicts positive behavioral outcomes in the development of children whereas some other studies suggest that parental self-efficacy is not a predictor of parenting competence but parental knowledge might be a predictor. On the other hand, in some other studies results suggest that even though parental knowledge is high, parental self-efficacy is low and the outcomes in children development are different. The review investigates the mechanisms of parental self-efficacy, parental knowledge and its impact in parenting competencies and children's development outcomes.

**Keywords:** *Parental self-efficacy, parental knowledge, parental competencies, childhood development*

N°AIS Conf. Skopje-Tetove 2016-10408

## **Bullying – adolescents' harassments in school and in society**

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Introduction: Bullying is an act, which has to do with acts of aggressive behavior in order to hurt a person both physically and mentally (1). What is bullying, etymology, history, definitions, anti bullying? (2) Effects of bullying: loneliness, depression, anxiety, low self-esteem; suicide among adolescents and school massacres (3) How should we minimize this phenomenon in schools and in society: support by schools and families of those affected, teacher training, enabling them to prevent negative effects (4) Statistics and examples of persons who are victims of bullying (5) Conclusions: Polls and surveys show that the school, family and society work very little to this phenomenon.

**Keywords:** *Bullying, training, victim, school, family, society;*

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## **Ethno mental and cultural traditions of ethnic relations in the Balkans**

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This study examines the mental map and cultural traditions of ethnic relations in the Balkans. Modern psychologists ethnocentric, ethnocentrism regarded as case in human mental property “to perceive and appreciate the vital phenomena especially in terms of the traditions and values of their own ethnic community displayed thus acting as a reference or optimum for such entities. M. Bauer and D. Campbell (op. On Georgiev, 1998) identified the following key indicators of ethnocentrism: First, the perception of the elements of their culture as “natural” and “right”, and the elements of the other cultures as “unnatural” and “incorrect”; second, examining the customs of their ethnic community as universal, and third, the evaluation norms, traditions and values of their community as unquestionably correct. Sociologists believe that ethnocentrism is a negative social phenomenon tantamount to nationalism and even racism. In addition, some social psychologists also believe that ethnocentrism is negative psychological phenomenon that occurs in the trend towards acceptance of all foreign groups combined with increased assessment of their own community. In psychological analysis ethnocentrism need to consider a number of social factors, the system of social relations in society and objective nature of interethnic interactions. Characteristically, the Balkans mix two factors - ethnicity and religion, ethnic and religious lines. Thus the Balkan Peninsula was established as one of the areas of Europe, where the two major religions - Christianity and Islam.

**Keywords:** *Ethno, Balkan, mental, ethnocentrism*

# THEMATIC SESSION 09:

## ORGANIZATIONS, PROFESSIONS AND WORK

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*N°AIS Conf. Skopje-Tetove 2016-1909*

### **Illuminating Corporate Social Responsibility Practice: A Critical Approach**

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Corporate social responsibility (CSR), described succinctly as a commitment to enhance the well-being of the society through voluntary business applications and by using corporate resources (Kotler and Nancy 2005), embodies the contention that in an increasingly globalized world the corporations have great influence over people's welfare and that they have an important right to play in the protection of human rights. Based on an analysis of Walmart's (the largest multinational company in retailing), CSR reports and news documents relating to the company, this study argues for a critical understanding of CSR which entails situating the concept in the world-historical and political economic context that acknowledges firstly the logic behind the operation of large corporations from First World in the Third World and secondly the deregulation and flexibility brought about by neoliberalization that incentivizes leaving labor rights issues in the hands of corporations.

With a focus on the concept of "human rights" utilized by CSR, this analysis also illustrates the way CSR, by framing ambiguous "internal codes of conduct", becomes an attempt through which to obviate the substantial "external codes of conduct" that have proven capable of assuring the rights of workers in an uncompromising way. The conclusion is that the "human rights" emphasis of CSR can be framed as 'empty signifier' in line with the conceptions of Laclau and Žižek, inasmuch as ongoing violations of workers' rights are concerned.

**Keywords:** *Corporate social responsibility; labor rights; human rights; empty signifier*



*N°AIS Conf. Skopje-Tetove 2016-20909*

**Relationship between conflict management style,  
organizational commitment and turn  
- over among commercial banks in Tirana**

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The main aim of the study is to describe and identify the conflict management style between commercial bank's employees in Tirana, also to measure the relationship between conflict management style, organizational commitment and turnover intention. The sample of this study was 120 employees of commercial banks in Tirana, from which 66 (55%) females ( $n=66$ ) and 45% ( $n=54$ ) males. For data collections were used three questionnaires. The highest percentage of participants in the study 37.5% ( $n=45$ ) is the age of 26-30. From the data presented in the study, the most preferred style of banking sector employees in Tirana for management style of interpersonal conflict is integrative style, with 61.7% ( $n=74$ ). The low level of the turnover intention is the highest percentage of participants with 69.2% ( $n = 83$ ). The relationship of organizational commitment and turnover shoqs a negative correlation ( $r= -0.7$   $p<0.01$ ). This means that employees who exhibit high level of commitment in their work have a lower propensity to leave the job. The strongest negative relationship between turnover and management style of conflict is for styles obligate-avoid, for  $r = -0.320$  at  $p = 0,01$ . This means that employees who manage conflicts through obligate and avoid style do no tend to leave the job.

**Keywords:** *Conflict management, turn – over; commercial banks, organizational commitment*

*N°AIS Conf. Skopje-Tetove 2016-12109*

**The Effect of Performance Measurement  
on Employee Motivation**

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The aim of the paper is the importance of performance evaluation in motivating employees of "Drini" business (for privacy reasons the name is not real). The performance evaluation as part of the HR management in organizations evermore is considered as

one of the competitive elements of priority for sustainable development. Organizations need to ensure that people are able to make the change, managers through performance appraisal and motivation, increase the contribution of individuals / teams. This means that skills of human resources are valuable and are developing. Network for the development of competence is established and fully functioning. Also, the simple fact is accepted that the performance management process is adopted by managers, but employees give their ideas in order to render this process functional. Thanks to this, not only the assessment of business management is possible, but also the management of the individual performance of members of the organization. The paper contains the results and key findings. They are presented in the form of statistical data, which describes the specific results and recommended further measures. As above, the assessment of performance is not a factor to be overlooked, but important to the success of the organization.

**Keywords:** *Performance, Motivation, Human Resource Management, the Performance Assessment System*

*N°AIS Conf. Skopje-Tetove 2016-9809*

## **Organizational decision-making: Some reflections about group techniques**

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Organizational performance is determined by the decisions made and their effective implementation. To arrive at the final choice are required many knowledge and skills. Moreover, the bounded rationality of the decision-maker, the complexity and uncertainty lead to decision-making processes that involve multiple individuals. The group decision-making processes also become important because of the increased competition between organizations, which requires more creativity and innovation in order to create stable competitive advantages. The group decision-making process is a participatory process in which some individuals act collectively, analyze problems or situations, consider and evaluate possible courses of action and choose an alternative. Studies on the efficacy of group lead to different conclusions. However, most of them have concluded that the group makes better decisions than the individual. The orientation of organizations towards group decision-making, more than a choice may be considered a necessity, as some important contextual factors have undergone substantial changes. The main purpose of this paper is to show that apart from the important benefits of group decision-making process, its effectiveness also depends on the decisional technique used. For this reason, in this paper is discussed about the characteristics of the different techniques that can be adopted and the conditions under which they may be used. The intention is to elaborate some reflections that can help the various managers of the organizations to identify the most appropriate technique according to the problem and context characteristics, affecting thus the effectiveness of the decisions.

**Keywords:** *Organization performance, decision-making, group, group decisional techniques*

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*N°AIS Conf. Skopje-Tetove 2016-7809*

## **Implementation of ethical standards in psychosocial services; the Case of Shkodra city**

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Establishment and implementation of ethical principles and standards of professional psychosocial services in Albania remains an open challenge. Despite the importance that they bear on the performance, quality and guarantee of the services to clients, the correct implementation of many institutions and organizations is far away of standards required. This study aims to identify the recognition and enforcement of ethical and professional standards by professionals who work in institutions and organizations that provide psycho-social services in the city of Shkodra. The study involved 15 public institutions and nonprofit organizations in this city. Data were collected through a survey with altered questions, which combines questions for professionals and the institution. Surveys were completed by social workers and psychologists who are mainly involved in direct work with clients. The analysis of the data concluded that in general, theoretically professionals recognize ethical principles, but the institutions in which they present, do not operates based on them, without guaranteeing the quality of professional service. Many elements related to ethical and professional principles overlooked and in other cases do not exist. The study also concludes that professionals often face difficulties in their work with clients, something which is related with the failure of using certain forms which could protect their client's confidential data.

**Keywords:** *Ethic, profession, standards, consent, code*

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*N°AIS Conf. Skopje-Tetove 2016-7409*

## **The influence of self-esteem on teachers' burnout syndrome**

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This study aims to explore the influence of self-esteem on teachers' burnout syndrome. Self-esteem is a psychological variable that influences reactions of teachers towards burnout syndrome. Self-esteem can influence thoughts, behaviors and mood. It is an

individual's sense of personal competence and worth. From the literature review derived the following hypotheses that "teachers with low self-esteem are more prone to burnout than teachers with high self esteem. Different studies suggest that low self –esteem contributes to burnout, neurosis and anxiety .The sample of this study is formed by 180 primary school teachers. Primary school teachers in Albania represent an interesting sample on the study of burnout due to different factors influencing burnout. This study reflects a considerable difference between teachers with low self esteem and teachers with high self esteem. The results show that teachers with low self esteem are more prone to burnout syndrome than teachers with high self esteem. This is a significant conclusion which shows that the hypotheses are accepted. The findings provide useful information for school principals, teachers and organization management.

**Keywords:** *Self-esteem, teachers, burnout syndrome, anxiety*

*N°AIS Conf. Skopje-Tetove 2016-8509*

## **Employment challenges in Albania**

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Today, in modern time, employment has become a challenging aspect about creating and maintaining supportive and healthy environments that allow a balance between work and personal responsibilities. Individuals are different and the circumstances in which they are located are different therefore it creates the need for recognition that measurement of equilibrium can have a subjective sense. Globalization, the development of capitalism has become increasingly important in the labor market study. Work is directly affecting the personal finances of each individual, so in its social welfare, and consequently the development of a society. Labor market conditions fluctuate constantly, which is why markets are regulated and organized by the government. There are not only markets that have gradually changed, but also how we judge individuals or discuss about the labor market. Most young people in Albania are part of informal employment, where work is characterized by uncertainty, bad working conditions and low wages. Evidence from several countries shows that education increases the opportunities in the labor market, especially those with the greatest qualifications enjoys superior job prospects.

**Keywords:** *Employment, labor market, youth, informality*

# THEMATIC SESSION 10: THEORETICAL, COMPARATIVE & HISTORICAL STUDIES

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*N°AIS Conf. Skopje-Tetove 2016-13810*

## **The purpose of human creation according to Plato and Aristotle**

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Generally, in ancient times, the city is considered as a complex of education and training, where values, techniques, achievements were inherited by generation to generation. In this period there was a broad philosophical discussion about human training and education. About the education techniques and its purpose, by always linking education with the future of the individual and the city, e.ex., Ancient Greek polis. Before the individuals were accepted in the world of adults or society should pass through long forming educational cycles. The basic questions in philosophical on education works, mainly by Plato, were: What were the purpose of educating the man? To who this education served? What was the connection between education and the political future of the city? What was the proper education and training needed to run the city and beyond. Not just Plato, but also Aristotle dealt with these issues. Precisely these issues will be treated in this article. Firstly, the conditions and historic circumstances in which Athens was in Plato's time, followed by treating ``The Republic`` of Plato, where he presented his opinion on education. An important place will be given to the values embraced and characterized the layers of the society at that time. While Aristotle thoughts on education will be presented by comparison with those of Platos.

**Keywords:** *Education, Plato, Aristotle, Republic, Polis*

*N°AIS Conf. Skopje-Tetove 2016-12810*

## **Balkan Conflicts and the Trans-Atlantic Alliance: American Diplomacy in the Region**

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After the fall of Berlin Wall, the weakening of the Western order without a clear and existent threat evidenced to be quite untrue. This paper examines the intense political and scholarly debate about the rifts among NATO member countries during the Balkan crisis. In this article it is argued that despite the differences among NATO members, their common goals compel them to cooperate and maintain the trans-Atlantic cohesion. The trans-Atlantic relation was aided by the fact that the U.S. policy did not change towards Europe. American leaders and the public both continued to have strong sympathy for the European countries. Furthermore, America's hegemony was safer in the late 1990s than it was just after the fall of Berlin Wall. From a theoretical viewpoint, NATO's involvements in Balkan conflicts are indications of the political dynamics which distinguish the alliance from being a simple military one. The involvement of NATO was reasoned by humanitarian aid in relation to the spreading of democracy and all the members of the alliance shared this same assessment. It is also argued that the Bosnia and Kosovo operations can be both considered as defining moments in the history of the trans-Atlantic alliance. If NATO was not engaged in these conflicts, was it possible that we had the alliance now? The events of that time were a test for its very existence.

*Keywords: NATO, the U.S. leadership, the European Union, Balkan Conflicts*

*N°AIS Conf. Skopje-Tetove 2016-9110*

## **The Conception and perception of traditional/contemporary urban space about the city**

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In this essay will be given a great importance to the traditional and contemporary conception and perception of urban space as elements referred to the city. Throughout the analysis, in the level of the contemporary perception of the city, will be presented the theory that insists on the conception and construction of urban space by the practices of everyday life and the so-called strategy of resistance. This refers not only to a new frame of sociology but also to a new methodological approach for the construction of the urban space. Regarding the latter, will be elaborated the thought

of Henri Lefebvre and Michael De Certeau as a vector for the explanation of some of the specific problems observed in the methodological conception of urban space such as the city of Tirana. Through this approach we will specifically disclose some of the problems observed regarding the use of certain urban spaces. Traditionally, theory of representation emphasizes a conception of abstract and rational presentation regarding urban space analyzed from above, giving us an incredibly simplified bureaucratic view of the city. This theory does not analyze specifically micro-urban space and social problems facing the people in this space.

Therefore, a new contemporary theory appears as a critic which aims to use a new anti-bureaucratic methodology that starts from the study of practices of everyday life, using instrumental analysis of the body and micro-social practices to present urban space in the most comprehensive frame.

**Keywords:** *Urban space, everyday practices, practices of resistance, body*

*N°AIS Conf. Skopje-Tetove 2016-17010*

### **Cultural and narrative identity into tracing cultural anthropological features into E. Halili ballads**

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The paper, to which is given an anthropological breathing, will focus on the identification of cultural and anthropological features into the ballads of the poet and researcher Erenestina Halili. Her ballads, emphasizing indigenous character, built on the roof of the culture of northern Albania, with a nationwide diffusion force. The paper will be built on the basis of analytical and comparative, especially when it comes to the type of characters that live on her ballads. All analytical direction will highlight the elements of culture and Albanian genesis embodied in epic.

**Keywords:** *Anthropological features, culture, Epos of Kreslnik, narration*

*N°AIS Conf. Skopje-Tetove 2016-11210*

### **Comparative overview between social and philosophical theories of the twentieth century, on the question of space and time**

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This paper aims to analyze in a comparative view of some social and philosophical theories of the twentieth century, over space and time. The problem of space and time



has often been the subject of sociological and philosophical reflection. Sociology has been interested in the space due to the attitude of people together in a territory, the organization in this territory and of this territory. Also it has developed different theories on time as the instrument of social organization and coordination. The philosophy is more concerned about the thought and knowledge than on society. In this context, the theory about space and time is based more on the consciousness and gnoseology. If for sociologist space and time are very important social factors, for the philosopher they are more cognitive significance than social.

The paper examines the theory of H. Lefebvre on space, N. Elias on time, and Foucault's political stance, comparing them with the theory of John Mc Taggart, Heidegger and Bergson Husserl. The goal is not to give a acceptable definition to space and time, or to determine which approach is more valid or accurate, but to consider these theories to clarify and evaluate the great importance that space and time have. In this point of view, space and time take different meanings, from the denial of their existence, to as condition of understanding the reality.

**Keywords:** *Time, space, phenomenology, metaphysic, 20-th century*

*N°AIS Conf. Skopje-Tetove 2016-6610*

## **The presentation of the Holocaust in the curricula and history textbooks in Albania**

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This paper aims to analyze the presentation of the Holocaust in the curricula and the history textbooks of primary and secondary schools in Albania, based on the qualitative and quantitative approach. It intends to explore the conceptualization and visualization of the Holocaust in education materials and their contents compatibility with the state curriculum. The purpose of the curricula and history textbooks analysis is to establish whether teaching about the Holocaust is explicitly addressed in these education materials, in what terms the Holocaust is defined and in which context is dealt with. Thus, the main focus of the study is to examine the historical understanding of the Holocaust based on the way the event is portrayed, the protagonists involved, interpretative paradigms, narrative techniques and viewpoints, didactic approach and national idiosyncrasies.

Also special attention is paid to the inclusion or not in the teaching materials of the Albanians' contribution to the protection of Jews from Nazi-fascist occupiers during World War II. Such an analysis of the Holocaust presentation in the curricula and the Albanian history textbooks make it possible to address human rights violation and crimes and to deepen mutual understanding and respect in today's society. The study carries particular importance on education for sustainable peace.

**Keywords:** *Holocaust, curricula and history textbooks' analysis, education for sustainable peace*

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## **The ideology of mass as a way to existentialism**

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Arendt's style describes the individual in his environment and "individuality", the exposure from any human plurality, the detachment of any relation or grouping, creating in these way a mass of "homogeneous" individuals, psychologically enslaved by the dominant ideology. Totalitarianism does not only aim the transformation of society over which power is exercised, but also wants to change "human nature" itself (the creation of "new Man"). Despotisms and old tyrannies basically were fulfill with destroying people's political and organizational capacities and failed to target or destroy their network of private relations. Thus they didn't strike the "Self" in terms of the personality of each individual, which in the totalitarian experience is systematically battered. Hannah Arendt rightly calls totalitarian movements as "secret society taking place in the middle of the day." Existentialism on the other hand, as a humanistic philosophy reflects the crisis of philosophical thought of monopolistic bourgeoisie. The starting point of existentialism is a particular separated individual, isolated, which all his interests are been focused on himself and his existence. According to existentialism, the problems that philosophy should address are the existence of the individual, his end, death, eternal fear before death. Existence, according to existentialists, cannot be reached with rational knowledge; the only way to access its essence is to live and to describe it as it is offered. Through this study is aimed to confront existentialism with Arendt's description as a path toward existentialism, for recognition of individuality. Existentialism is that branch of philosophy that promotes the individuality and freedom as a route to social unification.

**Keywords:** *Existentialism, Totalitarianism, Individuality, Mass*

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## **A Historical analyze of Albanian Chams in Turkey**

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The history of Albanians Chams in Greece has two important events. The first event had been related to the Treaty of Lausanne of 1923's that had been related with the exchange of Albanian Chams in Greece with Greeks that lived in Turkey. The second event had been related with the Albanians Chams genocide during 1944's, where thousands of Albanian Cham residents of the province of Chameria for cibly moved to Albania and some other countries. In now a day in Turkey, exist is an Albanian Chams community.

This community has its own cultural and national identity, which is continuing from one generation to another. In this article it is going to be analyzing Albanian Cham community's historical facts of their cultural and national identity.

**Keywords:** *Albanian Chams; Turkey; Historical Facts; National and cultural identities*

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## About origin and youth of Ali Pasha Tepelena

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Ali Pasha, "Lion of Ioannina," had been one of the most prominent figures of his time whose portrait is seen in different ways. Some efforts have been made to ignore the greatness of this personality and the rare qualities he possessed as: determination, courage and even a mental perspicacity. He summed up in his personality a number of qualities that rarely can be gathered in a single man. The difficult and anarchic situation in which was involved the Ottoman Empire will be part of this essay will be. This circumstances gave rise to strengthening of the some Albanian feudal families, among which and the Hysajve from which flowed Ali Pasha. Also in this paper will address some claims of some contemporary writers and descendant of Ali Pasha for the origin of Ali Pasha that debated about Albanian origin. Will be taken into consideration the conditions and circumstances in which Ali Pasha was born and grew, which led to the formation of his personality as a ruler and who attempted to create an autonomous state. This study, which is based on documenting historical data and source materials in Archive of the Institute of History, use descriptive research method to underline the influential and charismatic personality, diplomatic skills and strong-willed ruling of Ali Pasha.

**Keywords:** *Pasha, Ionnina, Tepelena, Ottoman Empire, personality.*

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## The role of the clergy in the making of the first Albanian government

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All the historical events, political movements and the diplomatic development leading to the declaration of the independence and the creation of the first Albanian government cannot be properly appreciated without a note on the major contribution of the Albanian clerics who were considered the most important intellectuals in Albania. Many crucial historical moments in the Albanian National Movement involving the Albanian League

of Prizren, League of Peja, the Congress of Manastir, the Congress of Dibra and the Congress of Elbasan, and the major uprisings of Albanians during 1910-1912, were led by the Albanian members of the clergy. Their patriotic contribution and their nationalistic ideals and thoughts exerted a great influence in the Albanian National Movement for they were chosen and elected as important representatives in the assemblies and congresses which were influential for the destiny of Albania as a country. Their contribution made for their participation in the governing bodies, e.g. Haxhi Ymer Prizreni was Chairman of the Provisional Government of the League and Haxhi Zeka was Chairman of the League of Peja, Vehbi Dibra was Chairman of the Congress of Dibra, etc. The contribution of the Albanian members of the clergy pervaded as the uprisings of Albanians proved successful in their endeavours against the policies of the Balkans' monarchies or Great Powers. These uprisings led to the summoning of the National Assembly to lay the ground for the declaration of Albania's Independence and the creation of the first Albanian government headed by Ismail Qemali. The good patriotic contribution of the clerics led to their election as chairmen of the highest position in the first Albanian government such as: Vehbi Dibra (Agolli) was chairman of the Albanian Assembly of the Seniors (senate) and Dom Nikoll Kaçorri was vice-chairman of the Provisional Government of Vlora. They laid heads together and set forth the idea of creating a nationwide government.

**Keywords:** *Clergy, Albanian league, government, state, contribution*

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## The situation in Albania during War World II according to the archives of the German diplomatic institutions Rome-Belgrade-Tirana

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German documents are strong evidence for the period of World War II. They shed light on the true intentions of the occupiers in Albania and demagoguery used by them against the Albanian public in particular. These documents shed light on the political forces in Albania as well as provide a detailed overview of the struggle of the Albanian nation on the great anti-fascist coalition. Many papers highlight that Rajhu did not want Albanians but wanted all his wealth, from gold, its subsoil, minerals and the people to be laid against armed Albanian fighters and their Anglo-American allies. In these documents it comes out that third Rajhu hated Albanians and everything that was said about national unity, to neutral and independent state was simply demagoguery. The documents shed light on the characters and the nationalist groups that have supported open gun down their goals in Albania. They help to be more objective evaluation of the real contribution of political and military formations in the liberation of Albania. Documents of contributing to a more dispassionate and objective evaluation in one of the most special periods of full debate it in Albania is Fascist War and collaborators of the occupiers and political circumstances in the country.

**Keywords:** *Albania, War World II, German diplomatic institutions*

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## The role of feelings in our ethical behavior

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This topic will try to discuss the rapport between our feelings and ethical behavior toward others. We usually tend to think that a correct ethical behavior is the one that rely solely on reason, mentioning here all the de-ontological ethics, especially Kant's categorical imperative. In fact with all the criticism that Kantian ideas face, it's seems quite impossible to defend his arguments and to exclude all our feelings toward others while making a moral judgment or defending a certain moral point of view. In this context this paper will try to discus and sort out issues like: Rapport between moral reasoning and feelings; Does our feelings dictate our moral decisions or behavior; Is it possible for us to exclude moral feelings?; Is it possible to find a way in which moral feeling and moral; reasoning could come together to define a unique moral decision or point of view. In analyzing these concept we will bring on some of the authors that has given an undisputed contributions, in defining moral issues as rational and/or emotional choices we make, from philosophers like Kant, Mill ...etc., to neuroscientists like to G. Rizzolatti, V. Gallese, L. Fogassi,...ect.

**Keywords:** *Moral reasoning, feelings, moral decisions, moral imperatives*

# THEMATIC SESSION 11: DEVIANCE, CRIMINOLOGY, SECURITY FORCES AND SOCIAL CONTROL

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## Online soccer betting and academic pursuit among undergraduate students of Olabisi Onabanjo University, Nigeria

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The task of any nation in today's knowledge driven economy is to ensure quality educational system that will serve as machinery for production of skilled manpower and professionals capable for effecting positive improvement in socio-economic development. Yet, this objective can be hindered if students especially undergraduates in tertiary institutions fail to concentrate on their academic pursuit due to money – at- all-cost syndrome. Obviously, the exponential growth in online soccer betting has caused a situation where students risk their money looking for more, absence themselves from lectures, with concomitant reduction in level of commitment to academic, study habit and value concept.

Thus, this study set out to examine the relationship between online soccer betting and academic pursuit in Olabisi Onabano University, Nigeria. It also aimed at providing answers to the following research questions; what are the factors responsible for the increase in undergraduate's participation in online soccer betting? Does electronic betting influence student academic performance? Does undergraduate involvement in

online soccer betting shapes student-lecturer relationships in Nigerian university? To achieve the aim of the study symbolic interaction theory was used. Descriptive survey design in which in-depth interviews (IDIs) and key informant interview (KIIs) were used as method for data collection. Combination of stratified and accidental sampling techniques was used in selecting participants. The participants were thirty undergraduate students of Olabisi Onabanjo University selected from four communities (Ago-Iwoye, Oru, Awa and Ijebu-Igbo). The data collected was analysed using direct quotes and ethnographic analysis. The findings were discussed with reference to relevant empirical literatures and future research highlighted.

**Keywords:** *Commitment, Performance, Online betting, Undergraduate*

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## **Leadership in police level**

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Modern society's demand for a new culture of performance and professional ethics of the police leadership requires a new model, based both on new concepts of theoretical perspective and practical experience of policing. This is a challenge to the crime, indicator of the effectiveness of the police organization and increased its credibility in the community. In terms of the globalization of crime and national and international challenges, police managers are responsible to adopt a wide range of management strategies. The police leadership is a group of elaborate maneuvers designed to manage power and expand society interdisciplinary techniques.

Therefore, the practice of policing, leadership is of great importance in achieving the objectives of the police organization. Exploring the connections that exist between aspects of leadership, role models, management styles and performance levels of the police organization must be envisaged theoretically historically and functionally, approaching the Albanian reality. Analysis of the triangle perceptions -profile leader, satisfaction of the officers for their leadership and the prevailing style of management serves a critical treatment of the historical development plan of management and management aspects events of police leadership. Within the identification of problems it is necessary to successful manage with access to modern, high performance, with increased levels of cooperation with counterpart organizations and embrace the best practices of leadership.

**Keywords:** *Leadership, police organisation, management styles, historic outlook, performance*



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## **Respect for human rights – key principle in State Police work**

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State Police is the police service of the Republic of Albania has and has a mission to protect public order and safety, in line with the law respecting the fundamental human rights and liberties. During the 90' police underwent a series of great changes related to the legislative, structural, organizational areas, but also regarding the mentality and the approach to some important and basic principles for its functioning in a democratic environment. Hand in hand with the fundamental structural and organizational change, the re-dimensioning of the activity of the State Police towards the respect for human rights, should be positively highlighted. Nowadays, it is clear for the State Police that respect for human rights and liberties lays in the foundations of a contemporary democratic policing. It is clear that human rights stem from human dignity and as such they are Universal unalterable and are the same for everyone. The organization all obligation for human rights that derive international instruments, Albanian Constitution and all other legal and sub legal acts have been reflected in the police strategy and its objectives. In essence, State Police aims at building a professional police, in the service of the community, increasing the public trust in its activity. This, to show that Police is there to protect the society and the citizens from malefactors, as a power to guarantee their life, to protect public and private property, honoring and protecting human rights and liberties.

**Keywords:** *Police, human rights, Constitution, law, international acts, Civil Society, Public Safety*

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## **Parallelism health, corruption and quality of medical services in the republic of Macedonia: the case of the Hospital of Tetovo City**

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In the Republic of Macedonia, informal politics and power, operates a parallel form of government, which owns power of influence in all political, economic and



social dimensions. So here is made for the kind words organized corruption state, links informal structures with state-based system under the services redistributed to them. To this object handling essay is health and quality of health services in the Republic of Macedonia, in the context of corruption, quality of health care services to citizens through the operation of parallelism in the health services are almost legal. In this essay was given primary significance of three important segments in sphere of health. The first segment is the impact on health policy, with the help of which facilitated parallelism the health and absorption of these funds from legal sources. The second has to do with the protection of different criminal groups, most often resulting from the nepotism in politics. While the third segment shows the rapid drop in the standard of services in the health services of the citizens of Macedonia, as a result of the impact of the first two segments. The Hospital of Tetovo city is great example of the operation of such corruption, health mafias with masks and under the shadow of parallelism in the health services and is a good model for addressing this problem of health issue in the Republic of Macedonia. Through a combined approach of methodical, this essay will research the health and causality of parallelism of its negative impact on the service-medical value in Macedonia.

**Keywords:** *The parallelism health, mafia health, quality of health services, corruption.*

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### **Criminalization of illegal benefiting from interests in the Albanian Legislation**

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Corruption, wealth and private interests of public officials, illicit enrichment and abuse of power in the exercise of public function, are the most discussed and problematic issues in Albania nowadays. In many cases, offenses against state activity committed by state employees or public service are associated with conflict of interest, as an element that accompanies, precedes or follows the criminal actions committed by public officials. In some countries, conflicts of interest or his mismanagement is foreseen as a violation of the Criminal Code. Meanwhile, in Albanian legislation, the criminal provision related with conflicts of interest is the Article 257 "Illegal benefit of the interest" of the Criminal Code. But if we refer to the object as an element of the offense, we note that it refers to a very limited legal relationship, compared with potential situations of conflict of interest in the exercise of public duties. This paper aims to make an analysis of the Albanian legislation on issues relating conflict of interest and illegal benefiting from interest as a criminal offence, identifying some of the problems implementing it in practice. As a conclusion there are some suggestions for possible legal amendments in order to improve the effectiveness of this provision as a tool in the fight against corruption.

**Keywords:** *Private interest, public official, conflict of interest, criminal code*

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### **Microtraces their role in identification process of penal act's authors**

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The prosecution of the case in assessing the guilt or innocence of alleged perpetrators uses scientific evidence. Microtraces are exhibits, as well as handprints, footprints or tools, and are important in the process of proof in the case of criminal offenses. Probative value "microtraces" fixed in the scene lies in the fact that they connect the fact of the existence of author in the scene. Microtraces, as material evidence, have great durability. They can't easily disappear, even with the intervention of author and whatkind of measures he takes however. As fine to be these microtraces, more difficult are removed and eliminated from the facility where they fell. During the committing of crime, offenders can take care to remove all their traces, but they find it difficult to eliminate microtraces. The article estimates that time of microtrace's examination relates to evaluating the results of the examination. Judicial practices followed in matters as a lawyer, shows that microtraces, in the process of proof, have value for sustainability and the impossibility of their disappearance as evidence. Microtraces estimated in the proceedings have been diverse as hair fibers, textile yarn, dust residue, etc. Any investigative and judicial practice has its own characteristics in the use of identification elements for suspected perpetrators.

**Keywords:** *prosecution, penal acts, microtraces, authors*

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### **Management of human resources at police and its influence in the fight against criminality**

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In order to fulfil its mission, Police should manage human resources. The personnel of police or human resources play a crucial role in the success of its activity. Without efficient personnel, Police would work in a non effective way and would threat its objectives and mission. Another reason why human resources are so important for State Police is the fact that those constitute the cost or main expenses for Police. Management of human resources through several actions facilitates the management of the organisation itself. Among these actions we can mention the selection for recruitment of police personnel, their training, their career promotion, the standards for their performance assessment etc. The goal is the recommendation of a method and of the standard procedures of human resources management in order to affect the police job and to the success against criminality.

**Keywords:** *Management, recruitment, training, career, performance*

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## **Issues of Human beings trafficking in Albania**

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The theme trafficking of Human Beings treats one of the heaviest criminal and dangerous phenomenons of the organized crime in Albania. The object of this theme are, trafficking of Human Beings, ways of trafficking, the risk for Albanian society, the investment of the criminal income from the trafficking in illegal economical activities. Also we treat in this paper work the important of the proactive investigations of trafficking of Human Beings. Another important aspect of the investigations of the trafficking it is the investigation of the criminal assets and the way of their presence into the countries' economy. Lastly we do treat necessarily the ways of cooperation and collaboration of the law enforcement agencies, NGO-s, structures of Local Government for the rehabilitation of the victims of trafficking.

**Keywords:** *Trafficking, Human beings, Organized crime, Proactive investigations, Criminal assets*

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## **Environmental crime and regional cooperation for its prevention**

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The aim of this theme is to give information to the reader for the criminal offences which can be committed against environment, features of the prosecution, detection, prevention and the punishment of the perpetrators, as well as the strengthening of the regional cooperation. Our country has been faring these types of crimes times ago, they have international character and have serious consequences to life and health of every one. Air quality, water quality, the level of cleanliness from the rests, noise levels and protection of bio-diversity are the most essential elements for a healthy life. Unfortunately, in the past two decades, in the Balkan Region and particularly in Albania, has increased the number of criminal activities against the environment. During the drafting of this theme are treated mechanisms, foreseen in international treaties and national legislation for the environment. The aspect of the legal analysis of these offenses dealt closely with the criminal procedural activities and tasks to be carried by the investigate law enforcement

structures. This analysis is done from the perspective of the judicial investigative practice, based on statistical data of prosecutors and courts in Albania. It is also handled the cooperation of the State Police with Forest Inspectorate at the bilateral and regional plan for criminal information exchange and implementation of joint operations in order to protect the environment. Interesting for the reader will be the treatment of the levels of risk against environments, identified as: “environmental degradation and natural disasters; environmental destruction; as well as deforestation, pollution of rivers and natural or industrial disasters caused by human influence.” These factors are considered first-level risk to the environment, both considered as high priority in the work of the bodies responsible for preventing them. At the same group of risks involved, corruption and organized crime, as high the risk factors to environmental degradation. Meanwhile, climate change, although are considered as third-level risk, should be considered serious in countries’ policies to avoid bearing the consequences of not natural climate changes. In this paper, environmental protection is treated as a major task of the whole society, every citizen and no doubt governments and institutions in particular. As always, the priority from the governments is given to economy in relation with the environment. Therefore it is recommended that natural resources must be used prudently, stopping the environmental degradation and evaluate the environment as a necessity for life and health of every person.

**Keywords:** *Environment crime, bio-diversity, air quality, rests, recycle, criminal information, material evidence, investigative and judicial process*

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## Leadership and organizational culture

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The nature of strategic leadership is such that the influence of leaders, does not impact only the individuals but also the systems and the processes used by organizations to achieve the desired results. One of such indirect methods of leadership is the one through organizational culture. Culture is commonly defined simply as “ways and forms how we conduct things”. Culture is a powerful concept, thus many individuals involved in cultural processes perceive the methods or the actual ways as possibilities of doing things “right” and “accurate”. Leaders who understand culture are able to comprehend the individuals positioned and involved in “activities, events” or in management issues. Culture defines the rules and standards of functioning of the organization. From this approach, culture is considered an indispensable element for the successful transformation of the organization and the maximization of the value and utility of the human capital. Atmosphere is a short-term phenomenon created by the current leadership. It is directly related to the individuality of the leader, his way of management and communication. In the process of leadership we must be careful not to confuse culture with atmosphere, though both complement each other interchangeably. It is the task of leadership to make

the most of these two distinct factors that have a bearing on how to act in order to fulfill the respective mission. A significant challenge for leaders today is to define the most efficient culture for their organization and, whenever necessary, change the culture of the organization to be a step closer to success.

**Keywords:** *Leadership, management, leader, organizational culture, atmosphere of organization*

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## **Suicide as a social challenge**

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Suicide is not just individual problem but a real social problem as well. In it are twisted reasons of individual motives, psychological and social factors, the situation of instant moment or created step by step progressively in time, with many signs of a phenomenon currently known by sociology today, until the realization of the final goal, which is the violent disruption of the life of this individual. The consequences are as tragic as assassination or accidental interruption of life. Suicide in general, although characterized by an upward trend, is a phenomenon ignored and not properly assessed by the society, the state and institutions, which can be seen at the legal vacuum and instruments of the institutional deficiencies of its prevention and rehabilitation of numerous victims caused by suicide. The aim is to sensitize public opinion as much as we can, to curb this growing trend and to save as many people as possible.

**Keywords:** *Suicide, attemptation, interpersonal factor, gravity, suicidology, euthanasia*

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## **Self-inflicting and suicide attempts on general prison hospital**

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This study present a number of cases of self inflicting and suicide attempts that happened during 2014-2016, taken from General Prison Hospital, focusing on the causes that lead to suicide. Objective: To show the number of the cases of suicide taken from the records of General Prison Hospital of Tirana for the period 2014- 2016. The comparing of the data according to sex, age, location and suicidal behaviors. To explore the reasons and causes that lead to suicide

**Methods:** The cases that will be shown in this presentation are taken from the office of files and records in the General Prison Hospital of Tirana, Albania. In this research are not included some cases of suicide happening in other prison because it could not be defined by police if it was a suicide or just an accident. **Conclusion:** General Prison Hospital of Tirana is considered to be more traumatic than prison because the person with a mental health problem has to face for the first time both isolation and disease even though they may have been accused unjustly. The stress becomes even tenser also because they have to wait for their trial that will decide their future. During their time there the accused one can feel alone, forgotten, and start blaming themselves. Meanwhile the imprisoned can handle isolation much better.

**Keywords:** *Self-inflicting; suicide attempts; General Prison Hospital, mental health.*

# THEMATIC SESSION 12:

## RACISM, NATIONALISM, ETHNIC RELATIONS, CONFLICT RESOLUTION, AND HUMAN RIGHTS

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### Using mixed methods to study Greek and Turkish Cypriot University students' attitude towards the "Other"

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One of sociology researchers' main concerns was and still is about the use of qualitative, quantitative or mixed research methods. Undoubtedly, all methods are widely used and justified in every piece of research according to the knowledge the researchers want to produce. In recent years, there has been a successful attempt at combining both methods. Arguably, the combination of the two methods provided a general picture of the attitudes of Greek and Turkish Cypriot university students.

The research revealed that attitude towards the 'Other' and proximity with the 'Other' are positively correlated. A very important finding was that despite the students' eagerness to participate in more programmes to meet the 'Other', participation levels remained very low. In both cases, Greek and Turkish Cypriot participants tried to maintain a positive distinctiveness of their in-groups over their out-groups, but Turkish Cypriots appeared less negative towards their out-group compared with Greek Cypriots. Students' concern about language and religion were obvious, though mainly Greek Cypriots. Turkish Cypriots appeared more eager to meet other cultures (East and West); they had heard, read and lived other cultures more than Greek Cypriot participants. This finding, along with the result that Turkish Cypriot students did not wish to have stronger ties with Turkey in the future, raised new questions that needed to be further analysed with the use of qualitative methods. New hypothesis relating to the non-distinction of special identities was supported by the insightful work of other researchers and by well-established documents.

**Keywords:** *Ethnic relations, conflict, mixed research methods*



*N°AIS Conf. Skopje-Tetove 2016-0812*

## **Balkan Myths, Sources of Xenophobia and Racism**

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The Balkan Peninsula has been producing more history than its potential. Historically, till date, the ethnic conflicts have been the reason for its historic developments. Whilst the conflicts have come to be as a consequence of the racial and nationalistic hatred, as well as xenophobia; these have all come to being by the influence of Balkanic myths. The Balkans inhabits numerous ethnicities within a limited space. Therefore, the Peninsula is dominated by Slavs who are split into several ethnicities, and on the other hand, there are the Albanians, Greeks and Turks of the European part. In terms of religion, the Balkans also inhabits three main religious civilisations, that is, Catholics, Orthodox and Muslims.

Each of these nations have built their own authentic identity, adding to this a secondary identity that is false, based on assumptions and myths. The interesting aspect is that the more the doses of nationalism have been manifested and encouraged, the higher has been the impact of the Balkan historical myths that have come to life. The more these myths have been utilised for national supremacy of the ethnic groups, the more fear and xenophobia for territorial expansion and racism have been created. The Balkan wars and conflicts of the previous century are a testimony to this absurd influence in our region. It is the responsibility of the historians, the ruling elite and other intellectuals in the Balkans, to avoid the use of myths in function of history and eliminate encouragement of hatred amongst the Balkan nations.

**Keywords:** *Xenophobia, Racism, Nationalism, Myths, Conflict*

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## **Ethnic decentralization in Kosova**

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The Declaration of Independence of Kosova was based on the “Ahtisaari package”, which was a comprehensive proposal-report in order to give a final solution for the Kosova status, prepared by the envoy of the General Secretary of the UN, Martti Ahtisaari. The report was not accepted by Serbia, but Kosovo made its declaration of independence and the state-building based on the principles of this “proposal”, in which the Kosovo state should accomplished some conditions in order to be recognized and accepted especially by the western state. The general conditions were related to the democratic and multiethnic nature of the state, but particularly they had to do with the granting and guaranteeing the rights of national minorities. Among other elements, the proposal presumed that through decentralization of local government and the foundation of new

municipalities where minority communities live, to guarantee their self-government as a process of acceptance and integration in the state of Kosovo. The aim of this paper is to demonstrate that decentralization and the foundation of new municipalities, especially the Serb community in Kosovo; more than helped with their self-government has led to their disintegration and isolation, deepening even more the separation from the ethnic majority population in Kosovo. The “disputed agreement” on the establishment of the Association of Serb municipalities reached in Brussels on August 2015, demonstrates the tendency of the local Serb municipalities to connect to an autonomous political organization, which aim to isolate furthermore the municipalities and the community, not only by the powers of the central government, but also by the idea of the state of Kosovo as a legal and legitimate state of all people and communities that live in this country.

**Keywords:** *Decentralization, Ethnic, government, Serb, Albanian*

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## **School conflict and its treatment by teachers**

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The conflict is as old as humanity itself. It may have different names and colors, but its results remain the same. Teachers play an important role in the socialization of individual at school. Schools cannot be understood without students and teachers, without the harmony and differences between them, where the role of teachers is the most important. The aim of this study is to identify the causes of conflicts in school, how the teaching staff works to prevent and resolve them. This study is based on quantitative research, conducted by questionnaires in some schools of lower secondary education in Durres. Findings have shown that school conflicts persist, despite the efforts to eliminate them. The source of conflicts between teachers and students are teachers' subjective assessments, the differences in students' assessment, lack of proper communication between them, and the lack of cooperation among all stakeholders. In conflict management, the teacher should be objective, evaluate better its situation, and determine its type. He should try to persuade students to better understand each other's thoughts, resolve conflicts themselves, and relieved by teachers intervention in finding alternative solutions. It should be improved the quality of teacher training and the strengthening of their relationship with students.

**Keywords:** *Relationship, conflict, compromise problem solution*

# THEMATIC SESSION 13:

## ENVIRONMENT, ECONOMY, INTERNATIONAL TOURISM, REGIONAL, & URBAN DEVELOPMENT

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*N°AIS Conf. Skopje-Tetove 2016-8813*

### Urban Transformation in “Post-political” Istanbul

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Post-political condition is described as a condition that prevents the political from taking place and is enhanced by reducing the political and social aspects in the urban (environmental) problems to mere technicalities defined along the lines of scientific knowledge and administrative/managerial apparatus. This research, through document analysis, argues that in Istanbul, with urban transformation projects and mega constructions that are rendered merely technical, managerial and regulatory issues, “properly political” as Jacques Rancière puts it, is left aside in favor of a consensual approach to urban transformation and mega project construction that is predominantly promoted by government-led discourses of becoming a “global city”, taking precautions for the earthquake, creating an environmentally sustainable city and solving the problem of traffic. In that sense, structural problems are sought to be fixed through solutions that can be generalized as “policies” rather than implying any kind of “politics”. By illuminating the discontented of specific urban transformation project, this research shows that it is not only that the “dissensus” cannot be voiced, but also that the post-political “police order” distributes the sensible in a way that defines the modes of perception (Rancière 2010); dictates and manipulates what can be perceived or felt. I conclude by drawing attention to the hidden potential hold by the “properly political” (Rancière 2010) in the daily examples of protest to disorganize the hegemonic order.

**Keywords:** *Consensus; neoliberalization; post-political; urban transformation*

*N°AIS Conf. Skopje-Tetove 2016-4713*

## **Why hire when volunteers work for free: Working tourists in Finnish Lapland**

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Research in the realm of work often deals with the situations of employment or workplace conditions for employees, as well as the mechanisms and strategies by which traditional employment relationships have changed. However, such research has not addressed those whose function would be equivalent to a paid employee yet take up a 'gray' area in the workplace – volunteers. This article reviews the advertisements of 12 hosts in Finnish Lapland, from the work exchange website [www.workaway.com](http://www.workaway.com), scrutinizing work exchange barterers offered to international volunteers in comparison to aspects of typical paid employment. The article examines how some tourism services in Finnish Lapland recruit unpaid volunteer working tourists as a seasonal labor source, circumventing the need to hire paid tourism workers, to operate their services.

**Keywords:** *Working tourists, Lapland, tourism, volunteers*

*N°AIS Conf. Skopje-Tetove 2016-3013*

## **The Effect of Commercial Bank Credit on the Output of SMEs in Cameroon**

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The objective of this paper is to empirically examine the impact of commercial bank credit on the performance of Small and Medium Size Enterprises (SMEs) in Cameroon between 1980 and 2014. The SMEs output is approximated by wholesale and retail trade output as a component of the GDP. The study employed Ordinary Least Square (OLS) method to estimate the multiple regression models. The results revealed that stock of capital and labor force have a positive impact on Cameroonian SMEs performance. The results also revealed that commercial bank credit and the real interest rate have a negative and significant impact on the performance of SMEs in Cameroon. Therefore, the study suggests that the Cameroonian government should improve the business environment by provision of necessary infrastructure which will lower the cost of borrowing and then induce the growth of SMEs in order to achieve the vision 2035.

**Keywords:** *Small and Medium Enterprises (SMEs); Commercial Banks; Bank Credit; Ordinary Least Square (OLS); Cameroon.*

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## **Strategy developed countries for cooperation and development Economic development in Kosovo since 2014 – 2018**

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Kosovo after the war in 1999 until today, there were problems with management and the reconstruction of the state of thanks that was destroyed by the war and also from the experience of its economic development. Countries such as the US (United States), Germany, Turkey, France, and many others, were aimed at the development of Kosovo and the Independence of Its 2008 were also aims to build the capacity of institutions as thanks governing the strengthen its economy and improve the level of education and qualification of its citizens. Only by achieving these objectives related to Kosovo could integrate into the Trans - Atlantic, and also will provide prosperitetin and stability within the country for all the people of thanks. This strategy proposes a comprehensive order that “Kosovo becomes always State of the Absolute, which progressively Integrates into Euro - Atlantic Community, with More Effective Governance and accountable.” This goal stems directly from the Kosovo Government plans aimed at fostering economic growth and strengthening the institutions on the good of all citizens. Also it is in accordance with national integrated strategy for Kosovo (Fiscal Year 2014-2016) which was recently approved by the US government, which aims to continued engagement and development assistance to Kosovo.

**Keywords:** *Economy, Kosovo, Strategy of development, Trans – Atlantic*

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## **Tax system and Fiscal Reforms**

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The tax system is an integral part of the financial system and the economic system as a whole and Tax systems are different in different countries. The tax system in Albania is adjusted by a law that is relatively new and gradually being improved and the recognition of tax legislation is very important. Tax systems of the developed countries are based on voluntary compliance.

The goal of the tax administration in a market economy is to increase voluntary compliance. This paper aims to present the quality and effectiveness of fiscal policy,

with the goal of creating a sustainable relationship between its objectives and the instruments used. For the conception of this work has been studied literature in fiscal areas making a selection of their advance. One of the most important problems, which face each administration, is fraud. Tax fraud can be lauded as a form of intentional tax evasion which is generally punishable by law. In the framework of the combination of tax practice law with the best international aim of citizens and business awareness in Albania regarding the payment of taxes in order to eliminate the phenomenon of tax evasion. In the end of this study is treated tax audit, which is considered as one of the tools or the ways to eliminate tax evasion as well as the impact of policies undertaken to minimize this phenomenon.

**Keywords:** *Albania, Tax system, Fiscal Reforms*

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## **Determination of minimal level wage in Albania comparing to the regional level**

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The minimum wage is low monetary value, per day or month that employers give workers legally. Equivalently, is the floor price the right one at which workers are willing to sell their human capital? Although minimum wage legislation has been applied in many countries, there are different opinions on the benefits and negative consequences of minimum wage level determination by governments. Supporters of the minimum wage say that it increases the standard of living, reduce poverty, reduce inequality, promote morale and encourages businesses to be more efficient. Those who oppose minimum wage claim that it increases poverty, increases unemployment (especially regarding not skilled workers or inexperienced) and has many negative effects on businesses.

When talking about a minimum wage means a wage determined minimal level. There are various forms of minimum wage, and they all have different effects on the labor market. There are formal and informal minimum wage levels, the general and specific sector one. A formal minimum wage is declared as part of the legislation of the country concerned, and part of the labor code. A general minimum wage is introduced at the national level, and is for all employees and employers. A specific minimum wage in the sector is accepted in a particular sector of the economy or particular company, applied in a specific context in which it was agreed. This paper aims to introduce a recent research of the minimal wage level in Albania also provide a comparison analysis with regional countries...

**Keywords:** *Minimal wage level, labor market, economy growth, government policies*

*N°AIS Conf. Skopje-Tetove 2016-12913*

## **The improvement of the decision-making to increase the share of the rail goods transport**

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The Restructuring of the Albanian Railways based on the directive of the European Community with No. 440 dated April 29, 1991 creates a parallel with steps taken over by passing from the functional management to units management of a corporation. Considering the railway freight unit fully liberalized, the paper emphasizes necessary of the passing from a full cost system to a variable cost system for the short-term decision making. In the terms of continuous deregulation of the goods transport demand and report created by a higher level of the supplied resources costs compared to those necessary spent, the increasing of the short term contribution of goods transport in Albanian railways enabled through the use of a fee system that takes into consideration only operated train variable costs. A train has no duty to cover everything with his provided income, but to create a contribution which grows with the increase of the number of operated trains and gradually creates the possibility to cover the unit total costs.

***Keywords:** Reconstruction, functional management, unit's management, variable cost system, short-term contribution.*

*N°AIS Conf. Skopje-Tetove 2016-17413*

## **Ethics in public administration**

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The debates about ethics are becoming more and more a global tendency, nowadays. Public administration is a part of our daily life and to a large extent governs it. Public administration is viewed as a part of the executive branch of government. According to Charles de Montesquieu, executive is an element of the state power and this element consists of agencies, ministries and other structures jointly referred to as „Public



Administration". This view of public administration combines in general all activities concerning public good and public interest. The goal of this study is to deal with some ethical issues in the public administration, given that the administrative ethics aims the avoidance of negative phenomenon as theft, corruption etc.. Ethical behavior and decisions maintaining citizens' trust, ensure effective and efficient use of resources, and allow government to preserve individual rights while assisting those who will benefit the most. In this administrative state machinery, it may find out public administration officials, special administrative procedures and many other mechanisms, which are characteristic to all bureaucratic organizations. The success in the public administration reforms, in major part depends from the public functionaries and their willing to do fundamental changes in the way they work. In this direction, the state should strengthen and modernize the public service, should realize an employment system which should reflect more the merits on its service. For this reason, the government's attempts should be concentrated on the construction of a positive image for the state and its administration as professional, objective and oriented to the public services. Being aware of the practical restrictions of this study, it is chosen to concentrate on the public administration ethics issue. The study will be focused on the practical comparative analysis of the city of Shkodra and Durres by the realization of a questionnaire by each of these municipalities and the Agency of Legalization and Urbanization of Informal Zones (ALUIZNI) in Shkodra.

**Keywords:** *Ethic Code, Ethical Behavior, Public Service, Public Administration*

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## **Service Failures and Recovery; Survey with Tirana Citizens**

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Service businesses are based on human factor in offering their products and it is difficult to make clients a hundred percent satisfied. In many cases they failure offering the correct service. The purpose of this paper is describing which are the common situations where service businesses failure and if service recovery exists. For this study we have conduct a questionnaire asking clients about the services they commonly use; if they use private or public services; financial, health, leisure and hospitality, education, transportation, retail, etc; types of failure; and service recovery efforts. One of the results that came out from the survey, shows that people are more dissatisfied from public services, especially health and education. The common types of failures in private services happen because: businesses offer different services they advertise; of expensive prices for poor products; delays; unqualified employees; etc.

**Keywords:** *Service, failure, recovery, Tirana*

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## **Factors global marketing environment in urban development; the Case of the City of Pristine**

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For urban and suburban development of a city doesn't have to present only financial factors, technological or environmental development plan, we have also environmental factors global marketing, which has elaborate on this issue. Increasing population, geographical movements or religious structure of the population, possess some of the characteristics of environmental factors that would achieve modern development and appropriate for citizens of Pristine. A state or city has no interest basis and building more profitable buildings but not in compliance with certain resident of the neighborhood, or city. Municipal institutions have strategic plans for several years, but also with government recommendations or relevant ministry orientation or allowing more development numerous environmental projects. In a city like this, planning and dimensions of achieving foreign investors over the planning carried out by the marketing environment. Through the comparison methodology and that observation is seeing a slowdown in municipal affairs related with the government of Rep. Kosovo, but not in other cities this problem varies. Engaging marketer as part of the projects and strategy to the level of achievement of satisfactory performance for the country, the urbanization of towns modern with elements of old time adapting to external factors and internal marketing will qualify effects stable profit for everyone.

**Keywords:** *Environment, urban planning, marketing, city, factors*

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## **Foreign direct investment and economic growth-evidence from Albania**

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Foreign direct investment (FDI) has been viewed as a power affecting economic growth (EG) directly and indirectly during the past few decades. Foreign direct investment (FDI) in developing countries brings economic development and enhances

the international competitiveness of domestic enterprises. It is argued in the existing literature that foreign direct investment (FDI) inflow positively influences economic growth through technology diffusion, human capital formation, etc. FDI accounts for the largest and most important proportion of foreign capital in Albania, which undoubtedly plays an important role in the Albania's economic development growth. However, as the country's FDI increases, and in this paper we want to make an empirical research how the FDI has influenced the economic growth of the country. The findings revealed that there is a strong positive relationship between the FDI inflows and the GDP for the studied period which covers 1995 to 2012, thus a positive effect on the economic growth.

**Keywords:** *FDI, GDP growth, empirical research, proportion of foreign capital*

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### **The importance of analyzing the consumer satisfaction after purchase; the case of Albanian market**

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The purpose of this paper is to analyze the consumer satisfaction after buying and mainly the unplanned ones. Since nowadays businesses are paying a lot of attention to the relationship with clients even after the process of buying, which means that for them is not important only selling their products but maintaining their clients as well, we have studied exactly the consumer satisfaction on the last step of process of buying and the importance that this step has for marketers. Understanding of consumer satisfaction, cognitive incompatibility, consumer satisfaction and dissatisfaction, studying the unplanned buying and the influence of marketers in these purchases, are only few of the purposes that we have set on this paper. The used methodology in this paper is it of conjunction of primary and secondary data. The secondary data was used to build the chapters of the paper that treat marketing on social media and their development over the last years, to individuals as well as to businesses. On the second part we have developed two surveys, one with business representatives who answer the questionnaire with few questions and another one with consumers. These surveys have as their purpose collecting information from businesses and consumers related to the importance that they give to analyzing of consumer satisfaction after the purchase. The questionnaires were completed in the city of Durres and Tirana. The results and the conclusions of this paper are very significant. By this paper the businesses can understand how the consumer satisfaction after the purchase should be managed and of how likely it is for every category of consumers to make unplanned purchases.

**Keywords:** *Consumer satisfaction, unplanned purchase, marketing*

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**The impact of performance management system  
in an organization's  
performance - empirical study in Albania**

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Currently, organizations encountered numerous challenges in their sustainability and growth of the market. This is due to financial aspects and implications of high competition. In this regard, organizations are in constant search of building an efficient system and the selection of appropriate assets. One of these most important asset and that affects the performance of the organization is its human resources. However, even the best employees will fail if an organization does not create efficient systems. In fact, it plays an important role in organizational performance management. This would make it possible for employees to be motivated, to create opportunities and to express their abilities. Based on this discussion, the overall goal of this research will be focused on efficiency that has performance management system in the organization's performance. Where, in itself the main purpose of performance systems is to continuous improvement of organizational performance.

Firstly, this is achieved by improving individual employee performance. Further, the establishment of achievable objectives, etc. The research question of this study will be: to what extent the performance management system influences the overall performance of the organization? To accomplish this study was gathered data through questionnaires. The sample was random and was analyzed 150 questionnaires. Subsequently, through regression analysis, we will analyze the statistical model for this study. The main findings showed that the creation of an efficient system brings necessarily the increase of organizational performance.

**Keywords:** *Performance management, organizational performance, performance management system, efficient system*

*N°AIS Conf. Skopje-Tetove 2016-5813*

## **Albanian and Kosovo Story and Experience of Public-Private Partnerships (PPPs)**

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Community needs for products and services becoming greater, in terms of diversity, both in terms of quality and price. On the other hand, the public sector's ability to meet those needs become more and more limited, in terms of financial resources, both in terms of access time and expertise required to carry out the required products or services. Under these conditions, time has proven as one of the best solutions to this problem using the capacities of the private sector, which often result in a glut. Meeting the needs of the community by using the combined capacities of public and private sector enabled by using a special philosophy and practice, called Public-Private Partnership. One of the tasks that have been set by the European Community for Albania, to be resolved by her to become part of this community, is to create conditions for the development of different forms of PPP. Currently, after 1990, Albania has made good strides in fulfilling this task, as in the direction of recognizing the philosophy of PPP specialists from the public and private sector, both in terms of creating the legal and institutional necessary. After creating the new state of Kosovo in Kosovo began rapidly dumping grounds in good legal, institutional and organizational development of PPPs. But, despite the progress made, there are still many problems to be resolved. In this paper we treat exactly one of the important problems related to the development of successful PPPs - training of specialists, public and private sector for the successful application of various forms of PPPs, among which the concession.

**Keywords:** *Ppp model; concession; ppp project; model concession agreement*

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## **Poor management a Valley of Valbona**

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This study aims to highlight some of the key weaknesses that impede the dynamic development of mountain tourism in Albania. According to us, in most of the cases, they

are due to managerial nature and are shown in terms of providing services to tourists. They are services like reception, accommodation, restaurant, hotel or other service guides in the nature which are served in the area. Lack of professional managers, a poor institutional coordination between local government, the Ministry of Tourism and local operators are some of the problems, which will be addressed in this study. Natural conditions, some capital investments in the infrastructure (contemporary roads, the access of mobile telephony operators and internet), traditional hospitality and kindness treatment of tourists from the locals have created tremendous opportunities for the development of this branch of tourism in Albania and in particular in Valbona Valley, as one of the most valuable mountain tourism attractions.

**Keywords:** *Poor management, Maintain tourism, Service, Communication, Family business*

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### **The financial system and decisions of firms for investment**

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The financial system plays an important role in the economic development of a country because it's crucial in channeling funds from those who have surplus of these funds towards to user's productive, thus promoting economic development, improving opportunities for income distribution and poverty reduction. In many developing countries, including Kosovo, the capital markets do not exist and as a result the financial system of these countries represented by the banking system, which exerts a significant impact on capital accumulation and growth. The development of the real sector needs additional funding for the implementation of investment and this makes lending capacity of these banks to constitute a major source of external funding. Through the allocation of credit, financial system determines which firms will survive and which will lose; what are the kinds of investments that can be taken and which do not. So the financial system realizes an efficient division of resources, which leads to increased productivity and economic growth.

The purpose of this paper is to analyze the role of the financial system and the effect of loans in increased investment and economic growth in general. Such a positive effect of the financial system is showed from the results of the paper, which noted that investment growth through lending stimulates exports and trade balance.

**Keywords:** *financial system, bank loans, investment, economic growth*

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## Financial education - prerequisite for a stable future

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The paper examines the importance of financial education and the emergence of creating financial literacy nation-wide. Financial education is considered as a *public good* that should be intended for everyone, regardless of whom we are or where we come from. The recent economic developments and the last global financial crisis have shown that many households and investors are unaware or only partially aware of the implications of many of the financial decisions they take. Financial education for everyone, in order to reduce risks and increase consumer welfare as a result of a more responsible decision, is become nowadays as a very important issue worldwide. The paper discusses five ideas on the role and impact of financial education for a socio-economic sustainable development: (i) financial education should be seen as a public good that generates positive externalities to the society; (ii) financial education of individuals establishes a more stable society on one hand and a stronger and secure banking system on the other (iii) financial education, over time, improves the living standard in the long run, including retirement age; (iv) financial education is a long-term process, in which the presence of specialized institutions is indispensable; (v) financial welfare is strongly related with the country's economic progress. The paper addresses a recommendation for authorities for a better identification of needs and tools to be used for an efficient financial education of the public. The paper concludes by emphasizing the need to design and implement a national strategy on financial education. The financial institutions, public and private sectors should strongly collaborate in that direction, by promoting financial literacy across the country.

**Keywords:** *Financial education, sustainable development, individual welfare*

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## Albanian consumer preferences on local and foreign food brands

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Nowadays food products pose a particular importance in the consumer's health. Over the years in Albanian markets are offered local food products and import food



products from region countries. Already local and foreign food products brands are presented on supermarket shelves and consumers of all ages have the possibility to choose these local and foreign brands. In this study it is represented a research question with relevant hypothesis. The question raised is, how demographic characteristics affects consumer preferences on local and foreign brands. Demographic characteristics obtained in this paper includes are: age, gender, income and residence. To understand what brands consumers prefer to choose, is built a questionnaire to get information about demographic characteristics, and consumers preferences on local or foreign food products brands.

The questionnaire was distributed in city of Tirana and 170 questionnaires were completed. Then is used statistical Hi-square test for data analysis on testing respective hypothesis. Hi-square statistical test is a nonparametric test that is used when the nature of the data are nominal. Results taken from data analysis tell that variables like age, gender and residence don't have any effect on local or foreign brands preferences, but income variable has a great effect on it.

**Keywords:** *Demographic characteristic, local brands, foreign brands, food products, consumer preferences*

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### **The challenges of educating Albanian future generations as social innovators and responsible consumers**

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The young generation in Albania is part of the generation of the digital natives and generation Y. Following the trend of the transition of values in the younger generation in all post communist societies the values of younger generation in Albania are evolving. The new generation is more individualistic and more educated. We experience a gap between rural and urban areas of Albania, but still young people are more will to access to higher education and to enter in the job market. In Albania sustainable development and ethical issues of consuming have been part of national development strategies but still there is lack of focus targeting youth. Young people and especially students and pupils who have access to higher education should be educated to participate in sustainable development challenges of their communities and as well be more responsible consumers while respecting the ethics of consuming and getting to know the ethics of producing. Nowadays we experience environmental problems because of a lack of educational strategy that is focused in promoting to young people ethical principles of respecting the environment and consumption. This paper proposes a framework of building an

ethical education model to university students and high school people about sustainable development and consuming when student and pupils with their projects and idea can be social innovators and mentors of their own local community.

**Keywords:** *Social innovation, sustainable development, ethics of consumption, ethics of production*

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## Are exchange rate changes still affecting the Albanian Economy?

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The Albanian economy is continually facing challenges. Albania has a fragile economy and transition is not gone yet. These are some of the reasons why economists have the duty to reevaluate the macroeconomic situation from time to time. In order to fulfill this purpose, exchange rates still serve as a strong indicator to prevent or regulate a lot of economic issues that occur or are about to. Since Albania lacks the presence of a real stock market and capital markets are also inexistent, exchange rates remain a precious economic and financial asset in order to judge over a few problems. The Albanian economic indicators are fully influenced by exchange rate fluctuations. It is impossible to study the effect of exchange rates apart from these influences. The aim of this study is to analyse and highlight the influence of exchange rates on macroeconomic indicators in Albania during the last five years and also forecast future trends based on what has been found and studied till now and also on econometric modeling. But there also some research questions and limitations such as: Are we able to define an econometric model using the data and information we have? Will our model certify our main study hypothesis? Are there discrepancies between existing and new scientific evidence? Has the financial and macroeconomic information in Albania been reliable during the last five years? It has been found that generally countries fall into three major groups according to exchange rate regimes: a. the regime of floating exchange rates b. managed floating exchange rates and c. fixed exchange rates. In a regime where exchange rates are flexible, the value of a currency is defined by the market or more precisely by the interaction of thousands of banks, firms and other financial institutions that ask to buy and sell currency for different reasons such as: liquidation, defense, arbitration or speculation. The methodology of this study will focus on the descriptive analyses of exchange rates indicator, other elements related and also macroeconomic indicators. Then in a second moment, based on this first analyses, quantitative methods will be used in order to build the econometric model (Multiple regression model) .E-Views statistical program will be used for data analyses and defining appropriate econometric model.

**Keywords:** *Exchange rate, Fluctuation, Macroeconomic, Regression, E-Views*

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## **The Inefficient monetary policy of Albania**

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Albania's economy is not common because it turns out that policies undertaken have not yielded the expected effects on the economy. Every effort of the Government and the Central Bank to stimulate economic growth through policies that they are responsible to develop, have not proved successful. The Central Bank has taken a series of measures that the demand side as well as on the supply side. On the demand side the Bank of Albania has taken a consistently easing monetary policy. Meanwhile, on the supply side, the Bank of Albania has taken a series of actions aimed regulatory restructuring of the loan, bad credit issue out of balance, extension of immovable property ownership in banks' balance sheets, etc.

Also, anti-cyclical measures are related to the promotion of credit, seeking additional capital for banks to raise funds overseas investment and easing the capital requirements for banks that have the highest growth in lending. All these measures taken by the Bank of Albania have given zero effect on lending to the economy as the level of loans for more loans in local currency, they remained at the same level or better said have declined. In this paper are applied methods of statistical and economic analysis, descriptive and comparative ones.

**Keywords:** *Monetary Policy, Central Bank, credit, economic growth, expansion policy*

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## **The influence of information technology on tourism marketing**

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This paper identifies a number of findings related to the perception of tourism service providers regarding the IT as a promotional tool. Some of the most relative findings indicate that customers still perceived the traditional method of advertising as the best type. A positive feedback has been received regarding the Internet as a marketing tool but there seems to be a lack of trust, which has to be dealt with by companies to make customers overcome this obstacle. Finally customers feel that the human interaction is an important element which has to be made present on the

websites of tourism companies. Nowadays IT is an efficient and modern method in the field of marketing.

In fact, the use of methods of online commerce has been observed particularly during the last 10-years. In these circumstances, within this paper are mentioned different facts, on how the tourism enterprises have assessed their business environment, reflecting both inside and outside the business environment. Survey methodology is based on a literature review on the development of Information technology and marketing of the tourism sector mainly in developing countries, including Albania, and in creating of a focus - group with experts in the field of tourism, who provide their comments on this issue. Also, It is given an outline of the e - commerce, identifying the different categories within the marketing field and the steps involved in developing e-business within tourism organizations, for increasing the sales of services and products.

**Keywords:** Information technology, marketing, electronic commerce, tourism, organisations, internet

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## The development of the relationship between accounting and taxation in Albania

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During the last two decades, Albania has been faced with many changes. Political, social and economic changes enforced the immediate need to revise the budget policies, accounting and fiscal regulations. As other developing countries, our country has strengthened its accounting regulations as part of broader programs of the market-oriented regulatory reform.

The taxation system is still in process and has been faced with many challenges that require more effectiveness and efficiency, led by the aspiration to be close to European Standards. The purpose of this paper is to explore the relationship between financial and tax regulations in Albania, under the spectrum of development and transformation. This relationship is a highly debated issue in the international accounting and taxation literature. Based on this assumption, it is important to analyze the development and orientation of this relationship according to different theories from different authors. This paper, under the spectrum of an analysis, aims to conduct the development and the orientation of the relationship between accounting and taxation in Albania.

**Keywords:** Relationship, accounting, taxation, regulations, development, European Standards

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## **Managerial Challenges of Albanian Public Enterprises**

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All over the world public enterprises are created in order to boost economic and social development but time has shown that the majority of public enterprises do not contribute significantly in national development or they are not able to offer a decent public service in an efficient and effective way. Policymakers are engaging in debates such as: are public enterprises continuing to influence economic and social development and why the majority of them failed to offer adequate services and how their management can be improved in order to achieve offering efficacy services. Inefficacy and the lack of possibility of a lot of enterprises to offer requested services and to fulfill the demand of Albanian citizens have caused an increasing demand to analyse the management style of Albanian public enterprises. This paper uses a survey that includes 100 questionnaires. The study identified some managerial problems such as: inadequate financing, limited autonomy in human resources management, a high degree of political control and the lack of technical staff etc. After identifying managerial challenges for Albanian public enterprises the main conclusion of this study is that in order to offer efficacy services in Albanian public enterprises, it is necessary to undertake the appropriate steps and mechanisms by governmental policies related to the privatization of these enterprises.

**Keywords:** *Privatisation, Public Enterprise, Managerial Challenges, Management Style*

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## **Economic crises of 2008 and after in Balkan; A perspective how to give an end to the crises**

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Till 2008, 2015 looks like the worse year, it can be considered as most fragile through last decades. Hopefully, 2016 will be better; even there are not adequate reasons for thing so. This can be reflected on all the aspect of the daily life. What it comes directly and explicitly while analyzing the macroeconomic parameters of Balkan (6 countries are taken in analyze), it can be seen that all parameters taken in consideration like GPD, unemployment and public debt is doing not good at all. Even though theoretically during the crises the economies find the space to diversify their product and services, unfortunately it can't be said the same for the Balkan countries. Any of them could fill that gap. Of course this is related with the weak economies of the euro zone. In any other country in the world there was no such contradictory ideas like; contractionary policies while the economy continues in crises. It seems even more critical the situation where the Europe Union itself refocused its efforts in emigrants crises rather than in the economic crises. The paper will analyze the economic situation of these countries, like unemployment, increase of inequality and at the end it will present some scenarios could be possible to be applied by this countries in order for them to have a sustainable economic growth.

**Keywords:** *Economic Crises, Developing Markets, Inequality, Unemployment*

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## **Economic Growth, Development, Competitiveness and Economic Resilience in Albania**

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This study was conducted at two levels: regional level – 12 regions, defined by the Constitution of Albania as the second tier of local government; local – 61

municipalities and communes, as the study was conducted prior to the territorial reform of 2015. However, regardless of the economic reforms and abundant natural resources combined with a very favorable geographic position, Albania has not succeeded in being established as a developed economy during these 25 years of transition. An study of regional disparities, conducted for the period 2000-2009, showed that Albania was ranked relatively low compared to EU countries, while disparities at local level were significantly more pronounced than at the regional level. The current analysis intends to extend the time series to 2014-2015, in order to provide an updated analytical ground for regional development policy making. Thus, the following analysis takes place at regional level.

**Keywords:** *Regional disparities, Economic Growth, Regional development, Competitiveness*

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## **Reinsurance**

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The phenomenon of exposure to natural and human disasters mainly in recent decades, has resulted in increase in the number and the value of damages incurred worldwide. Developing countries such as Albania, are very sensitive to the consequences of catastrophic losses.

The essence of reinsurance transactions in the market is that the insurance risk is transformed to credit risk. Financial market in general does not provide favorable conditions for the development of reinsurance. How is this the market facing these challenges? How important is the number of reinsurers in a country like Albania? Do we implement the regulation Power-Shubik? These are some of the questions you will be answered in this article. Reinsurance is a product, whose benefits are the same as the benefits of insurance products.

Reinsurers also impose discipline on new companies and are major contributors



to the stability of the insurance markets, in particular through coverage they guarantee against losses from disasters caused by nature or humans. Also, unfortunately the reinsurance market shows, that many authorities have begun to worry about the quality of the reinsurance bought by the local insurers, or their misuse for concealing profits, for the movement of capital and to organize money laundering.

**Keywords:** *Reinsurance, Power-Shubik regulation, catastrophic losses, reinsurance market*

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### **Events that cause residential mortgage loans' default**

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Residential mortgage loans represent a significant part of banks' assets, and therefore is of interest to banks and policy makers to identify the factors that influence the decision of the borrower to default on repayment of the loan. Whereas by "default" is meant that the borrower has delayed the installment repayment by more than ninety days. Residential mortgage loans are guaranteed by collateral in the form of real estate such as apartments, shops, garages etc.

The purpose of these guarantees is to eliminate or reduce the risk of default (failure). Several theories have been developed regarding the default factors of these loans. In this paper we will examine the main events (mainly personal) that result in failure of residential mortgage loans, which have been identified by several authors in different periods of time. Examples of such "events" include change of employment status, disease and change of the marriage status, etc. These events are widely accepted to play an important role in the failure of the credit, however, it is difficult to include them explicitly in theoretical models, because such events are subject to many changes from one individual to another.

**Keywords:** *Residential mortgage loans, Loan Default, Events of default*

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## **The development of ecological Tourism in the Adriatic lagoon ecosystems**

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The Adriatic coast is characterized by the presence of a highly diversified lagoon system. That is considered to be a high tourism potential and a basis for a more sustainable development of the economy of the area in which they are found. The study aims to identify the values of this wetland complex located in the coastline and is identified as a region in a critical condition and vulnerable to climate change.

Here, we can successfully develop several types of tourism: the creative and the ecological. The chaotic urbanization and the problems that derive from it, have a risen massive violation of environmental balance, associated with environmental, social and demographic problems. In our paper, we are based on a multi-year work to show their biodiversity values, as well as the measures needed to be taken in order to build the tourism sector.

***Keywords:** Lagoon system, management, climate change, natural assets*

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## **Evolution of ISO 9001 Systems as a challenge for organizations implementing them in Albania**

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Setting up, implementing, and maintaining the quality management systems is one challenge for those companies that choose the certification approach to be successful in their markets. The certification according to ISO standards in general, ISO 9001 in particular, is a relatively new experience for Albanian companies, that hasn't on all occasions brought the expected benefits to them. On the other side, the certification comes along with the need for an increased commitment of all levels within the

organizations to enable its successful implementation. While the new version of ISO 9001:2015 standard is presented and suggested to carry out, the Albanian companies should make more efforts to adapt to the newer version' requirements. The differences that involves this recent system, the requirements for the organizations and the probable impact on certification' benefits are at the focus of this paper. Our objective is to make a comparison between the prerequisites of the system in use, ISO 9001:2008, with those of the new version, which, the companies actually in the certification road, should cope with. We are mostly dealing with it theoretically, but watching it from the viewpoint of Albanian companies and their consultants for standard implementation process. The practical value is related to the scheme suggested for implementation of the new system.

**Keywords:** *Quality management, ISO 9001:2015 standard, requirements for certification, managerial commitment*

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## **Fighting informality in economy**

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The fight against informality is a key factor in the development of a country. For many reasons in many different countries it constitutes in one of the main problems and challenges for the governments of these countries nowadays. The phenomenon of informality is ubiquitous in countries that are in transition or in progress. The informal economy brings in income's that are derived in the "black" or illegal ways of creating them. The recipients of these revenues will have the need to make them part of the economy and their regular circulation and for that he will face difficulties, to insure.

In this scientific work will initially try to explain informality and will then do an analysis of the benefits and problems that informality caused in the economy of our country and beyond. By example in practice, also analysis the economic and legal characteristics of informality, we will be expanded to highlight the features of this phenomenon. Further we will continue with the explanation of the causes of informality macroeconomic problems, analyzing the most important ones. In conclusion of this analysis we will have this opportunity to come to relevant conclusions for eliminating or minimizing the impact of the informal economy.

**Keywords:** *Informality, economy, budget, trade, taxation, public bodies*

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**Smart cities, a mechanism  
in implementing a youth entrepreneurial culture  
in South Eastern Europe**

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Smart Cities as open innovation catalysts are an essential priority of the European Digital Agenda. South East European countries such as Albania are trying to align their development policies with European requirement, but as well Smart City and interconnected knowledge networks that it can generate are a global world's reality that cannot be neglected. South East European countries do not lack of human capital and resource potential but development policies are taking time to focus in the capacity building of citizens aware of the belonging of a city that is a ecosystem that offers multiple opportunities.

Universities as part of the triple helix are active actors that through network building can contribute to transform cities in smart cities but also cities should accommodate knowledge from universities in order to make this transformation happen. Smart Cities can be entrepreneurial cities, a good example comes from Finnish Gulf, Tallinn a city that has had the same communist past as cities in South Eastern Europe. Business students can help to built and entrepreneurial culture of the city though exchanging and being part of co-creative citizen entrepreneurial projects. This aim of this paper is to analyze the perspectives of building a city's entrepreneurial culture through student collaborative and creative networks while mapping networking deficiencies and entrepreneurial culture gaps of the students of the University “Aleksander Moisiu” Durres following the example of business students from Tallinn Estonia using focus group technique.

**Keywords:** *Smart city, knowledge entrepreneurial networks, knowledge sharing, entrepreneurial culture gaps*

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## **Ecopreneurship and Green Product Initiatives (GPI): An Agenda for Sustainable Development Goals in 21<sup>st</sup> Century**

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Ecopreneurship (Green Entrepreneurship) has been identified as a critical engine to counteract environmental hitches facing modern societies. This posture stems from the neo-Malthusian environmentalism ideology that assumes that conducting economic activities in a sustainable way will help to revert and reconfigure the injury done to eco-system. Standing on this supposition, this paper examines how environmentally attentive entrepreneurs and their innovative ideas can contribute significantly to the process of achieving sustainable development goals (SDGs) using Nigerian experience. It explains the exclusive roles of Ecopreneur and Green Product Initiatives in the rising trend of green economy in current global market. The paper document the numerous benefits associated with eco-entrepreneurship and how these benefits can translates to anticipated self-development, creativity, decision making and risk taking among modern-day entrepreneurs.

It also explains the micro and macro levels of eco-entrepreneurship and green product initiatives as agenda for sustainable development goals. To do this, the paper adopts Schumpeter's theory of entrepreneurship and Ecological modernization theory as development framework to underline the important of ecopreneurship and green product initiatives in mitigating the challenges of environmental degradation particularly those caused by economic activity.

The paper is exploratory with the use of secondary data sourced from current and relevant academic publications and reports. Findings from the paper serve as indicators and pointers to government, researchers, academicians and other stakeholders to promote, engage and invest in ecopreneurship and green product initiatives as compass to locate the path to a more sustainable future.

**Keywords:** *Ecopreneur, Innovation, Green Products, Agenda, Nigeria*

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## **Community participation in solving problems – important factor of development sustainable tourism**

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Tourism is not just an industry, it is an open, dynamic and complex system, that consists of many components that interact with each other and involve many stakeholders. The development of tourism in a sustainable way affects and is subject to many factors. Limitation of the traditional approaches of tourism researches has become apparent in many cases. These approaches, usually have considered one or several issues of tourism from the whole picture. As a result, many researchers in this field believe that it has become difficult to manage tourism in terms of sustainable. To make this possible, it is more effective to discuss his specific component, but from the perspective of a holistic approach. Sustainable tourism is the right method that can generate quality tourism versus rapid and rambling development of tourism. One of the important factors that greatly influence the success of sustainable tourism development is the participation of citizens in solving problems. Today, sustainable tourism is the request of time and certainly this necessity must call the community on stage. In terms of method and the methodology of the study, the problematic situation of tourism, seen from the perspective of policies and strategies for the development of sustainable tourism, will focus on the community participation in tourism development as seen as a functional part of the problematic situation.

***Keywords:** Sustainable tourism, community participation, holistic approach*

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## **The protection of the environment within the European Union standards**

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This conference theme will address the high environmental standards that European countries are presumed to have. Of course that initially will be a scientific treatise,

praiseworthy legal parameters and data on the comparative reality under the guise of the past, expectations and future prospects. Environmental policy besides carries vitally importance for the entirety of ecosystems as a precious capital for the humanity and creatures can be a valuable potential for the development of integrated policies that can make Europe more competitive during the improvement of quality and life standards. Water, air pollution and chemicals are the main concerns that European Union aims to improve qualitatively.

What is worth discussing is the way the environmental protection is implemented and continues to be implemented in different countries which will disclose numerous ways to act depending on the degree of country development. These data will serve quite good as the voice of expedience experience for our country where the budget voice approved by state is like a whisper for the environment before the problems where is given more priority. In conclusion before issuing recommendations will be described the legal field and coercive force with hard sanctions with the only mission under focus to withstand global environmental challenges where the population continues to expand with uncontrollable rates. Albania, an aspiring candite country can give its contribution to the European Union family which plays a key role in international efforts for promoting sustainable development in a global level.

**Keywords:** *Environment, ecosystem protection, standard, law, European Union*

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## **Financial Development and Economic Growth in Albania**

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This paper empirically examines the relationship between financial development and economic growth in a small open economy of United Arab Emirates. One of the debates in growth theory is the extent to which financial development leads to economic growth. However, the causal relationship is not clear.



Is finance the leading engine for economic development or does it simply follow growth from elsewhere? The analysis is carried out using two indicators to measure the level of financial development and control variables namely, government expenditure, trade openness and inflation. The first indicator is the financial depth or size of the financial intermediaries sector as measured by the monetization ratio (M2/GDP). The second indicator is the ratio of the credit provided to private sector by commercial banks as a percentage of the GDP (financial intermediation ratio). Empirical studies have been conducted to establish this causality, known as time series study, used even in empirical Albanian Case. The Granger causality test concluded that the depth of financial development cause economic growth, highlighting the “supply leading” line of theory.

**Keywords:** *Financial Development, Economic Growth, Granger Test*

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## **Tourism in the region of Korça, Albania**

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The growth trend in tourist movement and development of many tourist destinations, make it necessary to use elements of tourism in order to successfully. The purpose of this topic is to provide a definition of Korça's tourism. In this context, this paper for the Korça region, as a key region of Albanian tourism development, aims to highlight the potentials and tourist areas of the region. This paper will try to study if we can determine which factors are more important in determining the origin of a food preferred by tourists.

And will release some suggestions for solving problems relating to the harmonization of tourism ventures, investments, legislation, the organization and management, social and environmental impacts. Korça with its resources in possession can be turned into a potential host country very important in the region competing worthily with neighboring countries, not only for tourism in free time but also for cultural tourism, tourism of holidays, religious tourism, tourism gastronomic, etc. Data for this paper were taken from Instat and a questionnaire that is filled in Korça's area. I hope to give a small contribution in this field, using some econometric methods to measure the impact of the most important factors in tourism.

**Keywords:** *Tourism of holidays, gastronomic tourism, religious tourism, region*

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**The implementation of direct marketing  
on the accommodation sector  
in the region of Durres**

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The tourism sector is one of the most important sectors in Albania. One of the most important cities in tourism accommodation, especially in summer, is the city of Durres. This city has a long coastline and wonderful beaches and is the city with the highest number of tourist facilities in the country. According to INSTAT the number of tourists visiting Albania is growing. Throughout the summer season the city is visited by many tourists, most of which are from Kosovo, Republic of Macedonia and Serbia. Regarding to the accommodation capacities in this city there isn't an exact figure, because of the high number of informal structures. Throughout the touristic season, accommodations are mostly in hotels, residential homes, resorts and private homes, and the advertising of which is made mostly in a direct manner, or in a different application of direct marketing. In these context, the purpose of this paper is the examination of the direct marketing techniques used by these sector of accommodation and the combination of these techniques with the traditional manners. In these study, there were selected 120 accommodation structures and throughout a questionnaires was received the following information given above. Furthermore, there were made tests to verify if the techniques used were influenced by the type of the accommodation structure involved. For testing the statistical hypotheses there were used *chi-square test*, a nonparametric test that is used when the variables involved in the study are measured through nominal rate.

**Keywords:** *Tourism, marketing, accommodation, income, census.*

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## **Durres positioning in the tourism market of Ionian and Adriatic Sea area**

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The growing terrorist threat in the countries on the North and South shores of the Mediterranean Sea is reformulating the map of tourism industry in the region including that of the countries on Adriatic and Ionian shores. The Albanian tourism in general and that of Durres in particular should seize such an occasion. This is a must as the so called patriotic tourism of Albanians living in other Balkan countries has already fulfilled its outmost potential.

The new enlarged Municipality of Durres offers more potential and more possibilities in developing several types of tourism. Let us lists some of them: 1- Low end massive tourisms (costs and benefits). Does it offer a sustainable development of the tourism industry? 2- Cruising and sail pleasure boats tourism and its double facets namely low earning and a lot of free of charge advertisement. 3-Cultural tourism in a 2600 years old city, a real melting pot of cultures and religions is a still not well tapped resource. Its happy combination with pleasure boats tourism and possible high end tourism is desirable and possible for Albanian tourism industry. 4- Agro tourism is still a “Cenerentola” but at the same time it is progressing thanks to Albanian entrepreneurs. The new administrative division offers to the enlarged Municipality of Durres the necessary hinterland to develop such a kind of tourism, too. 5- High end tourism can be developed in the area of Gjiri i Lalzit. A weak and corrupt government, problems regarding the land ownership, organized crime still force world famous foreign entrepreneurs to shun Durres in particular and Albania in general. Recently we have witnessed a lot of talk, projects, ideas, blue prints and next to nothing solid results in high end tourism.

**Keywords:** *Tourism, industry, cultural, high-end, municipality*

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## **Customer relationship management systems; empirical study**

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Customer Relation Management software (CRM) refers to a system which helps organizations to maintain a database of their clients. This program covers a wide range of programs and helps companies in collecting, managing and organizing the data to existing and potential clients. CRM helps business-client relationships in every situation. This program has affected more the field of marketing and promotion. Nowadays, CRM program, has been developed by adapting for each company and for each level. These modern systems are just easy to use.

Marketing and sales are the two most important aspects in any business. CRM system allows businesses to promote their product and services based on customer requirements and desire. Management of business-client relationship becomes very easy through this program. Currently there are many CRM software in the market. Choosing the most appropriate model is not easy. CRM is a program created by technicians who are not aware of the details and needs of specific companies. The aim of this study is comparison of CRM system from technical and managerial point of view, to give companies a better understanding about CRM in order for them to make the right choice.

**Keywords:** *Software, company's size, CRM, customer desire*

*N°AIS Conf. Skopje-Tetove 2016-21413*

## **Service Management – The case of public institutions in Albania**

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The aim of good management is to provide services to the community in an appropriate, efficient, equitable, and sustainable manner. Nowadays service importance is growing to fast. Service is considered to be a really fragile field of economy because it is an interaction between humans. As long as we have human interaction the relationship is not only economical but also psychological. Most things in life are learned this is why we believe that also employee behavior can be taught in schools and in special courses. This study is conducted through interviewing 150 service employee in Durres public institutions and 150 customers of this institutions. The method used was through questionnaire.

The results were very surprising because only a small number of customers were satisfied with the service and the way they were treated in the offices. Both parts were giving different answers regarding the bad service delivery but after making the analysis of the answers the main reason for bad service delivery is related to the need for service delivery training.

**Keywords:** *Service management, public service, service delivery, employee training*

# **THEMATIC SESSION 14:**

## **SOCIAL SECURITY, PUBLIC HEALTH, ARMED AND SECURITY FORCES**

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*N°AIS Conf. Skopje-Tetove 2016-5414*

### **Study of the elder women in India: Economic and Health concerns**

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India is passing through demographic transition and it does continue to increase the ageing population. It is projected that this transition will continue over the next fourth to fifty years. Currently elder 60 year and above population share is 8 percent (Census of India-2011) and it is projected that by 2050 it will become 20 percent. According to the United Nations Population Division (UN 2011), by mid-century, India's 60 and older population will be greater than the total U.S. population. This shift in the ageing population will bring economic, health burden for the country. Work participation of women can play a major role in economy of the country in near future and without participation of women cannot assume the development of the country as well as ageing related morbidity may also play a role in near future. In this context this study is an attempt to make the understanding about the level of differential of work participation among elder women age 60 years and above in India as a main or marginal worker, and their burden of long term and short term morbidity and their economic dependency on other. Building a Knowledge Base on Population Ageing in India (BKPAI-2011) data has been used for this study. Bi-variate, tri-variate and regression analysis techniques have been used for the study. Study result shows that women living alone have a higher incidence of work participation compared to those living with spouse or others. Work

participation among elderly women is 4 times lower than elder man. The elderly women are working primarily in the unorganized sector. Majority of elder women do work due to economic necessity. In addition, vast majority of elder women are fully or partially dependent on others to meet their economic needs. Physical and mental health show a significant level of poor health among the oldest old poor, illiterate and widow's women.

**Keywords:** *Elder, Women, Health, Work participation*

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## **Women's role in the emancipation of Albania Armed Forces**

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The importance of woman's participation in the Armed Forces is a subject that asks for a special attention on Albanian historical studies whether during the internal development of communist regime, also during their inclusion in the international bodies after the 90s. During the communist regime even though women had the opportunity to practice this profession they weren't taken as a study case but simply as part of the propaganda done in aid to woman's emancipation. In the next 20 years with time passing new changes were made so the role and the importance of the woman in the Armed Forces as an active soldier faced some fundamentally changes due to the transformations the army went through when joining the NATO. This kind of evolution is the subject of this paper, explaining woman's journey in the army, starting with facts showing women's first inclusion in the Forced Arms to end up as representatives at NATO. Documents taken from AQFA put light on the reasons why it became important to include women in the army during the end of the 60s, the difficulties that the first military women went through, how their career got on and what changes were made during the initiatives for gender equality based on the resolute 1325 of the United Nations after 2000s.

**Keywords:** *Women, Armed Forces, emancipation, gender equality*

*N°AIS Conf. Skopje-Tetove 2016-4814*

## **Rounds of "Accession Talks" with Alliance before the entrance**

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Right after the invitation by the Bucharest Summit, Albania conducted to rounds of Talks with Alliance in April 23d and May 9th so called "Accession Talks". In these talks there were discussion between Albania and NATO on the role and commitment



of our country as a member country after the upcoming Summit. Albania foresee to pay membership cost for the Alliance Joint Fond a percentage equal with 0,0685% of NATO budget, as well as for the new infrastructure of the Alliance staff a cost of 0,0938% of its total cost.

The development of a national representation structure in the NATO HQ and two strategic commands and defining the national contribution with military personnel in the NATO Integrated structure as well as the participation to the Committees, Agencies, and the Working Groups. Avoidance of the legal obstacles on the use of our troops in interests of the NATO operations and missions and NATO troops in our territory if Alliance activates Article V of collective defense where an attack to a NATO member country is considered an attack to all its member countries. The completion of the legal package obligatory for the integration to the Alliance so called “NATO Legal Acquis” which is composed by a number of Agreements and Protocols which need to be ratified before the date of accession.

*Keywords: Summit, Alliance, Accession Talks, NATO*

*N°AIS Conf. Skopje-Tetove 2016-2714*

## **The Exclusion of Female Domestic Workers of Pune City**

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The female domestic workers form one of the largest informal sectors in the urban economy of India. The rise of the demand for them in Pune has increased post-globalisation due to growth of the middle class and privatisation of domestic work as more women are working outside. But the female domestic workers are excluded and exploited in many ways. They belong to dis-privileged/marginalised sections of the society and are illiterate. The ‘state’—though lately—has taken initiatives for their entitlements of social security benefits it also encourages the organisation of domestic workers by registering their unions under the Trade Union Act. Now that the Domestic Workers Welfare Board was formed in Maharashtra so that the domestic workers avail the social security benefits the dominant political parties (under their banner) have taken to the task of registering the domestic workers so as to woo them for votes. This has created a space for them to take up the cause of domestic workers (though as vote bank politics).

But, all parties wooing them for votes weaken the collective bargaining—power—of them as a whole. The research points out that just 20 per cent of workers are registered with the Welfare Board and very few are registered with unions. Besides this their socio-economic condition is very poor and vulnerable in city. The research points out that there is low level of awareness amongst them about the scheme and programs for their social security. The paper focuses on exclusion and exploitation of female domestic workers with respect to social security benefits.

*Keywords: Female domestic workers, social security, unions, exclusion, vulnerability*

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## **The correlation with maitland method and physical therapy in the treatment of low back pain**

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Low back pain is defined as low back pain that persists for more than 12 weeks and it is the most frequently reported clinical symptom of orthopedic disease in Europe and United States. Evidence suggests that more than 85% of individuals with LBP suffer from non- specific low back pain. Low back pain is defined as low back pain that persists for more than 12 weeks and it is the most frequently reported clinical symptom of orthopedic disease in Europe and United States. Evidence suggest that more than 85% of individuals with LBP suffer from non- specific low back pain. To determine the effects of Maitland method and physical therapy on low back pain, for a period of two –month pain. Design: Controlled clinical trial; Material and Methods: Patients were allocated into active group (  $n = 25$  ,two month 1 time /week that used Maitland method ) and control group  $n=25$  that used only physical therapy (TENS, Magneto therapy, Laser therapy). Main Measures: Outcomes variables were pain (visual analogue scale), disability (Oswestry Disability). Results: The active group significantly improved low back pain  $3,4 \pm 1,8$  on the visual analogue scale, disability  $7,9 \pm 13$  patients for the Oswestry disability Index).

The pain scores and disability in the active group were significantly lower p values= 0,001 than the results on control group. Conclusions: There was sufficient evidence to suggest that Maitland method is potentially beneficial to patients suffering with low back pain that physical therapy. Effectiveness of physical therapy was less. To determine the effects of Maitland method and physical therapy on low back pain, for a period of two –month pain. Patients were allocated into active group (  $n = 25$  ,two month 1 time /week that used Maitland method ) and control group  $n=25$  that used only physical therapy (TENS, Magneto therapy, Laser therapy). Outcomes variables were pain (visual analogue scale), disability (Oswestry Disability). The active group significantly improved low back pain  $3,4 \pm 1,8$  on the visual analogue scale ,disability  $7,9 \pm 13$  patients for the Oswestry disability Index ).The pain scores and disability in the active group were signficantly lower p values= 0,001 than the results on control group. There was sufficient evidence to suggest that Maitland method is potentially beneficial to patients suffering with low back pain that physical therapy. Effectiveness of physical therapy was less.

**Keywords:** *Low back pain, physical therapy, Maitland method, physiotherapy*

# THEMATIC SESSION 15:

## SCIENCE, TECHNOLOGY AND INNOVATIONS

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*N°AIS Conf. Skopje-Tetove 2016-11715*

### **The impact of education technology for effective teaching**

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The rapid growth of information and communication technology has challenged the traditional method of learning and has changed rapidly the appearance of education

The method of teaching is currently divided into two modes of education, one is the traditional method and the other is digital methods. The majority of teachers and experts has explored new methods of teaching and entrust that the digital teaching methods are better than traditional ones. This is a research that analyzes the perceptions of students about ways of teaching. He was conducted in 9th and 10th classes of high school in the district of Bulqizës. Objectives: to develop and standardize a way to evaluate the learning in connection with teaching methods (1); to compare the perception of students at high school (9th) regarding with traditional and digital teaching methods (2). In these classes was developed learning with to both ways of teaching. The data were grouped according to the nature of the response and analyzed with excel program and by statistical package for social sciences SPSS. In order to test their hypotheses and parameters were used Pearson Chi-Square method since the data were nominal. Eventually, note from the study that the digital teaching methodology is more effective than traditional. In all cases examined, gender factor was not important in better perception of traditional or digital methods of teaching. In all cases examined, the age factor was not important in better perception of traditional or digital methods of teaching.

**Keywords:** *Technology, impact, teaching methods, students;*

*N<sup>o</sup>AIS Conf. Skopje-Tetove 2016-17915*

**The student information management system  
as a tool for information and education;  
preparing the 21-st student for a global society**

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The use of Information Management System of Students (SMIS) to inform and to improve the administration of universities, teaching and learning, student welfare etc, has received increased importance recently. According to 2006-07 study by the US Department of Education the types of data that are collected and used by SMIS are; participation of students (94 percent), the grades (91 percent), the demographics (90 percent), some specific administrative data (89 percent), history of lectures and courses (86 percent). Barrett, (1999) defines SMIS as “an integrated software package that maintains supports and provides, information, analysis and communication tools to organize data and information to support students’ educational process.” Bernhardt, (2006) defines; “A SMIS may include information on family, courses taken and grades of students, given health and vaccination, the results of the assessments, activities, membership in clubs and associations as well as other information that is used by educational system to promote success students and to provide appropriate services. A SMIS has the main goal of helping to improve the achievement of students, encourage their participation in social and educational activities, to help their performance in learning, to analyze their performance in years, to study and recognize the current and future needs of the students and the institution in cooperation with the community. This paper analyzes the operation and the standard of (SMIS) at the Aleksander Moisiu University and scale of its use and usefulness for students. The methodology used it’s based by processing and analyzing the primary data, collected from questionnaires distributed to students. As conclusion of this paper, it’s the emergency of a new effective strategy to improve (SMIS), and to make it use and usefulness for students of UAMD.

**Keywords:** *System, information, education, management, performance*

*N°AIS Conf. Skopje-Tetove 2016-15915*

## **An ARIMA model for forecasting Annual Gross Domestic Product (GDP) growth of Albania**

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An important indicator that is measured annually for each country is Real Economic Growth rate which is the rate at which a nation's Gross Domestic product (GDP) changes/grows from one year to another. If GDP growth is positive, then the economy is in expansion and vice versa. Albania is a middle-income country and according to World Data Bank in 2008, Albania has generally been able to maintain positive growth rates and financial stability, despite the ongoing economic crisis. Our economy has suffered significant fluctuations before and after communism which have affected in not maintaining a long-term consistency. For this reason, it is important to know and to analyze how it has evolved the economic growth over the years and to build a model which will predict how it will change in the future. The time series taken into account is from the World Data Bank and contains measurements of GDP (in %) for Albania for the years 1981-2015. Analysis and prediction of historical data is done using the methodology proposed by Box & Jenkins to conclude in a suitable ARIMA model that best describes the series. In order to help the analysis are applied stationary and residual analysis tests to confirm the mathematical model. Software R is used for the processing of the results. The forecast indicates a slight economic growth in future years.

**Keywords:** *GDP Growth, Time series, Stacionarity, Forecast, Residuals Analysis, R Software*

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## **IPv4 vs. IPv6 Multicasting/ video streaming**

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Now days the video processing development has become a very challenge field because of high quality requests by the users. IP Multicasting is one of the ways to

obtain the video streaming. With this paper we aim to give an overview on video streaming through multicasting. It starts with a general introduction on Multicasting in a packet-switched network, and gives an overview of the multicast service in the Internet. Multicasting addresses, Internet *Group Management Protocol (IGMP)*, Multicast Algorithms will also be part of discussion. Then it goes through the high demand of video streaming applications and the use of Multicasting in in these applications. Multicasting through Internet protocol version 4 and version 6 is also an important part of this paper. At the end an example on a Linux platform is given to better understand the panorama.

**Keywords:** *IP multicast, IGMP, Multicast routing algorithms, video streaming, IPv4, IPv6*

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### **Marketing through social media and the benefits to small businesses; the case of Albania Albanian market**

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Nowadays social media is the best possibility for a brand or business to create new customers. Social media is the mediator who makes possible the process of socialization. New media win the customer's trust by creating a connection with them on a deeper level. The marketing of social media is the newest phenomenon to thousands of brands that have been exposed lately. Marketers are paying attention to different social media and the beginning of implementing new social initiatives in a wider range than before. The marketing of social media and the businesses that use it are more sophisticated. It is impossible to everyone to not be present at social media channels when their competitor tries to compete with the products and services that they offer. The used methodology in this paper is one of the conjunctures of primary and secondary data. The secondary data has been used to build the chapters of the paper that treat marketing in social media and their development in the past years, to individuals as well as to the businesses. On the second part, we have developed a canvass with business representatives who answered the questioners with 12 questions. The questionnaires were developed in the city of Tirana and Durres. Does the use of social media have a statistical significance in the construction and implementation of marketing strategies in the Albanian market? The results and conclusions of this paper are very significant. Even though the companies which operate in Albania do not pay maximal attention to the construction and implementation of marketing strategies, they look in their own way to reward loyal customers and implementation of marketing strategies through social media.

**Keywords:** *Social media, Marketing, Strategy, Business, Customer*

*N°AIS Conf. Skopje-Tetove 2016-20815*

## **Is Albania ready for implementation of ICT in the teaching process?**

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The integration of information communication technology in teaching and learning involves the using of computers and software's in a productive manner, the use of the Internet and the use of computer networks for the purposes of teaching and learning. Referring Development Strategy 2014-2020 Pre-University Education in Albania, implementation of this process is inevitable given that ICTs in all life processes has become a vital necessity worldwide. But is Albania ready for implementation in the teaching process? To give answer to this question was undertaken this work which has focused on the study of the condition of some pre-university schools for how to integrate information technology in teaching and learning. The survey was conducted in some pilot schools in Tirana. It's objective is to make an average of pupils and teachers who integrate ICT in grades where implementation pilot its use in teaching. The instruments used are questionnaires and interviews structured ago. For data analysis methods were used theoretical scientific research as comparative methods, descriptive and statistical. While analysis of the data collected through questionnaires are presented in the form of quantitative and qualitative. The paper highlights that the integration of ICT in the teaching process is still in its infancy and is not being realized to the extent that students use ICT needs.

***Keywords:** Information and communication technology, teaching, learning*

*N°AIS Conf. Skopje-Tetove 2016-16415*

## **Integration of Wireless Sensor network with Ad Hoc in real time healthcare: home care application**

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There is a large number of applications that use sensor nodes capable of sensing, collecting, processing, and communicating one or more vital signs. These nodes can be



seamlessly integrated into wireless personal or body networks (WPANs or WBANs) for real time health monitoring. In this paper, we will present an application using integration of wireless sensor and Ad Hoc networks to healthcare promotion, with the use of smart sensors applied to patients' body or distributed in the room at fixed positions. Those sensors will gather data, while the persons are doing their daily activities at their homes. We will present a scenario for multiple data gathering from sensors and transmit them in the real time over internet to a remote monitoring station, in the nearest hospitals and medical centers. The second proposed platform is an Ad Hoc network. The caregivers will be identified as an Ad Hoc node and they are intended for deployment in emergency medical care in real-time. Integration of wireless sensor and Ad Hoc networks will improve rapid interventions' ability to assess remote patients on home, ensure unceasing transfer of data among caregivers, and facilitate efficient allocation of hospital resources. Building a distributed and remote real time system can handle all aspects of time critical issues and others: reliable communication issue among sensors, caregivers, energy consuming, time-synchronization issue, and system architecture issue.

**Keywords:** WSN, Ad Hoc Network, WBANs, Emergency Response, Remote Monitoring Station.

*N°AIS Conf. Skopje-Tetove 2016-3315*

### **Descriptive evaluation and grading student achievement in learning**

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Monitoring, measurement, assessment and evaluation of students are older processes as learning itself. Since the 16th century used to record student book for describe their skills, interests, achievements, their independence in their learning; in the 17th century applied annual exams and ranking of students by success, while in the 18th century presented numerical assessment. All elements of the assessment have been known since the distant past, but become very topical today and to discuss in all countries as a key element of the overall reform of education in the world and us. Tracking, measurement, assessment of students especially, represent a braids functions and manifestations of which largely depends on the work of students in the learning process. We know that in our schools assessed learning outcomes; we know how teachers assess their pupils, which means excellent grades and what poor grades. When we are not satisfied with grades that students receive, usually seek to blame insufficient commitment and their lack of interest. But rarely commit questions: How is measured and graded students' knowledge of science and what is required from students? Have we asked ourselves whether the method of evaluation matches and assessment of students with learning and teaching style? What is the impact of measurement and assessment of students' learning



achievements? Are we tried we improve something on monitoring, measurement, assessment and evaluation of students?

Next we will try to answer these and other questions that the teachers always set with hope that will help to overcome the dilemmas associated with this very important element of the learning process. Moreover, the motivation to tackle this subject comes from the fact that the evaluation and assessment are closely related to the emotional sphere of pupils, affecting their mood, the formation of trauma prevalent among students, their parents and teachers of all school levels.

**Keywords:** *Monitoring, evaluation, assessment, student achievement, environmental recognition*

# THEMATIC SESSION 16:

## NATURAL, TECHNICAL, AND PROFESSIONAL SCIENCES

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*N°AIS Conf. Skopje-Tetove 2016-15816*

### Hybrid cars and their impact on pollution reduction in urban areas

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This paper shows on the general knowledge about the history and construction of hybrid car and their use in transport, in order to reduce environmental pollution in urban areas, compared with conventional vehicles with internal combustion engine, currently used. In this paper are shown today's trends in creating green car, which does not cause environmental pollution, but also the demand to leave the consumption of fossil fuels in transport vehicles.

Following are analysis the main component automotive systems of hybrids compared to conventional cars, in order to make known the usage advantages of hybrid and electric automobile from citizens. Also it is analyzed the cost of producing hybrid automobile by connecting with their use and the necessary infrastructure for the supply of electricity and performing technical services in order to promote their introduction in use in urban areas. For an urban intersection it is calculated environmental pollution caused by vehicles, for the structure of vehicles in circulation and the proposed structure for vehicles manufactured after 2000 year and 5% hybrid automobiles. The results show that the level of pollution to the current situation goes on over 600 kg (CO + NO<sub>x</sub> + HC + PM) for day.

For the proposed structure the level of pollution at the junction can be reduced more than 2 times. To achieve the proposed structure and encourage the buying of

hybrid automobile by citizens, it is proposed the removal of customs duty on vehicles manufactured after 2009 and the hybrid automobile and for the latter's it also is the removal of road tax and environmental tax.

**Keywords:** *Hybrid automobiles, reduction of environmental pollution*

*N°AIS Conf. Skopje-Tetove 2016-16716*

**A comparison between cart and c5.0 algorithms  
for the generation amount ratio of waste recycling  
for households of Albania**

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The main study of this article is to compare the generation amount ratio of waste recycling for households of Albania by constructing the decision trees with two algorithms Cart and C5.0. Based on the data in the 2014 for the attributes of the organic waste and the recycling waste, we will classify them in two ways, by weighing the most important attributes.

Their indexes of classification are different Cart has the Gini index while C5.0 has the split info (SI). Attributes will be also evaluated even with the software Weka. We have find out that C5.0 has greater speed of classification in pre-pruning phase, while the Cart algorithm accelerates in the post-pruning phase.

**Keywords:** *Cart, C5.0, Gini, SI, classification*

*N°AIS Conf. Skopje-Tetove 2016-12315*

## **The use of renewable resources - an important tool of international energy policy**

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Albania, as a new candidate country to be part of EU, must fulfill the tasks set until 2020 in relation to the use of renewable energies, reduce energy consumption and reduce air pollution. Albania already has a national objective, according to which 38% of the annual national consumption of energy will be renewable energy, referring to the year 2009 by 29.5%. In this paper we will present the legal side and the energy policies of Albanian Government based on the directives set by the EU. Albania has guidance directives in the framework of Acquis Communautaire and for the renewable energy sources Directive 2009/28 / EU. One of the most efficient solutions for the realization of these tasks is the conversion of solar energy into electrical energy through photovoltaic systems in the housing and services sectors in Albania. Implementation of these systems must overcome the social, legal and cultural obstacles in conditions of our country. The study also takes a special importance in relation to increase awareness of population, especially the young generation, about the use of alternative energy sources and more modern technologies. The community needs to recognize and understand the motive over their uses. The interviewing of persons with gender, age and different cultural level evidenced as the lack of information about this technology. The use of renewable resources is an important tool of international energy policy, as it increases the security of electricity supply, makes possible much healthier environment, affects the saving of natural resources, open new jobs, etc.

**Keywords:** *Renewable source, government, photovoltaic energy, environment*

*N°AIS Conf. Skopje-Tetove 2016-15316*

**The importance of scientific research in all levels of education:  
tools, ways, methods and problems**

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This paper aims to highlight the importance of scientific research in all levels of education, tools, ways, methods and problems encountered during this process. Rapid changes that occur in time and in society preceded the necessity of entering as deep in science, in the articulation of science and the implementation of the achievements of advanced, unknown, which changed behaviors, actions and acquired skill. Current imposes us new approaches to learning methods that are operational knowledge to problem solving, building and concepts. Scientific research definition will enable an upgrade to the acquisition of knowledge in terms of understanding and interpreting. Through research deepen scientific knowledge of professional, relying on the application of methods and approaches in the implementation and advancement of ways of action in conditions of market economy and competitiveness. Also it affects freedom of action when it comes to the articulation of achievement in the design of various forms of materials, documents, works of scientific and professional character; the creation of a wider framework of scientific knowledge and professional, of which create opportunities to concrete actions in practice, which depart from imitations, and even more so from plagiarism.

**Keywords:** *Scientific research, science, methodology, methods.*

# **VI. ALBANIAN INSTITUTE OF SOCIOLOGY - ALBANIAN SOCIOLOGICAL ASSOCIATION, ALBSA**

**2006 - 2016**

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## **Founding Meeting:**

21 November 2006; Tirana-Albania; Tirana International Hotel

## **I.**

### **General Assembles of Albanian Institute of Sociology**

#### **1<sup>st</sup> AIS General Asseble (Founding General Meeting)**

21 November 2006; Tirana-Albania; Tirana International Hotel

#### **2<sup>nd</sup> AIS General Asseble**

15 June 2007, Tirana-Albania; Tirana International Hotel

#### **3<sup>rd</sup> AIS General Asseble**

22 May 2009, Tirana-Albania; Tirana International Hotel

#### **4<sup>th</sup> AIS General Asseble**

21 November 2011, Tirana-Albania; Polytechnic University of Tirana

#### **5<sup>th</sup> ALBSA/AIS General Asseble**

22-23 November 2013, Durres-Albania; “Aleksander Moisiu” Culture’s Palace  
(The Asseble of reorganization)

#### **6<sup>th</sup> ALBSA General Asseble**

20-21 November 2015, Pristine – Kosovo; AAB College

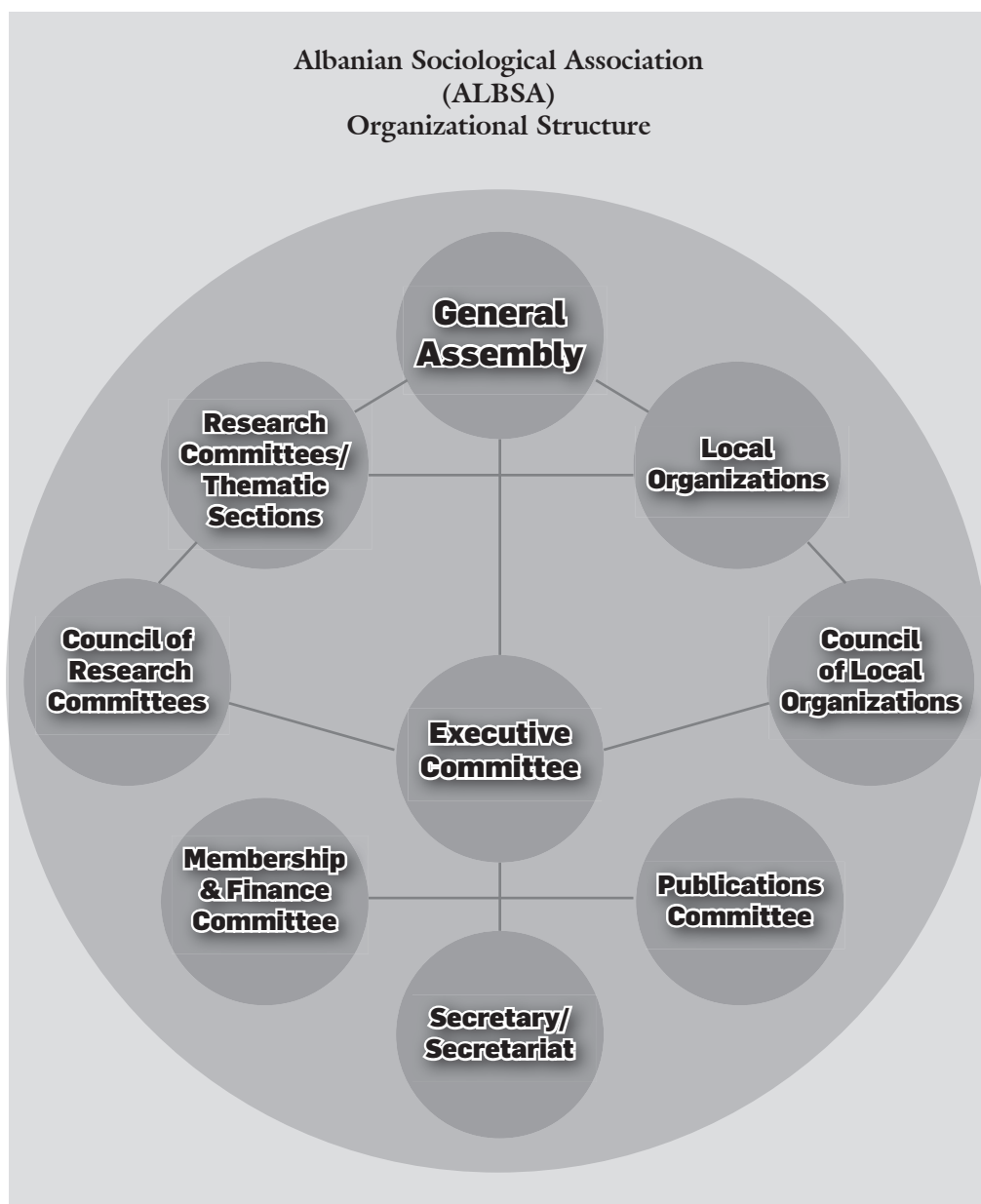
#### **7<sup>th</sup> ALBSA General Asseble**

17-18 November 2017: Durres, Albania

## II.

**Albanian Sociological Association (ALBSA)**

(After the reorganization on the General Assembled  
Durrës-Albania 22-23, November 2013)





## II.

### **AIS Academic Boards - Albsa Executive Committee**

#### **1. Academic Board of Albanian Institute of Sociology**

(21 November 2006-15 June 2007)

1. Nora MALAJ; 2. Servet PËLLUMBI; 3. Enis SULSTAROVA; 4. Alfred UÇI; 5. Tonin ÇOBANI; 6. Gëzim TUSHI; 7. Silvana HAXHIAJ

#### **2. Academic Board of Albanian Institute of Sociology**

(15 June 2007-22 May 2009)

1. Nora MALAJ; 2. Servet PËLLUMBI; 3. Albana CANOLLARI; 4. Alfred UÇI 5. Kozeta HOXHA; 6. Enis SULSTAROVA; 7. Apollon BAÇE; 8. Brunilda ZENELAGA; 9. Fatbardha GJINI

#### **3. Academic Board of Albanian Institute of Sociology**

(22 May 2009-21 November 2011)

1. Fatbardha GJINI; 2. Enis SULSTAROVA; 3. Albana CANOLLARI; 4. Kozeta HOXHA; 5. Luan SHAHOLLARI; 6. Afrim KRASNIQI; 7. Irena NIKAJ; 8. Mark TIRTA; 9. Liliana REÇKA

#### **4. Academic Board of Albanian Institute of Sociology**

(21 November 2011 – 2013)

1. Brunilda ZENELAGA; 2. Enis SULSTAROVA; 3. Albana CANOLLARI; 4. Afrim KRASNIQI; 5. Merita XHUMARI; 6. Gëzim TUSHI; 7. Rudina HOXHA; 8. Irena NIKAJ; 9. Luan SHAHOLLARI

#### **5. Officers of the Albanian Sociological Association (2013-2015)**

**Elected by the ALBSA General Assembly, Durrës-Albania 22-23 November 2013**

(The Assembly of reorganization)

President of the Albanian Sociological Association (ALBSA): **Lekë SOKOLI**

Vice-President for Research Committees/Thematic Sections: **Afrim KRASNIQI**

Vice-President for Local Organizations: **Nora MALAJ**

#### **Executive Committee (2013-2015):**

(In alphabetic order): 1. Afrim KRASNIQI; 2. Aleksandra PILURI; 3. Brunilda ZENELAGA; 4. Edlira BAKA; 5. Eralda ZHILLA; 6. Ermioni CEKANI; 7. Fatbardha GJINI; 8. Jonida LAMAJ; 9. Kozeta HOXHA; 10. Lekë SOKOLI; 11. Merita XHUMARI; 12. Nora MALAJ; 13. Sunaj RAIMI.

#### **6. Officers of the Albanian Sociological Association (2015-2017)**

**Elected by the ALBSA General Assembly, Pristina – Kosovo, 20-21 November 2015**

President of the Albanian Sociological Association (ALBSA): **Tonin GJURAJ**

Vice-President for Research Committees/Thematic Sections: **Ali PAJAZITI**

Vice-President for Local Organizations & Collective Members: **Besim GOLLOPANI**

#### **Executive Committee (2015-2017):**

(In alphabetic order): 1. Ali PAJAZITI; 2. Besim GOLLOPANI; 3. Brunilda Zenelaga; 4. Dajana BERISHA; 5. Enis SULSTAROVA; 6. Faruk AJETI; 7. Fatbardha GJINI; 8. Hasan JASHARI; 9. Kozeta HOXHA; 10. Kseanela SOTIROFSKI; 11. Liljana RECKA; 12. Merita XHUMARI; 13. Tonin GJURAJ

**Executive Secretary: Elda KUTROLLI**

## IV.

**Honorable Presidents, Presidents and Vice Presidents  
of Albanian Institute of Sociology**

**1. Honorable Presidents:**

Prof. Hamit BEQJA (2006-2011)

Prof. Alfred UÇI (2011-2016)

Prof. Servet PËLLUMBI (2016-Present)

**2. PRESIDENTS AND VICE PRESIDENTS OF ALBANIAN INSTITUTE OF SOCIOLOGY  
& ALBANIAN SOCIOLOGICAL ASSOCIATION (ALBSA)**

**2007 - 2009**

Servet PËLLUMBI

Nora MALAJ

**2009 - 2011**

Mark TIRTA

Fatbardha GJINI

**2011 - 2013**

Enis SULSTAROVA;

Irena NIKAJ

**2013 - 2015**

**Albanian Sociological Association (ALBSA)**

Lekë SOKOLI

Nora MALAJ

Afrim KRASNIQI

**2015 - 2017**

**Albanian Sociological Association (ALBSA)**

Tonin GJURAJ

Ali PAJAZITI

Besim GOLLOPENI

## V.

**Annual conferences (2006-2017)**

**12<sup>th</sup> Annual Conference:**

Good Society – a multidimensional Approach

Durres, Albania: 17-18 November 2017

**11<sup>th</sup> Annual Conference:**

Education & Sustainable Development: the future we are Creating

Skopje-Tetovo, Macedonia: 18-19 November 2016

**10<sup>th</sup> Annual Conference:**

How Migration is shaping the Contemporary Society?  
Pristine-Kosovo: 20-21 November 2015

**9<sup>th</sup> Annual International Conference:**

Law and values in contemporary society  
Tirana-Albania 21-22 November 2014

*3<sup>rd</sup> BSF Annual Conference*

*The Balkans in the New Millennium: From Balkanization to EUtopia*  
*Tetovo & Skopje, Macedonia: 20-22 June 2014*

**8<sup>th</sup> Annual Conference:**

Democracy in Times of Turmoil; A multidimensional approach  
Durrës –Albania: 22-23 November 2013

**7<sup>th</sup> Annual Conference:**

Identity, image and social cohesion in our time of interdependence  
Vlora-Albania: 26-28 November 2012

*2<sup>nd</sup> BSF Annual Conference*

*Close but Unknown Neighbors: Balkan Sociological Perspectives*  
*Sofia, Bulgaria: 9-10 November 2012*

**6<sup>th</sup> Annual Conference**

Education in turbulent times: The Albanian case in European and global context  
Tirana-Albania: 21-22 November 2011

*1<sup>st</sup> BSF Annual Conference*

*Sociology and social sciences in Balkans; Experiences, Problems and Challenges*  
*Tirana-Albania: 22 November 2011*

**5<sup>th</sup> Annual conference:**

The social problems: their study, treatment and solutions; Albania in global context  
Tirana-Albania: 7-8 June 2010

**4<sup>th</sup> Annual International conference:**

Twenty Years of Democratic Transformations: Albania in East European Context  
Tirana-Albania: 10 December 2009

**3<sup>rd</sup> AIS Conference:**

World Economic Crises and its impact on the Albanian Economic and Social Life  
Tirana-Albania: 22 May 2009

**2<sup>nd</sup> Annual Conference:**

Issues and Models of Communitarian Organization  
Tirana-Albania: 27 June 2008

**1<sup>st</sup> Annual Conference:**

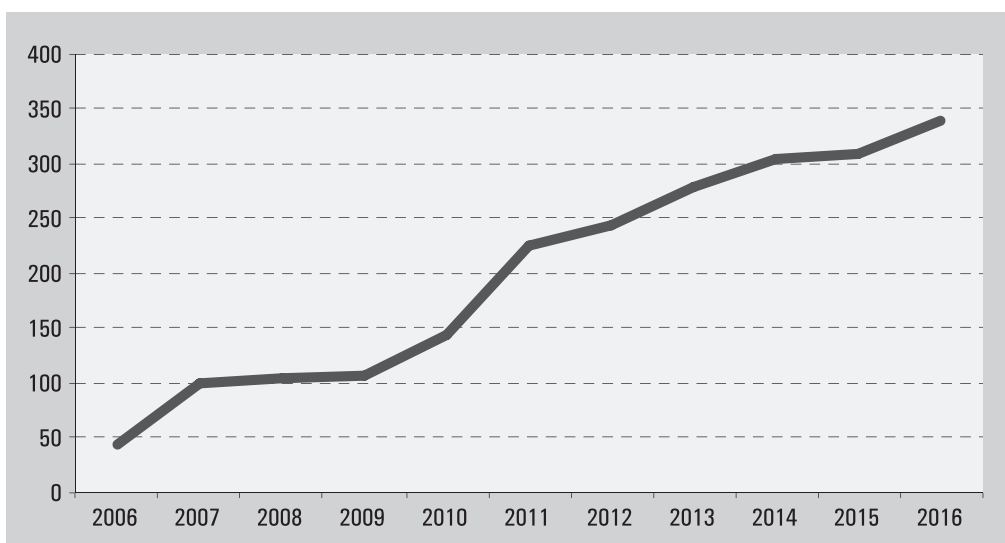
Political pluralism and Albanian political thought

Tirana-Albania: 15 June 2007

**Funding Meeting and the Founding AIS Conference:**

Sociology in Albania and the need of its Institutionalization

Tirana-Albania: 21 November 2006; Tirana International Hotel

**VI.****AIS Members (2006-2016)****VII.****International Memberships****Mexico:**

18 April 2009

Regular and Collective Member of International Sociological Association (ISA)

**Paris:**

28 October 2010

Regular and Collective Member of European Sociological Association (ESA)

**Tirana:**

22 November 2011

Regular and Collective Member of Balkan Sociological Forum, founded with the initiative of the Albanian Institute of Sociology (AIS)

# **VII. CALL FOR PAPERS:**

## **12<sup>TH</sup> AIS INTERNATIONAL CONFERENCE**

**NOVEMBER 2017**

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<http://www.isa-sociology.org/conferences.php>;  
<http://www.instituti-sociologjise.al>;

### **CALL FOR PAPERS**

#### **International Conference “Good Society – a multidimensional Approach”**

##### **Organizers:**

Albanian Institute of Sociology (AIS 11<sup>th</sup> International Conference);  
Balkan Sociological Forum (BSF),  
& Wilson Educational Institute (Macedonia & Albania)  
with  
International Sociological Association (ISA: RC4 - Education; RC7 - Future  
Research; RC9 - Development)  
AAB College, Pristine-Kosovo & other International Partners

##### **Time and Place:**

17-19 November 2017  
Durrës, Albania

##### **Deadline for abstracts submission**

20 September 2017; 24.00 GMT

##### **Conference themes:**

- I.** Central Theme: **“Good Society – a multidimensional Approach”**
- II.** Other themes by 16 permanent thematic sections:
  - TS 01:** Public Sphere, Communication, Language, Culture and Arts
  - TS 02:** Population & Migration
  - TS 03:** Education & Sport

- TS 04:** Political Studies and Law Issues
- TS 05:** Religion, Collective Behaviour & Social Movements
- TS 06:** Marriage, Family and Community
- TS 07:** Integration and Globalization
- TS 08:** Childhood, Adolescence, Youth & Gender
- TS 09:** Organizations, Professional Groups and Work
- TS 10:** Theoretical, Comparative & Historical Studies
- TS 11:** Deviance, Criminology, Security Forces and Social Control
- TS 12:** Racism, Nationalism, Ethnic Relations,  
Conflict Resolution and Human Rights
- TS 13:** Environment, Economy, International Tourism,  
Regional and Urban Development
- TS 14:** Social Security, Public Health, Armed and Security Forces
- TS 15:** Science, Technology and Innovations
- TS 16:** Natural, Technical, and Professional Sciences
- TS 17 Students:** 2<sup>nd</sup> International Conference of Master Studies

#### **Publishing:**

1. Proceedings (Program and Abstracts Book, organizers, plenary sessions, thematic sessions etc.);
2. In Special Issue of the International Scientific Journal "Social Studies" [ISSN 2309-3455 (print); ISSN 2309-3471 (Online)]

#### **How to present a paper:**

1. Choose the Session (Thematic Sections: ST01 – ST16) to which you wish to participate;
2. Fill out the **Paper Proposal Form** and submit to the Conference Secretary. Please don't submit more than two abstracts for the entire conference. In case when two abstracts are submitted those must not refer to a single Thematic Section;
3. Wait for the confirmation of abstract receipt; those who do not receive confirmation within 10 days should contact the secretary of the conference;
4. Wait for the Acceptance Letter;
5. Contact with Secretary of the conference for the registration procedures;
6. Take the confirmation of the registration.

#### **Accommodation and other details:**

To be announced one month before the conference

#### **The Conference Secretary:**

**Elda KUTROLLI**, AIS Executive Director

E-mail: bsocforum@gmail.com; conference@instituti-sociologjise.al;

We are looking forward to meeting you in Durres-Albania, next November

## PAPER PROPOSAL FORM

Please, fill out the **Paper Proposal Form** (PPF) and send it to the Conference secretary;  
Please, don't use the capital letters in the PPF:

1 <sup>st</sup> Author's name and surname:	
University or Institution:	
Country:	
E-mail address:	
Tel/Mobile:	
2 <sup>nd</sup> author's name, surname, and Institution (if any):	
2 <sup>nd</sup> author's e-mail address (if any):	
3 <sup>rd</sup> author's name, surname, and Institution (if any):	
3 <sup>rd</sup> author's e-mail address (if any):	
Thematic Session (ST01-ST17)	
Abstract Title (not more than 15 words):	
Abstract (200-250 words):	
Keywords (4-6 words):	
The presentation: 1. Oral Presentation; 2. Power point; 3. Distributed paper; 4. Poster Presentation	
Are you interested to publish the full paper (as article) in the Scientific International Journal "Social Studies" (in English or Albanian language)?	

## VIII. INDEX – PRESENTERS

---

- Abdylnaser SINANI: 115  
Ada ALIAJ: 143, 150  
Adriatik LLALLA: 116  
Agim LEKA: 70  
Agri SOKOLI: 45  
Alban TARTARI: 24  
Albana DEMI: 127  
Albana GJONI (KARAMETA): 128, 138  
Albana PANGO: 16  
Alberita BYTYQI: 33  
Alfred HALILAJ: 27  
Ali PAJAZITI: 5, 7  
Alida TOMJA: 57, 63  
Alketa DUMANI: 106  
Alma DEMA: 72, 107  
Almarin FRAKULLI: 43  
Alsa KAZIU: 162  
Alush KUÇI: 129  
Ana RUSTA: 106  
Ana UKA: 90  
Andi MEÇJA: 22  
Andrei-SORIN HERȚA: 69  
Andri NEOPHYTOU: 122  
Ani MASHA: 6  
Anila PLAKU (BRATJA): 32  
Anila XHUMBA: 91  
Anisa SUBASHI: 90, 160  
Anisa TRIFONI: 34  
Anna XHEKA: 161  
Anton GERA: 60  
Arba GJIKOLLI: 6  
Arben IBRO: 30  
Arben KOCI: 16  
Arbër TALELLI: 107  
Arjana MUCAJ: 33, 92, 99  
Arjeta ANAMALI: 130  
Arjeta HALLUNOVI: 129  
Armela ANAMALI: 130  
Arta TARAJ: 51  
Arta XHYLANI: 131  
Artemisa SHEHU DONO: 92  
Artil MANDRO: 117  
Asllan HAJDERI: 167  
Aulona HAXHIRAJ: 77  
Aurel KOROCI: 120, 131  
Aurela GERA: 60  
Azeta TARTARAJ: 132, 163  
Aziz POLLOZHANI: 5, 7  
Bajram KORSITA: 133, 136  
Bardha KIKA: 41  
Bashkim BERBERI: 134  
Belinda HALILAJ: 84  
Bengi SÜLLÜ: 100, 125  
Besim GOLLOPENI: 5, 8, 26  
Bilbil MEMAJ: 5, 114  
Bislim AHMETAJ: 134  
Bledar ABDURRAHMANI: 61  
Blerim KOLA: 13, 139  
Brunela TREBICKA: 154  
Brunilda ZENELAGA: 77  
Burbuqe DURICI: 160  
Chris BRENNAN: 126  
D'POLA KAMDEM Ulrich: 126  
Daniela HALIDINI: 168  
Darina MINGA: 17  
David BARTRAM: 5  
Denada BERBERI LICA: 88  
Denis KRYMI: 164  
Desarta SPAHIU: 78  
Dhurata NIXHA: 35



- Diana MONE: 15, 36  
 Dilina BESHIRI: 93  
 Donik SALLOVA: 123  
 Donjeta Morina: 135  
 Doreta KUÇI (TARTARI) : 6, 44  
 Dorina NDREKA: 62  
 Dorina XHERAJ SUBASHI: 18  
 Drita ISUFAJ: 18  
 Edi PUKA: 93  
 Edjola NAKA: 162  
 Edlira TITINI: 62  
 Edlira TROPLINI ABDURAHMANI: 36  
 Edmira KHAFERRA: 162  
 Eglantna DERVISHI: 120  
 Ejona DUCI: 129  
 Ela GOLEMI: 136, 164  
 Elda CINA: 162  
 Elda KUTROLLI: 6  
 Elda TARTARI: 24  
 Elda ZOTAJ: 63  
 Eldian BALLA: 136, 152  
 Eldisa CIROGU: 28  
 Elfrida TARAKU: 129  
 Elis MATAJ: 37  
 Elita MASHA: 5, 7  
 Elizabetë QARRI MUSLIU: 37  
 Elma KODRA: 137  
 Elona CERA: 39  
 Elona FEJZAJ: 138  
 Elona KECI (FEJZAJ): 128  
 Elona MEHILLI: 38  
 Elona SHEHU: 139  
 Elton NOTI: 13, 139  
 Elvira MULLAI: 97  
 Enida ISTREFI: 143, 150  
 Enkeleda SINAJ: 159  
 Enkeleda XHENGO (OSMANI): 77  
 Enkelejda CENAJ: 66, 93  
 Entela KALESHI: 28  
 Entela NIKAJ: 64  
 Entela VELAJ: 155  
 Entela XHAKOLLARI: 44, 95  
 Enver BYTYÇI: 123  
 Era BUÇPAPAJ: 98  
 Eralda ZHILLA: 101, 103  
 Erand RICA: 118  
 Erida LALA: 80  
 Eriona VADINAJ: 140  
 Eris ZEKO: 162  
 Erisa MUSABELLI: 133, 141, 155  
 Erjona FUSHA: 29  
 Ermira HOXHA: 94  
 Ersida TELITI: 77  
 Ervin MENIKO: 19  
 Ervin MYFTARAJ: 132, 163  
 Ervina QENDRO: 19  
 Esilda LUKU: 108  
 Etlava LAÇI: 6  
 Etleva SMAÇI: 157  
 Eugenie Rose FONTEP: 70  
 Evgjëni XHAFAJ: 168  
 Evis GARUNJA: 78  
 Fadil BAJRAKTARI: 53  
 Fadil MAKOLU: 83  
 Fatbardha GJINI: 39  
 Fatbardha KADIU: 142, 170  
 Fatjona BUSHI: 169  
 Fatmira MULLIÇI: 40  
 Fejzulla GJABRI: 30  
 Fitim UKA: 41  
 Fjoralba SATKA: 15, 36  
 Fjorida BALLAURI: 116  
 Flora MERKO: 142  
 Flora SELA KASTRATI: 14  
 Florim MAXHERA: 41  
 FOMBA KAMGA Benjamin: 74  
 Fran KAÇORRI: 30  
 Francklin TEDONGMO NZOYEM: 80  
 Gaqo TANKU: 87, 101  
 Gazmend DAUTI: 6  
 Gelande SHKURTAJ: 64  
 Genc REXHEPI: 41  
 Gentjana PANXHI: 20, 42  
 Gentjana TARAJ: 21  
 Gentjon ÇOBO: 109  
 Georges KOBOLU: 70  
 Geron KAMBERI: 5  
 Gjergj SIMAKU: 169  
 Godwin Etta ODOK: 84  
 Greta JANI: 42  
 Griselda Zakova: 6  
 Haris SEJFIJAJ: 135  
 Henrieta THEMELKO: 149

- Hulusi HAKO: 71  
 Ibish KADRIU: 115  
 Ibrahim BERISHA: 5  
 Igli MUCAJ: 33, 99  
 Ikbale TEPELENA: 65  
 Ikbale TOTA: 144, 150  
 Ilia NASI: 115  
 Ilindena SOTIROFSKI: 22  
 Ilir GEDESHI: 5  
 Ilo KEÇKA: 117  
 Ingrid KONOMI: 25  
 Ira ZOGA (GJIKA): 145  
 Iryna TRUBAVINA: 76  
 Islam ISLAMI: 58  
 Jak SIMONI: 105, 112  
 Jashar VREKA: 118  
 Jeta SHKURTI TOÇILA: 59  
 Joana KOSHO: 86  
 Jonela CANAJ: 157  
 Jonida GURRA: 149  
 Jonida LAMAJ: 59  
 Jonida METHASANI (LAMÇJA): 143, 144  
 Jorde JAKIMOVSKI: 5  
 Jorida XHAFAJ: 43  
 Juliana IMERAJ: 143, 144  
 Juliana OSMANI: 102  
 Julinda CILINGIRI: 95  
 Juljana LAZE: 44  
 Juventina NGJELA: 79  
 Kadë MORINA: 135  
 Klea FANIKO: 5  
 Klodjan SHAQIRI: 109  
 Kseanela SOTIROFKI: 5, 7  
 Kunz Modeste MBENGA BINDOP: 80  
 Ledia KASHAHU (XHELILAJ) : 80  
 Lediana XHAKOLLARI: 44, 95  
 Lekë SOKOLI: 6, 7, 8, 45, 72  
 Leonora JEGENI: 165  
 Lindita LUTAJ: 124,  
 Lindita MUKLI: 52, 151, 153  
 Lindita TEPShI: 55  
 Lorela GARULI: 73  
 Luçiana TOTI: 169  
 Luftim CANIA: 133, 141, 155  
 Lulzim TAFA: 5  
 Lulzim TAFA: 7  
 Luminita IOSIF: 86  
 Lyubov S. KALASHNYK: 14, 46  
 Majlinda LIÇI: 110  
 Majlinda VELCANI: 142, 170  
 Manjola DULI: 142  
 Manjola XHAFERRI: 74, 145  
 Marilda JANCE: 103  
 Marina DALLAS: 5  
 Marsela HARIZAJ: 46, 55  
 Marsela TURKU: 47  
 Marsida ISMAILI: 65  
 Marta TOPÇIU: 48  
 Matilda LIKAJ: 27  
 Mazllom KUMNOVA: 35  
 Merita VASO XHUMARI: 48  
 Mimoza VREKA: 131  
 Mirela TASE: 74, 145  
 Mois KAMBERI: 110  
 Muhamed ALI: 58  
 Nadjola ÇIKO: 96  
 Naile DEMIRI: 6, 49  
 Nataliia G KALASHNYK: 82  
 Navaid ALI KHAN: 89, 156  
 Nazmi XHOMARA: 50  
 Nazmi ZOGAJ: 53  
 NDOKANG ESONE Ludwick Ier: 74  
 Neime GJIKAJ: 168  
 Nevila ÇINAJ: 164  
 Nevila FURXHIU: 39  
 Nicholaos TATSIS: 5  
 Nikoll RICA: 118  
 Nikollaq PANO: 145  
 Nora MALAJ: 51  
 Nurudeen ALLIYU: 148  
 Odise MOÇKA: 146  
 Okundare Ayo: 113  
 Oliana SULA: 137, 147  
 Olta NEXHIPI: 141, 155  
 Oltsen GRIPSHI: 22  
 Oludele Mayowa SOLAJA: 113, 148  
 Orgesa MACAJ: 96, 97  
 Oriola HAMZALLARI: 98  
 Ornela ZHILLA: 101, 103  
 Parashqevi DRACI: 149  
 Petrit BEQIRAJ: 5  
 Petrit KERMENDI: 134  
 Petrit TARAJ: 51

- Piro TANKU: 87  
Prashant BANSODE: 12, 158  
Priya SHARMA: 5, 89, 156  
Qetësor GURRA: 149  
Qetsor ORHAN: 119  
Ramiola KALEMI: 66, 93  
Rando DEVOLE: 5  
Redi MYSHKETA: 147  
Rezarta GJERGJI: 20  
Risvan TËRSHALLA: 105, 112  
Robert KOSOVA: 52, 153  
Roberto CIPRIANI: 5  
Romina RADONSHIQI: 104  
Rovena TROPLINI: 144, 150  
Rozeta BIÇAKU-ÇEKREZI: 23  
Rudina ALIMERKO: 53  
Sami BEHRAMI: 53  
Saniela RUGA: 54  
Sanije DODA: 134  
Saranda KUMNOVA POZHEGU: 35  
Sashenka KAMBERI: 24  
Selda VEIZAJ: 159  
Servet PELLUMBI: 5  
Shkëlqim XEKA: 33, 99  
Shkelzen IMERI: 67  
Shpëtim MEMISHI: 127  
Shqipe XHAFERRI: 127  
Skënder DEMALIAJ: 98  
Sonila HALILI: 164  
Sonila ZERELLI: 151  
Stavri PACO: 167  
Stavri SINJARI: 6, 120  
Sunaj RAIMI: 14  
Svetla KOLEVEA: 5  
Svjetllana TITINI: 62  
Taulant KULLOLLI: 136, 152  
Teki KURTI: 111  
Teuta SHABANI: 165  
Teuta THANASI: 52, 153  
Tidita ABDURRAHMANI: 61  
Tiziana LEKA: 20  
Tonin GJURAJ: 5, 7  
Tonin VOCAJ: 115  
TOUK Moïse Alexis Cyrille: 126  
TSAMBOU André Dumas: 74  
Ulpian HOTI: 6  
Valbona MEHMETI: 147  
Valbona MEHMETI: 88  
Valbona SAKOLLARI: 65  
Venera ALLIAJ: 55  
Veneranda HAJRULLA: 46  
Veneranda HAJRULLA: 55  
Violeta NEZA: 154  
Viorela POLENA (AGOLLI) : 67  
Viorela POLENA: 57  
Vjollca RRAPAI: 24  
Xhevahire IZMAKU: 49  
Zamir HOXHA: 88