

**09.30 – 10.00** **REGISTRATION OF THE PARTICIPANTS**

The conference will take place at the **University College of Business**, Street Gjergj Legisi 25 in Tirana, Albania. Upon arrival, attendees will receive badges, event materials, and programs, with refreshments available on-site. Event staff will be on hand to assist with any questions or special requirements. Early arrival is recommended to avoid delays and ensure the event starts on time.

**10.00 – 11.15**  **OPENING CEREMONY** (Moderator Dr. Irsida DINOSHI)

**Join Zoom Meeting**

<https://us06web.zoom.us/j/3117188131?pwd=YVhwS2F4VWgyeHlDWG1vNENlaTJ4QT09&omn=84307155034>

**Meeting ID**: 311 718 8131

**Passcode**: QV4x1n

**Prof.Dr. Ylber BEZO**

*University College of Business, Rector*

**Doctor Honoris Causa Biljana Ciglovska Bojchevska**

*International University of Struga, North Macedonia, Dean*

**Assoc. Prof. Dr. Mentor Alishani**

*University of Prizren “Ukshin Hoti”, Kosovo, Rector*

**Dr. Katarina Aškerc Zadravec**

*B2 Ljubljana School of Business, Slovenia, Vice-Dean*

**Goran Luburić, MA,**

*Zagreb School of Business, Croatia. Dean*

**Prof. Dr. Andrey Surmach**

*Baltic International Academy, Latvia, Professor*

**PhD. Andi Mehmeti**

University College of Business, International Researcher

**Assoc. Prof. PhD. Tanja Grmuša**

*Zagreb School of Business, Croatia, Professor*

**11.15 – 12.00**  **COCKTAIL BREAK** & photo session

**12.00 – 13.00**  **International Staff Week ROUNDTABLE**

Main library room (401)

**12.00 – 15.30**  **PARALLEL SESSIONS I - ECONOMY AND TECHNOLOGY SCIENCES**

**Keynote – Dr. (c ) Erjola Shehu & Dr. Andi Mehmeti** (203 room)

**Join Zoom Meeting**

<https://us06web.zoom.us/j/87671187371?pwd=RLf7lOMkmocCvcbwV7RnlIqILVv8wk.1>

**Meeting ID:** 876 7118 7371

**Passcode:** 703027

**Phd (c) Gentian Picari, Dr. Etis Jorgji**

Univeristy of Tiranam Albania

**Paper title:** Sustainable Tourism and Supporting Policies: Opportunities and Challenges

**Prof.Dr.Vladislav Volkov, Inese Ratanova**

Baltic International Academy, Latvia

**Paper title**: The Role of Social and Economic Factors in Shaping Organizational Culture in Latvia in the Context of Ethnic Diversity

**Prof.Dr. Blagica Novkovska, Prof.Dr. Violeta Milenkovska,Assist. Prof.Dr.Angela Milenkovska-Klimoska, Assist. Prof.Dr.Vera Boshkovska.**

University of Skopje, North Macedonia

**Paper title**: Modern Technologies Contribution to Green Tourism.

**Msc. Evisa Kushi**

Commercial National Bank, Albania

**Paper title**: Building Sustainable Business Practices and Access of Green Financing for Environmentally Sustainable Projects.

**Gordana Serafimovic , Maja Kuzmanovska**

University of Skopje & Business Academy Smilevski, North Macedonia

**Paper title**: Evaluation of Human Capital Effects on Economic Growth in North Macedonia: Evidence from 2000 to 2024

**Dr. (C) Anisa Melishte, Assoc.Prof.Dr. Mira Andoni, Dr. (C) Endrit Elezi**

University College of Business, Albania

**Paper title**: The Development of Smart Homes as a Growth Factor for the Smart Economy.

**PhD. Seweryn Gajdek**

Helena Chodkowska University of Technology and Economics in Warsaw, Poland

**Paper title**: The Place of Cryptocurrencies in the Banking System

**Dr.oec.Asoc.Prof.Alla Iljina**

Baltic International Academy, Latvia

**Paper title**: From Local to Continental: Sharing Economy Strategies for Sustainable Tourism and European Economic Integration.

**Assoc.Prof.Dr. Enis Fita**

University College of Busines, Albania

**Paper title**: A Critical Review on Strategic Management Transformation in the Digital Economy Era.

**Dr. (C) Bledi Bezo, Assoc Prof. Dr. Ina Pagria**

University College of Business & Agricultural University of Tirana, Albania

**Paper title**: A Methodological Framework for Assessing Intellectual Capital Impact on Innovation and Business Performance.

**Dr. Artur Hadroj**

University College of Business, Albania

**Paper title**: Challenges of the circular economy and practical models for SME in Production and Trade.

**Msc. Besmir Kanushi, Grigorina Boce, Dr. (C) Lorela RECI**

University College of Business & Mediterranean University, Albania

**Paper title**: Optimization of the Business Intelligence.

**Dr. Irsida Dinoshi, Msc. Amarilda Radovicka**

University College of Business & Iute, Albania

**Paper title:** Sustainable Finance in the Digital Age: An Examination of FinTech's Impact on Green Economy Development in Albania.

**Msc. Elida Toli, Dr. Pranvera Mziu**

University College of Business, Albania

**Paper title**: The Macroeconomic Development of the Albanian Economy and It’s Restructuring.

**Doc.Dr.Gazmend Beshi**

University College of Business, Albania

**Paper title**: The Green Economy as a Solution for Harmonizing Economic Freedom and Environmental Protection.

**Enerieta Shehu, Dr. Andi Mehmeti**

University College of Business, Albania

**Paper title**: Green Skills for Sustainable Tourism: The Role of Innovation and Technology in Human Resource Development.

**Dr. (C) Anisa Melishte, Assoc.Prof.Dr. Mira Andoni, Dr. (C) Endrit Elezi**

University College of Business, Albania

**Paper title**: AI for Data Analytics and Consumer Trend Prediction: Leveraging

Algorithms to Uncover Patterns and Forecast Consumer Behavior and Market Trends.

**Dr. Eriona Deda**

University College of Business, Albania

**Paper title**: Scientific Research, Development and Innovation a Priority for Socio-Economic Growth of a Country.

**Dr. (c) Erjola Shehu, Dr. (c) Enea Qose, Dr.Ismet Voka**

University College of Business, Albania

**Paper title**: The Impact of Digital Marketing on Youth in Albania in the Selection of Tourist Destinations.

**Dr. (c) Eni Danaj, Dr. (c) Lorela Reci**

University College of Business, Albania

**Paper title**: Auditimi i gjelbër: sfidat dhe mundësitë për audituesit në epokën e qëndrueshmërisë.

**Ermira Vata, Dr. Ledia Sula**

University College of Business, Albania

**Paper title**: Digital Marketing and Its Impact on Consumer Preferences for Fashion in Albania: The case of Zara.

**Dr. (c) Endrit Elezi, Msc. Besmir Kanushi, Dr.Dorjan Zela**

University College of Business, Albania

**Paper title**: Menaxhimi elektronik dhe siguria e informacionit në telekomunikacion

Një qasje analitike dhe eksperimentale në Shqipëri.

**Dr. Pranvera Mziu, Msc. Elida Toli**

University College of Business, Albania

**Paper title**: The Role of Green Businesses in Promoting Sustainable Development in Albania.

**PhD. Blerta Leka (Moçka) Assoc.Prof.Dr.Mariana Nikolla, Assoc.Prof.Dr. Arben Kambo**

University College of Business & Agricultural University of Tirana, Albania.

**Paper title**: The Role of AI and Block chain in enhancing Digital Identity and Digital Wallets in Albania.

**12.00 – 15.30** **PARALLEL SESSIONS II – LAW AND SOCIAL SCIENCES**

**Keynote – Dr. (C ) Eni Danaj & Dr. Viliem Kurtulaj** (202 room)

**Join Zoom Meeting**

<https://us06web.zoom.us/j/87656862283?pwd=WG7DH1PNzUpIe0DQLAiid3rixO81tW.1>

**Meeting ID**: 876 5686 2283

**Passcode**: 636392

**Kamela Selenica, Dr. Etis Jorgji**

University of Tirana, Albania

**Paper title:** Opportunities and Challenges for Women in the Agro-tourism Sector.

**Edlira Adi KAHANI SUBASHI**

University of Salento, Lecce, Italy

**Paper title**: How Collaborations and International Networks Can Support Green Education on a Global Scale.

**Paweł Czyż**

Helena Chodkowska University of Technology and Economics, Warsaw, Poland.

**Paper title**: The use of emotion analysis and acoustic speech features in the process of situation assessment and decision-making.

**Doc.Dr. Senada Laçka**

International University of Struga, North Macedonia.

**Paper title**: The historical view and bilateral relations between Republic of North Macedonia and Greece before the “Prespa Agreement”.

**Ewelina Mikulska**

Jan Dlugosz University in Czestochowa, Poland

**Paper title**: Digital Resurrection and the Right to Personal Integrity: Legal Boundaries of Deep fakes and Posthumous Virtual Reconstructions.

**Asoc.Prof.Dr. Shpetim Cami**

University College of Business, Albania

**Paper title**: Ligji per arsimin e larte dhe qeverisja e nje universiteti, kendveshtrim krahasues Maqedoni e Veriut – Kosove.

**PhD. Arjan Lame**

University College of Business, Albania

**Paper title**: Intersecting Crises: The Role of Environmental Pressures in Shaping Migration and Security in the Balkans.

**Msc. Klejvis Hoxha**

Albania

**Paper tile**: Përdorimi i teknologjisë për ushtrimin e veprimtarisë kriminale: avancimi i grupeve te organizara kriminale dhe pasojat ne komunitet.

**Dr.(c) Haxhire Kasaj, Prof.Asoc.Dr. Maksim Qoku**

University College of Business & University of Tirana, Albania

**Paper title**: The Impact of International Conflict and Climate Change: The EU, USA, and Other Powers.

**Dr. Viliem Kurtulaj**

University College of Business, Albania

**Paper title**: Power, Knowledge, Freedom, and Value as Missing and Misunderstood Concepts in Albanian Society.

**Endri Fejzullah**

Albania

**Paper title**: The Legal Entity as a Subject of Criminal Offense, Its Legal Framework and the Relationship with the Constitution of the Republic of Albania.

**Dr. Artan Manushaqe**

University College of Business, Albania

**Paper title**: Të drejtat mjedisore dhe efikasiteti i garancive normative.

**Valtida Shukriu**

Albania

**Paper title**: Criminal-legal analysis of offenses against Cultural Heritage in the city of Prizren.

**Dr. Matilda Meta Gjoni, Msc. Rūta Jurgelioniene**

University College of Business & Utena University of Applied Sciences,   
Albania & Lithuania

**Paper title**: The Role of the EU in Shaping Environmental Policies and Green Business: A Comparative Approach between Albania and Lithuania.

**Dr. Alket Jaupi**

University College of Business, Albania

**Paper title**: Zhvillimi i internetit si pjesë e teknologjisë së informacionit dhe komunikimit, përdorimi i platformave sociale on line dhe respektimi i të drejtave dhe lirive themelore të njeriut.

**Alkelina Gazidede**

University College of Business, Albania

**Paper title**: Ushtrimi i kontrollit administrative dhe gjyqësor nga komuniteti për një mjedis të shëndetshëm.

**Dr. Fejzi Lila**

University College of Business, Albania

**Paper title**: Udhëheqja Rrugë - Qëllim: Qasje efektive dhe organizative.

**Eriola Xhuvani**

University College of Business, Albania

**Paper title:** Comparative Analysis of Juvenile Justice Systems in the Balkans: Norms, Punishments, and Educational Measures.

**Msc. Marjeta Gjelaj**

University College of Business, Albania

Paper title: Siguria ekonomike si prioritet, siguria energjetike, vlerë e Ballkanit Perëndimor dhe e Shqipërisë.

**Dr. Gazmir Gjoni**

Mediterranean University of Albania

**Paper title**: Bimët ujore si bioindikatorë për ndotjen me impakt në shëndetin e njeriut.

**Ercan KÜÇÜKARSLAN**

Turkey

**Paper title**: Empowering Vocational Education through Generative AI: Building Green Skills and Digital Resilience for the Future Workforce.

**Gevorg Yeghiazaryan**

Chicago, USA

**Paper title**: Self-determination through remedial secession between: Law, Politics, and Recognition.

**15.30 – 16.00** **CLOSING REMARKS**