

**LOCATION: Rogner Hotel Tirana**

Opening Ceremony: December 13, 16:00 - 19:00

Parallel Sessions: December 14, 09:00 - 13:00

## Conference Agenda

### December 13, 2024

Rogner Hotel Tirana

Opening Ceremony, Antigonea 2 Conference Room

16:00-16:30 Registration

16:30-17:45 Opening Ceremony

17:45-19:00 Invited guests and sponsors

19:00-20:00 Coffee break + Networking

### December 14, 2024

Rogner Hotel Tirana

Conference Sessions: Rome, Stockholm, Vienna, Prague, Paris + London Conferences Rooms

#### 09:00-11:00 Parallel Sessions

1. **TECHNOLOGY, DIGITALIZATION, AND SOCIETAL TRANSFORMATION - VIENNA ROOM**
2. **DIGITAL TRANSFORMATION IN FINANCE AND ACCOUNTING - ROME ROOM**
3. **CHALLENGES IN MANAGEMENT AND INNOVATIONS - PRAGUE ROOM**
4. **ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING APPLICATIONS - PARIS + LONDON ROOM**
5. **MARKETING STRATEGIES AND CONSUMER BEHAVIOR - STOCKHOLM ROOM**

#### 11:00-11:30 Coffee Break

#### 11:30-13:00 Parallel Sessions

6. **SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL POLICIES - STOCKHOLM ROOM**
7. **BANKING, PUBLIC FINANCE, AND ECONOMIC IMPACTS - PRAGUE ROOM**
8. **EMERGING TECHNOLOGIES AND INNOVATION IN BUSINESS - VIENNA ROOM**
9. **TOURISM SUSTAINABLE DEVELOPMENT - ROME ROOM**
10. **CYBERSECURITY, BLOCKCHAIN, AND CRYPTOCURRENCY - PARIS + LONDON ROOM**



December 14, 2024

09:00-11:00 - SESSION 1

Technology, Digitalization, and Societal Transformation - Vienna Room

Session Moderators: Prof. Dr. Giorgios DAFOULAS, Prof. Dr. Shyqyri LLACI

1. The Impact of Digitalization on Tourism Sustainable Development  
Dhori KULE, Anisa FESHTI
2. The Interaction Between Public and Private Sector Wages in Albania  
Donald VULLNETARI, Bernard DOSTI
3. The Pretence of Knowledge in Climate Models  
Reiner OSBILD
4. Recent Development in GSBPM, Case of Albania  
Elsa DHULI, Vanesa CELAJ, Anxhela PETRITI
5. The Impact of Business Intelligence on Enterprise Transformation: A Selection of Education Cases  
Georgios A. DAFOULAS, Ariadni TSIKARA
6. Critical point of view regarding the development of the branches of our economy over the years  
Brunilda DURAJ, Igli Tola
7. Building Public Trust in E-Voting: Insights from Albania's Pilot Initiatives  
Elira HOXHA, Jona JOSIFI, Daniela ALIMEMETI
8. Analyzing dissimilarities on nonlinear features of the FX rates and their relationship with informal use of foreign currency  
Dode PRENGA
9. Active Labour Market Programs and Digitalization  
Arjeta VOKSHI, Eda SPAHIU
10. Building the Strong Foundation by Integrating STEM Education at Primary Schools  
Romina AGAÇI, Besa SHAHINI
11. Competitiveness and Competition of the Agricultural Sector Facing the Challenge of Digitalization in Albania  
Fatjola DELIJA, Mimoza KODHELAI
12. User-Centric Frameworks for Recommender Systems Evaluation  
Enxhi TURKU



Session Moderators: Prof. Dr. Rezarta SHKURTI (PERRI), Assoc. Prof. Dr. Adriatik KOTORRI

1. Digitalization in Accounting and Auditing Fields–The Challenges: An Empirical View of Albania  
Mirela MITI, Almida KAFIA, Frida KUÇI
2. The Impact of E-Taxation on Tax Evasion - A Literature Review  
Blerta KODRA, Sotiraq DHAMO
3. Digitalization and Its Impact on Financial Performance - The Case of Albanian Banking Sector  
Kolindo VJERDHA, Rezarta PERRI
4. Reconnoitering Albanian FinTech Data: The Future of Digital Payments  
Alban KORBI, Blisard ZANI, Ingrid KONOMI
5. An estimation of private pensions effects on savings in Albania  
Eugena TOPI, Brikena LEKA
6. Public Financial Management IT Systems and Their Impact on Fiscal Transparency: Case of Albania  
Desantila MUJA, Arjan TUSHAJ
7. Digital Transformation of Financial Institutions  
Albana KORRESHI
8. Digitalization's Impact on Financial Development: A Comparative Study of the Western Balkans  
Erjola BARBULLUSHI, Ermira KALAJ
9. The Impact of Technological Financial Platforms on the Financial Access of Informal Businesses  
Gisjana TAHIRI, Nure KORRESHI, Besiana LIKA
10. FinTech: Opportunities and Threats in Day-to-Day Professional Activities of an Accountant Officer  
Edvin STEFANI
11. The Color of Change: Employee Perception of RPA in Accounting and Auditing  
Hanna Kristín SKAFTADÓTTIR



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09:00-11:00 - SESSION 3

Challenges in Management and Innovation - Prague Room

Session Moderators: Prof. Dr. Mimoza KASIMATI (SKËNDERI), Prof. Dr. Klodiana GORICA

1. Adaptive Leadership and Organizational Agility: An Empirical Investigation on Diversified Conglomerates  
Edlira MUKA
2. Challenges of Human Resources Management in the Albanian Banking Sector  
Sllavka KURTI, Katerina VASILI
3. Challenges and Opportunities in Multicultural Virtual Teams: Insights from Technology-Driven Collaborative Environments  
Cara SCHEUER, Jens Andreas FAULSTICH
4. The Significance of Work-Family Conflict on Employees' Turnover Intention  
Xheni RUSI, Martin SERREQI
5. Key Drivers Influencing a Company's Likelihood to Expand into New Foreign Markets: An Empirical Analysis of the Western Balkans  
Vera DOÇI, Nertila BUSHO, Brunilda KOSTA
6. Assessment of Financial Management Performance in Public Administration: Innovative Solutions as Support  
Alsiva BAZAJ, Andri KOXHAI
7. The Phantom Vacancy: Examining the Prevalence and Impact of Ghost Jobs in the Modern Labor Market  
Ervisa NDOKA, Genc ALIMEHMETI
8. Improving Management in Albanian Service Companies by Using Balanced Scorecard Method  
Ira GJIKA, Holta PRENGA
9. Human Resource Management in High-Level Migration Conditions and the Future of Work  
Isak KAFEXHOLLI, Fatmir MEMAJ
10. Enhancing Project Management Performance Through Artificial Intelligence: Benefits, Challenges, and Future Directions  
Sllavka KURTI, Rejsi KOTOLLAKU
11. Succession Planning and Postponed Succession in Family Firms  
Iva VESHI
12. Implementing Talent Management Strategies to Improve Business Performance and Succession Planning: The Case of Albania  
Saimir MANSAKU, Stiljano PAPA



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09:00-11:00 - SESSION 4

Artificial Intelligence and Machine Learning Applications- Paris + London Room

Session Moderators: Prof. Dr. Edmond HAJRIZI, Assoc. Prof. Dr. Elira HOXHA

1. Fake News Detection: Comparing Bias in ML and LLMs  
Ogerta ELEZAJ, Ditjona KULE, Mitra BITARAF FAZEL
2. Optimizing Flight Efficiency: A Study of Delays and Resource Management at Tirana International Airport  
Kreshnik VUKATANA, Marius BACI
3. Advancing Medical NLP for Low-Resource Languages Using Large Language Models: A Comprehensive Overview  
Elira HOXHA, Polina ÇEÇO
4. From Knowledge Base to Intentional Framework: Evolving a Low-Code Platform Through Interactive UI Design and AI Integrations  
Andrea ALBERICI, Nevila BACI, Eugenio BRENTARI, Kozeta SEVRANI
5. Applications of Artificial Intelligence in Energy Management for a Cleaner Atmosphere: Focus on CO2  
Eda TABAKU, Ranela KAPÇIU
6. Challenges in Building High-Quality Medical Image Datasets for Deep Learning Tasks and Opportunities in Regard  
Hafsa LAÇI, Kozeta SEVRANI
7. Leveraging Artificial Intelligence for Sustainable Development in Albanian SMEs: Opportunities and Barriers  
Majlinda PINARI, Hysen ÇELA
8. Enhancing Albanian Auto Insurance with Artificial Intelligence  
Ezmolda BAROLLI, Muhamet ZENELI
9. The Transformative Role of Artificial Intelligence in Healthcare Management Information Systems: Opportunities and Challenges  
Tea TAVANXHIU, Kozeta SEVRANI, Gabriele MOOS
10. Technology-Enabled Services for the Elderly: A Review of a Concrete Application for Albania  
Albana GORISHTI, Marjana BANAJ, Blerina VIKA
11. Identification of Fake News Through Artificial Intelligence Technology: The Case of Identification on Social Media  
Romina MUKA, Irva DAFA



Session Moderators: Assoc. Prof. Dr. Arjeta ABAZI (VOKSHI), Assoc. Prof. Dr. Mirela MERSINI

1. Promotional Appeals and Interest in Utilitarian Products: An Eye-Tracking Field Study in a Retail Context  
Mirdaim AXHAMI, Agim FJOLLA
2. Impact of Economic Crisis on Consumer Behavior  
Adela KARAPICI
3. Intersections between patient satisfaction, service quality and digitalization in Albanian tertiary healthcare institutions  
Nora REFATLLARI, Mirela MERSINI, Arjan QEFALIA
4. Analyzing social media algorithms and their impact on consumer behavior  
Mirela MERSINI, Stelina MUSAKU
5. AI Adoption in the Albanian Digital Marketing Industry  
Ana BUHALJOTI
6. How Social Media Affects the Albanian Consumption Patterns?  
Majlinda SHEHU, Esnaida MULLAJ
7. The Application's Digital Branding Improves the Navigation of a Destination: The Case Study Shkodra Region  
Brilanda BUSHATI, Lorna BUSHATI, Enkeleda LAÇEJ
8. Intention to Use Technology and Individual Characteristics: A Marketing Perspective in Agribusiness  
Erisa MANÇELLARI, Gentjan ÇERA
9. The Environment as a Stakeholder in the Construction Industry: Impact on the Image of Albanian Companies  
Elona NAZARI, Antigona GJINI
10. Effects of Customer Orientation, Entrepreneurial Orientation, Innovation, and Collaboration in the Development of the Tourism Sector in Heritage Cities: Case of Berat and Gjirokaster  
Sonila ÇELA, Idaver SHERIFI
11. Innovation as a Cornerstone of Supply Chain Management: Insights from Unilever's Practices in the Consumer Goods Industry  
Eva HASA



Session Moderators: Prof. Dr. Ingrid SHULI, Assoc. Prof. Dr. Ditjona KULE

1. Green Perspectives: Unveiling Environmental Consciousness and Behavior Across the Western Balkans  
Etis JORGJI, Ditjona KULE, Aida GJIKA
2. A Literature Review on Accounting's Role in Sustainable Development with Implications for Hydrocarbon Sector in Albania  
Ervis ZEQRALJ, Ingrid SHULI, Renis BAKALLI
3. The Impact of Sustainable Practices on Firm Performance: Evidence from the Western Balkans  
Erli LAMA, Brunilda KOSTA, Nertila BUSHO
4. The Relationship Between CO2 Emissions, Energy Intensity and FDI in Western Balkan Countries  
Luljeta SADIKU
5. Towards a Greener Albania: Balancing Economic Growth and Environmental Sustainability Through Global Insights  
Admir MULAJ
6. The Contribution of Technology to Migration  
Migena KAZANI, Fatmir MEMAJ
7. Greening Curricula Impact on Students' Behavior - Findings from a Quasi-Experiment in an Albanian University  
Megi ÇALI, Sidita DIBRA, Kristian KINA
8. Circular Economy and Digital Education in Albania  
Reis MULITA
9. Investments in Infrastructure and Poverty Alleviation: The Case Study of the Fier Bypass  
Vilma BILAJ, Elida LIKO
10. Challenges and Opportunities for Women in Rural Areas of Albania Through the Digital Economy  
Sonila XHEMALI
11. Governance and Economic Growth: The Role of the Sectoral Debt in Albania  
Nevila MEHMETAJ



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11:30-13:00 - SESSION 7

Banking, Public Finance, and Economic Impacts - Prague Room

Session Moderators: Prof. Dr. Reiner OSBILD, Assoc. Prof. Dr. Llesh LLESHAJ

1. Exploring the Link Between the Informal Economy and Public Debt in EU and Candidate Countries  
Bernard DOSTI, Arlind MAZE
2. Dynamic Interactions Between Fiscal Policy and Economic Growth in Albania: A VAR Approach  
Etleva BAJRAMI, Klejda GABESHI
3. Factors Influencing the Disclosure Quality—An Empirical Analysis of Second-Level Banks in Albania  
Megi LIKA, Rezarta PERRI
4. Public-Private Partnerships and Fiscal Illusion: What Can Be Said for Albania?  
Silvana DOÇI, Soana TEKA
5. Key Factors Affecting the Pension Scheme Performance in Albania, and Its Impact on Budgetary Deficit, Public Debt Management, and Pension Levels Since the Reform Measures of 2014  
Azmi STRINGA, Alban KORBI
6. Green Budget Focus on Climate Change in Albania  
Esjola MULLAYMERI, Etugert LLAZI, Adriatik KOTORRI
7. Data Analytics in Local Public Finance: Transforming Decision-Making Through Digital Innovation  
Petraq MILO, Mariel FRROKU
8. The Use of Quantitative and Intelligent Methods for Forecasting GDP Based on the Unemployment Rate: The Case of Albania  
Sauda NERJAKU, Valentina SINAJ
9. A Strong Middle Class in Country: Policies and Characteristics  
Blerina GJACI, Suela KRISTO
10. Human Capital Costs in Banking Sector in Albania  
Emiljan MUSTAQE
11. Sustainability Reporting in the Banking Sector: An Analysis of Commercial Banks' Approach in Albania  
Anisa NIPOLLI, Julia DADO, Rigersa ALIU
12. Comparison of Application and Bootstrapping of the Munich Chain Ladder for Sickness Claim Reserving  
Esmeralda BRATI, Alma BRAIMLLARI
13. Albanian Financial Management Information System on Local Government  
Fran BRAHIMI, Mariel FRROKU





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11:30-13:00 - SESSION 8

Emerging Technologies and Innovation in Business - Vienna Room

Session Moderators: Prof. Dr. Dhimitri TOLE, Prof. Dr. Hysen ÇELA

1. The Entrepreneurial State. The Need for Business Support from the Public Sector  
Blerina HOXHA, Olta MILOVA
2. Albania's Path in Making Tourism Sustainable: Integrating Smart Travel and Transportation Technologies  
Ferjolt OZUNI, Klodiana GORICA
3. Integrating Industry 4.0 Technologies in Albanian SMEs  
Fatma JAUPI
4. Evaluating the Potential of 5G Technology: Implementation of the 5th Generation in Albania  
Shpresim TAHIRAJ, Eglantina ZYKA
5. Is There a Relationship Between Fiscalization and Information Systems in Albanian Businesses  
Nikollaq PANO, Ira GJIKA
6. Enhancing Economic Resilience Through Advanced Monitoring and Real-Time Fault Detection in Smart Grids  
Romina MUKA, Era BRAHA, Ikbale DURO
7. The Role of Smart Grids in the Energy Transition Process  
Olsi KARAPICI, Valbona KARAPICI
8. Living Labs and Value Co-Creation  
Rozana HAXHIALUSHI, Elfrida MANOKU
9. UBT Smart City - The Convergence Platform of Emerging Technologies and Innovation and their Impact in Business  
Edmond HAJRIZI
10. Traceability of Agricultural Products: Key Technologies for Solving the Problem  
Gjergji MULLA, Erma PEMA
11. Analyzing the Adoption of Digital Payments in Albania: A Case Study of Businesses in Tirana and Shkodra  
Anxhela BAKIASI, Mariglend PEPMARKU, Jetmira BAKIASI
12. Identifying Key Parameters for an Interviewing Framework to Guide Business and System Analysis of IS  
Tea TAVANXHIU, Kozeta SEVRANI
13. Digital Transformation of Financial Institutions  
Andi ÇAUSHI



Session Moderators: Assoc. Prof. Dr. Ermelinda KORDHA (TOLICA), Assoc. Prof. Dr. Ingrid KONOMI

1. Digitization as a Tool to Shape Sustainable Tourism: Economic and Environmental Implications in the Albanian Context  
Fjona KURTESHI, Ledjon SHAHINI
2. Bibliometric Analysis of Big Data Analytics in Circular Economy: Trends, Themes, and Global Insights  
Elena MYFTARAJ, Irena FATA, Endri PLASARI
3. Analyzing Tourism's Economic Impact on Employment and GDP in Albania  
Mateo SPAHO, Irisi BELERAJ
4. Tourism and the Technology of Information  
Vjollca BAKIU
5. Is Generation Z That Different? A Comparative Analysis of Generation Z, Y and X's Attitudes Towards Sustainable Tourism  
Blendi GERDOÇI, Rudina MUSTA, Malvina MESULI
6. Exploring Online Perceptions: A Sentiment Analysis of Tourism in Albania Through Reddit Discussions  
Gladiola TIGNO, Areti STRINGA, Florenc HIDRI
7. Theoretical Framework Stimulation on "Nation Branding" Strategy: Case of Albania  
Julian BUNDO, Tomas KOXHAI
8. The Impact of Tourism Development in Relation to Insurance Claims in Albania  
Albion KOPANI
9. The Life Cycle of a Cultural Destination in a Developing Country  
Lutfi GABA, Lorenc KOÇIU
10. Digital Transformation in Accommodation Structures: Strategies for Increasing Competitiveness  
Lykesta MURTAJ, Vjollca BAKIU



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11:30-13:00 - SESSION 10

Cybersecurity, Blockchain, and Cryptocurrency - Paris + London Room

Session Moderators: Prof. Dr. Stewart James KOWALSKI, Assoc. Prof. Dr. Blerina VIKA

1. The ISO 27001 Standard, One of the Measures Taken by Albanian Businesses Against Cyber Attacks  
Enriko CEKO
2. Cyber Security and Auditing Practices in Albania  
Xhesila NANO, Dorina KRIPA
3. Iran's Cyberattack on Albania: A Socio-Technical Root Cause Analysis  
Fatjon THOMAI, Stewart James KOWALSKI, Erjon ZOTO
4. Simulation of a Network Security Attack: Performance Analysis and Testing  
Julinda ISAKU, Denisa MILLO
5. Factors That Contribute to a Strong Cyberculture - Case of a Bank in Albania  
Albi ZYLFO, Reglendi XHANGO
6. Addressing Agents' Strategies in a Cyberwar Game - CyberAIMs 2.0  
Erjon ZOTO, Stewart James KOWALSKI
7. Exploring the Integration of Fractional NFTs in Real Estate Investment: A Case Study for Albania  
Gjergji MULLA, Kristi GOREA
8. Bringing Real-World E-Commerce Business Assets on Chain: Opportunities and Challenges  
Kreshnik VUKATANA, Realb KUSHE
9. Cyber-Prevention via Evaluating Cybersecurity Education  
Anni DASHO SHARKO, Nebojsa BACANIN, Genci SHARKO
10. Securing Smart Tourism: The Role of Cybersecurity in Protecting AI-Driven Travel Experiences  
Aurora DAKA, Dolantina HYKA, Festim KODRA