



EUROPEAN UNIVERSITY OF TIRANA



UETPRESS

RE-ENGINEERING REFORMS FOR A NEW MODEL OF ECONOMIC GROWTH AND SOCIAL DEVELOPMENT

Konferencë ndërkombëtare shkencore / International scientific conference

PROCEEDINGS

DSSH/ASD **Ditët e Studimeve Shqiptare IV / 2017**
albanian studies days / journées d'études albanais

23 / ACTA SCIENTIARUM

DSSH/ASD DITËT E STUDIMEVE SHQIPTARE IV/2017

albanian studies days / journées d'études albanais

EDICIONI IV

UET / 28-29 April 2017

Konferencë ndërkombëtare shkencore / International scientific conference

**RE-ENGINEERING REFORMS FOR A NEW MODEL OF
ECONOMIC GROWTH AND SOCIAL DEVELOPMENT**

PROCEEDINGS

In partnership with:



Tiranë, janar 2018

Titulli i librit: **RE-ENGINEERING REFORMS FOR A NEW MODEL OF ECONOMIC GROWTH AND SOCIAL DEVELOPMENT**
International Scientific Conference.
Ditët e Studimeve Shqiptare IV / 2017.
Albanian studies days / Journées d'études albanais.

Autori: Universiteti Europian i Tiranës

Art grafik: Besnik **FRASHNI**
Libri është pjesë e kolanës **"ACTA SCIENTIARUM"**.

© 2018 UET Press. Të gjitha të drejtat të rezervuara.

Asnjë pjesë e këtij botimi, mbrojtur nga ligji nr. 9380, dt. 28.04.2005 i Shtetit Shqiptar

"Për të drejtat e autorit dhe të drejta të tjera lidhur me të", nuk mund të riprodhohet, ruhet, transmetohet a përdoret me asnjë formë a mjet grafik, elektronik apo mekanik, përfshirë por jo kufizuar fotokopje, skanime, digitalizim, rrjet web apo sisteme të tjera, pa lejen me shkrim të botuesit.

Universiteti Europian i Tiranës
Shtëpia Botuese Universitare "UET Press"
Adresa: Bulevardi "Gjergj Fishta", Nd.70, H.1, Kodi Postar 1023, Tiranë, Shqipëri.
uetpress@uet.edu.al
www.uet.edu.al/uetpress

Botimet UET Press certifikohen pranë Zyrës Shqiptare për Mbrojtjen e të Drejtave të Autorit.

International Standard Book Number (ISBN) 978-9928-236-40-1

Libri është kataloguar në datën e publikimit pranë Bibliotekës Kombëtare të Shqipërisë dhe Bibliotekës së Universitetit Europian të Tiranës.



Shtëpia Botuese Universitare
"UET Press" është pjesë e
Universitetit Europian të Tiranës.

Tiranë, janar 2018

DSSH/ASD

DITËT E STUDIMEVE SHQIPTARE IV/2017

albanian studies days / journées d'études albanais

EDICIONI IV

UET / 28-29 April 2017

Konferencë ndërkombëtare shkencore / International scientific conference

**RE-ENGINEERING REFORMS FOR A NEW MODEL OF
ECONOMIC GROWTH AND SOCIAL DEVELOPMENT**

PROCEEDINGS

Content

PANEL 1

Anti-Political Discourses in the Media and in Politics.....	3
<i>Belina Budini</i>	
Kemalism as an ideology: continuity in development or interruption?.....	10
<i>Blendi Lami</i>	
Albanian Public Service Broadcasting: Challenges towards becoming a Public Service Media	18
<i>Blerjana Bino</i>	
Texts and Paratexts in Pjetër Bogdani's poetry on Creation	25
<i>Brikena Smajli</i>	
Albanian Migration in Greece: Understanding Irregularity in Time of Crisis	33
<i>Eda Gemi</i>	
Democratic consolidation as a teleological concept in the study of post-authoritarian regimes.....	42
<i>Gerti Sqapi</i>	
The art of using fidelity and liberty in translation - correspondence and equivalency of the meaning	47
<i>Holta Heba</i>	
Power as Medium.....	51
<i>Klementin Mile</i>	
“Grand Strategy”: Challenged from outside, missing from within	57
<i>Kristaq Xharo & Enri Hide</i>	
Individual, society and state from Kant.....	62
<i>Lavdosh Ahmetaj</i>	
Text world construal in dystopian novels: The case of “Karpa” by Martin Camaj	67
<i>Ledia Kazazi</i>	
Religious tolerance versus national unity	72
<i>Lulzim Hoxha</i>	
Evaluation of security environment in Albania	78
<i>Vilma Spahiu</i>	

PANEL 2

Teachers' role in enhancing a proper education and managing students' behavior.....	85
<i>Anila Çaçi (Gjata)</i>	
The Impact of ICT on Teaching and Learning Process	91
<i>Dritan Idrizi & Leonard Danglli</i>	
Anxiety of performance and of social interaction in a sample of Albanian university students.....	98
<i>Erika Melonashi</i>	
Sociological perspectives on education. A critical look at the main sociological theories in educational system	106
<i>Eskja Vero & Edi Puka</i>	
The Importance of Motivation in an Educational Environment.....	113
<i>Eskja Vero & Edi Puka</i>	
School leadership and challenges of the 21st century	120
<i>Ferit Hysa</i>	
Models and methodology in teaching and learning	127
<i>Ilia S.Larti</i>	
Contemporary education and reproduction of inequality	134
<i>Klajdi Logu</i>	
Attention to students with special needs provides a qualitative and inclusive education for all students.....	140
<i>Klotilda Jaipi</i>	
Problems in behaviour's, encountered in high school students, who have divorced parents	151
<i>Merita Kollçaku</i>	
Influence of annual taught classes in mathematics curriculum as a predicting factor in academic achievements in PISA	157
<i>Nazmi Xhomara</i>	

The effects of the social network use in the self-esteem of young people	173
<i>Rovena Lika</i>	
The best techniques and strategies for language acquisition; a case study at the European University of Tirana.....	180
<i>Vahidje Kadiu & Tomi Treska</i>	

PANEL 3

Food trade efficiency measurement and development in a retail environment	191
<i>Anikó Kelemen-Erdős</i>	
Transparency dhe competition in the banking system	198
<i>Anilda Bozdo</i>	
The “state of welfare”, human rights and the duties of government in post-communist countries – the case of Albania	206
<i>Arlinda Ymeraj</i>	
Consumer Preferences Analysis Through Experimental Auctions: A literature Review.....	215
<i>Elena Kokthi</i>	
Students' behavioral intentions toward the university.....	221
<i>Elvira Tabaku</i>	
Economic and environmental aspects of energy security - the case of Albania.....	229
<i>Fatri Morina & Përparim Fuga</i>	
The application of costumer based brand equity (CBBE) for a tourist destination	235
<i>Grisilda Miftari & Drita Kruja</i>	
The impact of the effectiveness of the Kosovo Pension System in its stability	244
<i>Nexhmedin Shaqiri</i>	

PANEL 4

Issues of individual contracts in the field of consumer law	255
<i>Ardvin Kraja & Edi Spaho</i>	
Funding of Political Parties in Albania and Transparency as a Preventative of the Corruption.....	260
<i>Arjan Kastrati</i>	
Legal framework analysis on public- private partnership, in particular concessions in Albania	266
<i>Blerita Aliu</i>	
Economic consequences of judicial decisions against Albania in the European Court of Human Rights	271
<i>Brikena Mile & Endirë Bushati</i>	
Implementing European rules into Albanian legislation. The right of Family Reunification	276
<i>Erjona Canaj & Sofjana Veliu</i>	
Ethical and legal issues in the Assisted Reproductive Technologies. Bio political consequences	285
<i>Hemion Braho</i>	
Inheritance institute (mortis causa) between efficiency and justice seen in comparative perspective in Albania and International Law	289
<i>Irena Binjaku</i>	
The execution of marriage dissolution decisions in Albania. Difficulties encountered in practice	294
<i>Juelda Lamçe & Blerina Dodaj</i>	
The prevention of the drug trafficking by civil aircrafts: the case of Albania and Latin American countries.....	301
<i>Redion Luli</i>	
Patents, the approach and the efficiency of Albanian Law and European Law	308
<i>Silvana Çala & Oargent Nazaj</i>	
Minority Rights under International Law	315
<i>Viktor Mërkuri & Anton Lulguraj</i>	

PANEL 5

Approaching practical experience in study program of Management of Rural Tourisms in the Agriculture University of Tirana	323
<i>Anila Sulaj, Brunilda Kondi & Agim Muçaj</i>	

Entrepreneurship intentions of albanian students (The case of EUT, AMU and AUT students of Economic Faculties)	326
<i>Ermira Qosja & Lefter Roko</i>	
Information Technology in Business Activities and Audit	338
<i>Hysen Muceku</i>	
Role of the Private - Public Dialog (PPD) on improvement of the business climate.	
Evidence and Challenges on the Albania case	343
<i>Luljeta Minxhozi</i>	
Renewable energy sources and the economic growth in Albania	354
<i>Oltjana Zoto, Eliona Zhonga & Madalena Berisha</i>	
The evolution of the construction sector and it's impact on economy. Case study: Tirana	365
<i>Otjela Lubonja</i>	
Higher education – a crisis of effectiveness	373
<i>Selami Xhepa & Klodjan Rama</i>	
The definition of a “place of effective management” at article 4 paragraph 3 of the 2014 OECD Model Tax Convention.....	379
<i>Shkumbin Asllani</i>	
The dual nature of Higher Education: public and private good	385
<i>Suela Hajdari</i>	
Measuring Subjective Well-being: A Summary Review	390
<i>Tatjana Moçka</i>	
Household savings: Determining factors, optimal level and the way to achieve it	397
<i>Tesi Aliaj & Julian Kazazi</i>	

PANEL 6

Data on the economic activity of trading Bianki and Çoba families from Shkodra during XIX TH century and the beginning of XX TH century.....	409
<i>Adrian Papajani</i>	
Exchange rate in Albania Lek: Random walk vs factor based models	416
<i>Altin Zefi</i>	
Impact of fiscal policy in economic growth in Albania.....	424
<i>Grisejda Myslimi</i>	
The diversification of the loan portfolio and its effect on the banking system performance. Evidence from Albania 2005-2015.....	432
<i>Joana Shima</i>	
A general view of knowledge management in albanian business organizations. (A fundamental concept for intellectual property management)	439
<i>Kreshnik Bello, Edlira Margilaj & Orkida Ilollari</i>	
The Impact of Credit Risk on Profitability of the Commercial Banks in Albania.....	446
<i>Krisdela Kaçani</i>	
A platform for increasing transparency of Supreme Audit Institution in Albania	
<i>Krisela Ngjela & Elona Shehu</i>	
Corporate decisions and manager's personal characteristics: A literature review	461
<i>Orkida Ilollari & Manjola Islami</i>	
Exchange Rate Risk: Measure and its evaluation using VaR and Variation Coefficient.	
A comparative study of two methods of calculating Var: Historical Method and Monte Carlo simulation	468
<i>Teuta Xhindi & Ermela Kripa</i>	

PANEL 7

Tourists' perceptions on ecotourism	477
<i>Ani Mbrica</i>	
Developing Corporate Bond Market and their Institutions in Albania	483
<i>Anila Fureraj</i>	
Valuation of factors that affect employment in the albania banking system: an analysis based on design of experiment (DOE) method	487
<i>Engjëll Pere & Elvin Meka</i>	

Mainstreaming ICTs adoption for SMEs in Albania.....	495
<i>Erjon Curraj</i>	
The effects of exchange rate and inflation on public debt	503
<i>Holta Kora (Bako)</i>	
The implementation of NS-2 network simulator for making simulations over real time applications	510
<i>Ledina Karteri Hoxha, Ndriçim Topalli & Eraldo Breshani</i>	
Online Accreditation Process and DAK Management Information System (DAK-MIS)	
General Directorate for Accreditation of Kosovo	515
<i>Libush Luzha & Anni Dasho Sharko</i>	
Wireless sensor networks for forest fire protection.....	526
<i>Mimoza Durrësi</i>	
The role of internal audit in cyber security.....	532
<i>Orkida Ilollari & Manjola Islami</i>	
Analysis of the impact of financial risks on the profitability of commercial banks in Albania: period (2005-2015)	539
<i>Sokol Ndoka</i>	