



Konferencë vjetore ndërkombëtare shkencore e UET / Annual International scientific conference of EUT

**DSSH IX/ 2022**  
DITËT E STUDIMEVE SHQIPTARE  
albanian studies days / journées d'études albanais



# CRISES AND CREATIVE DESTRUCTION OPPORTUNITY FOR REMODELING THE ECONOMY AND SOCIETY

**29 - 30 APRIL 2022**

Organiser: European University of Tirana (EUT), Albania  
Venue: Tirana, Albania / EUT premises/ Online

DIPLOMËPROFESIONALE/BACHELOR/MASTERPROFESIONAL/MASTERISHKENCIVE/MASTEREKZEKUTIV/PROGRAMETËINTEGRUARA/DOKTORATURË

kontabilitet menaxhim turizëm financë menaxhim biznesi drejtësi marrëdhënie ndërkombëtare shkenca politike sociologji dizajn i aplikuar dhe modë psikologji komunikim arte pamore filozofi histori letërsi linguistikë arte skenike arte muzikore arsim parashkollor edukim fizik dhe sporte aplikime informatike teknologji informacioni inxhinieri informatike inxhinieri industriale inxhinieri ndërtimi infermieri fizioterapi imazheri

FAKULTETI  
I EKONOMISË  
BIZNESIT  
DHE ZHVILLIMIT

FAKULTETI I SHKENCAVE  
JURIDIKE, POLITIKE  
DHE MARRËDHËNIEVE  
NDËRKOMBËTARE

FAKULTETI  
I SHKENCAVE HUMANE,  
EDUKIMIT DHE  
ARTEVE LIBERALE

FAKULTETI  
I INXHINIERISË,  
INFORMATIKËS  
DHE ARKITEKTURËS

FAKULTETI  
I SHKENCAVE  
MJEKËSORE  
TEKNIKE

# CRISES AND CREATIVE DESTRUCTION

## OPPORTUNITY FOR REMODELING THE ECONOMY AND SOCIETY

The Ninth International Conference “Albanian Studies Days” is calling for paper submissions focusing on the topics related to Crises and creative destruction - opportunity for remodeling the economy and society. Albanian Studies Days (ASD) Conference is a prestigious event organised by the European University of Tirana aiming to bring together academics, researchers and research scholars to exchange and share their experiences and research results focusing on Albania and Western Balkan. The Conference will be held in 29-30 April 2022, Tirana. Researchers interested in the mentioned issues are encouraged to participate in the conference, which brings together researchers from different areas, such as politics, economy, finance, IT, engineering, law, sociology, anthropology, psychology, education, arts, medicine, etc. The aim of this conference is to get better insight and exchange ideas and experiences, and to map future research directions in a broader context.

### SCIENTIFIC COMMITTEE

Prof. Dr. TONIN GJURAJ  
European University of Tirana, Albania

Prof. Dr. BARBARA HEYNS  
New York University, New York, USA

Prof. Dr. ANTHONY OBERSCHALL  
University of North Carolina (Chapel Hill), USA

Prof. Dr. ROY BALLESTE  
Stetson University, Florida, USA

Prof. Dr. MIRJETA BEQIRI  
Gonzaga University, USA

Prof. Dr. NEVILA NIKA  
European University of Tirana, Albania

Prof. Dr. BASTIAAN DE GAAY FORTMAN  
University of Utrecht, Netherlands

Prof. Dr. ADRIANA GALVANI  
Unipomediterranea in Nola-Napoli, Italy

Prof. Dr. LAURA TAFARO  
Aldo Moro University, Bari, Italy

Prof. Dr. BRONISLAV SITEK  
Alcide de Gasperi University, Josefow, Polony

Prof. Dr. FERIT DUKA  
European University of Tirana, Albania

Prof. Dr. FATOS TARIFA  
European University of Tirana, Albania

Prof. Dr. DRITA KRUJA  
European University of Tirana, Albania

Prof. Dr. ERMIRA QOSJA  
European University of Tirana, Albania

Prof. Dr. XHEZAIR ZAGANJORI  
European University of Tirana, Albania

Prof. Dr. PETRAQ PAPAJORGJI  
European University of Tirana, Albania

Prof. Dr. MIMOZA DURRËSI  
European University of Tirana, Albania

Assoc. Prof. Dr. SELAMI XHEPA  
European University of Tirana, Albania

Assoc. Prof. Dr. HA HUONG  
Singapore University of Social Sciences, Singapore

Assoc. Prof. Dr. MONIKA GARAI  
Fodor - Obuda University, Hungary

Dr. OTHON ANASTASAKIS  
St Antony's College, University of Oxford, England

Assoc. Prof. Dr. BELINA BUDINI  
European University of Tirana, Albania

Assoc. Prof. ERSI BOZHEKU  
La Sapienza University, Rome, Italy

Assoc. Prof. Dr. ALESSANDRO TIERO  
Tor Vergata University, Rome, Italy

Assoc. Prof. DENISA ABRUDAN, PHD  
West University of Timisoara, Romania

Assoc. Prof. Dr. DONATO ABRUZZESE  
Tor Vergata University, Rome, Italy

Assoc. Prof. DEBORAH SCOLART  
Tor Vergata University, Rome, Italy

Assoc. Prof. Dr. ANDREA MICHELETTI  
Tor Vergata University, Rome, Italy

Assoc. Prof. Dr. JUELDA LAMCE  
European University of Tirana, Albania

Assoc. Prof. Dr. VOLTISA LAMA  
European University of Tirana, Albania

Assoc. Prof. Dr. Elvin MEKA  
European University of Tirana, Albania

### ORGANIZING COMMITTEE

Florian Cullhaj, PHD/ Ermira Hodo, PHD/ Dr. Ketrina Cabiri/  
Edi Vlusha, MSc/ Suela Bala, Msc/ Dr. Elvana Rista

# DSSH / ASD

## BRIEF GUIDE TO ALBANIAN STUDIES DAYS

### WHY ASD?

Albanian Studies Days is a series of scientific conferences designed with a “peer review” system and focused on discussions about important issues related to Albanian society and region, ranging from economy, history, media, legal system, political institutions, public policies, and on to development of education and its impact on social, human, and economic development.

### PARTICIPANTS

- a. Foreign researchers whose research and scientific studies focus on Albania and the region.
- b. Albanian professors, who have provided their contribution to Western universities since 1990s or earlier, whose work still focuses on Albania and the region.
- c. Foreign and Albanian PhD candidates whose research is focused on Albania and the region.
- d. ASD is the key scientific activity for EUT academic staff as well as for the best EUT scientific master students.

### TIME

This activity is held at the end of April on an annual basis, and it is divided into five panels related to respective EUT Research Projects and relevant topics approved by the conference scientific committees.

### WELCOME TO ALBANIAN STUDIES DAYS!

# PANEL I

## THE NEW ECONOMIC MODEL

The world has been challenged, over a decade timespan, by two major crises: the economic and financial crises of 2008-2009 and the Covid-19 pandemic, practically the mother of all crises, be it a health, economic, financial, social and moral crisis, simultaneously. The last decade has proved that crisis seems to be followed up by subsequent crisis. The global and domestic reality witness that inequality is rising, the economic growth is meagre, the environment is quickly deteriorating, the workforce and demography are dramatically changing, and COVID-19 pandemic has unfurled all the flaws of the capitalism. Apart from revolutionary calls for a capitalism overthrow, the society, both domestically and globally, must rethink and refocus its attention towards the continuous implementation of the “creative destruction”, as iconized by Mr. Joseph Schumpeter, who more than eight decades ago argued that innovation is the fundamental driving force of the historical evolution of capitalism, being either a process or a product. The ever-growing living standard, we are experiencing, is basically a fruit of innovations, enabled by free-market capitalism. All we need, now and in the more distant future, is to consider and reappraise the underpinnings of the capitalism’s economic success and sketch outlines for relevant changes, needed to face monumental challenges that lay ahead, to capitalize on the economic added value for the whole society, while striving to distribute it in the most efficient and fair way.

PAPERS IN THIS PANEL SHOULD BE FOCUSED, BUT NOT LIMITED, ON THE FOLLOWING TOPICS:

- Fourth Industrial Revolution; Challenges and new Models,
- Marketing and Management in the era of the Fourth Industrial Revolution,
- Industrialization toward Green Economy,
- Market Digitalization,
- The new migration pattern: professional & expert migrants,
- Economic Aspects of Health Governance,
- Security and human development,
- Sustainable growth and jobs,
- Private equity/Venture capital,
- Smart working and post-Covid workplace re-dimensioning

# PANEL II

## LAW, INSTITUTIONS AND POLITICS

The global COVID 19 crisis challenged the social, economic, technological and cultural evolution of the society. The dynamics of management and policy responses in this transformation process at international, regional and local level, urge for a coordinated response, considering its interlinked implications. It represents an opportunity to rethink and remodel the response of institutions in promoting health, environment, economy, but also in strengthening democratic governance, guaranteeing equal rights and opportunities, social protection and promoting common values.

Law and institutions in transformation in Albania, considering the EU accession negotiations, face with the implementation of the justice reform, the fight against corruption, the efficiency of democratic institutions and public administration, the implementation of electoral reform, the protection of fundamental rights, the consolidation of the territorial administrative reform, the response to the migration flows etc. Therefore, the domestic experience, its priorities, objectives, and actions, but mostly their effective implementation, in alignment with regional and global strategies, is of particular interest for the discussions of this Panel.

PAPERS IN THIS PANEL SHOULD BE FOCUSED, BUT NOT LIMITED, TO THE FOLLOWING TOPICS:

- The legislature and the judiciary: current (institutional) reform
- Migration law in EU: policies and challenges
- Human rights in the post-COVID 19 period
- Law, media, and practical challenges.
- Challenges and perspectives of judicial institutions based on EU criteria.
- The memory of the Communist dictatorship beyond the age of witnesses
- Tolerance: Legal and Constitutional perspectives from Europe to the Balkans
- The state in the context of instruments of national power
- Diplomacy during and after the pandemic
- Institutions of representative democracy in crisis situations



# PANEL III

## ROLE OF INDIVIDUAL IN DEVELOPMENT OF SOCIETY

The pandemic has served as a widespread test case for the effectiveness of the digital solutions, many of which are expected to be permanent fixtures and lead to digital transformations and innovation after the crisis, for many sectors including communication, education, Public Relations, but also arts and culture.

In accordance with the European Union overarching priorities in the region of Western Balkans, this panel of the Albanian Studies Days Conference is looking at the development and uptake of digital skills to make the digital transformation as comprehensive and inclusive as possible in the field of humanities, arts and especially education through the evaluation and the implementation of digital education strategies, especially in the context of Albania and the region of the WB.

More research and policy analysis are needed on the issues of digital transition by mainstreaming digitalization in education systems and the reinforced programs covering digital skills, as well as to map out the factors and possibilities to assist to teacher training and online education learning. Attention should also be given to the digital practices in the communication and media sector, professional PR and in the field of visual arts and culture, related to the digital transformations in the pandemic and post-pandemic era.

PAPERS IN THIS PANEL SHOULD BE FOCUSED,  
BUT NOT LIMITED, ON THE FOLLOWING TOPICS:

- The Case for Digital Transformation and Innovation in Crisis
- Digitalization in Education Systems
- Public Opinion in Time of Crisis
- The Future for Museums and Galleries Towards the Digital
- Online Education Learning and Teacher Training
- Institutional and Cultural Determinants of Responses to Crisis
- Digital PR and social media
- Effective Government Communication Strategies
- Humanities Perspectives on the Crises
- News Media and Digital Practices
- Digital Skills in the Communication and Cultural Industries

# PANEL IV

# INFLUENCE OF TECHNOLOGICAL INNOVATIONS ON INDUSTRY AND SERVICES

Global society and industry are facing major changes due to industrialization and most from the pandemic Covid-19. While some industries are bearing financial crises, technology-based industries are at their peak of development. Services digitalization and the importance of data-driven decision making have shifted the business need toward new system information applications and technologies. The high technology development in computers and robotics have changed the supply chain management and the demanded working force skills. New products and materials, created by new technologies, now are following the society awareness toward the environment protection, mostly used in clothing industry, construction, and architecture. Sustainable products are the new trend and further studies are needed mostly for the latter. Industries are evolving extremely fast, and economy is near, if not already facing a new industrial revolution. Society and business must be ready to accept and adopt the changes based in information and knowledge.

The panel will discuss the trend of technology development and its impact in business, society, and environment, giving evidence of the impact and advantages that may occur in this high-tech post Covid era.

PAPERS IN THIS PANEL SHOULD BE FOCUSED, BUT NOT LIMITED, ON THE FOLLOWING TOPICS:

- Artificial intelligence and its role in human activities, considering the limits and advantages.
- New applications in Cloud computing for service quality and security improvement.
- Digital literacy and e-learning as a necessity in the digital era.
- Instruments and methodologies for scientific research.
- New challenges in Cyberspace security.
- Robotics and sustainable technologies in industry.
- Transport and road safety.
- Sustainable architecture, new designs and technologies to protect the environment.
- New technologies and problem addressed to construction industry.

# PANEL V

## THE CHALLENGES OF THE HEALTH SYSTEM REFORM

The COVID-19 pandemic is a global experience that tested the ability of national health systems to withstand health shocks while maintaining routine functions. The pandemic exposed long-standing gaps in the health system and further accelerated the crisis. The health care workforce faced the overload of patients in hospital and outpatient services. On the other hand, the people faced the fear, uncertainty, illness and death, social disconnection, and economic difficulty. The Covid-19 had changed the vision of health care's future. There is a need to address several post COVID challenges: the transition from COVID care to traditional healthcare services; more focus towards personalized medical care approach as medical and fatal complications resulted not only from the coronavirus infection but also from the coronavirus deteriorated effect on chronic and/or undetected medical conditions which were specific to the individual; to reappraise efficient ways in order to recruit and retain the medical staff as we see an increased labour mobility of nurses and medical doctors from their home countries including Albania to countries with higher incomes and at the same time there is less motivation of younger generations to study in medical professions. Despite the impact of COVID-19 crisis it does present the health care system with an opportunity to redesign itself. The next decade probably will bring a medical care model transformation.

PAPERS SHOULD BE FOCUSED,  
BUT NOT LIMITED ON THE FOLLOWING TOPICS

- Recruitment and retention of the medical staff in the medical health system
- Addressing COVID-19 vaccine hesitancy
- Transition from COVID care to traditional healthcare services
- Vision 2030: Personalized medical care approach
- Care in the geriatric population
- Primary care
- Chronic diseases and comorbidities
- Health policy and health management
- Innovation in pharmaceutical, lab and technology



# GENERAL RULES OF THE CONFERENCE

- Paper abstracts 300 words shall be submitted through the email address: [dssh@uet.edu.al](mailto:dssh@uet.edu.al) clearly indicating the panel in which the presentation shall be delivered.
- A short biographical information of the author(s) and contact details should accompany the abstract.
- An applicant shall not submit more than two papers as author and/or co-author.
- Conference language: English

## DEADLINES

- Abstract Submission Deadline: 31 January 2022
- Notification of Abstract Acceptance: 15 February 2022
- Paper Submission: 20 March 2022
- Notification of Paper Acceptance: 5 April 2022
- Final paper submission for publication: 30 May 2022

## TECHNICAL STANDARDS OF THE PAPERS

Paper shall be between 5,000-7000 words; Times New Roman, 12; in English language; APA referencing style. These deadlines are final and failure to comply remains responsibility of the interested participants.