



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

DSSH XII/2025

DITËT E STUDIMEVE SHQIPTARE
albanian studies days / journées d'études albanais

FOSTERING INNOVATION in the Framework of the New EU Competitive Agenda

10-11 APRIL 2025

Organiser: European University of Tirana (EUT), Albania
In collaboration with University of Bologna

Venue: Tirana, Albania / EUT premises



maiora premunt / gjëra të mëdha na presin



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

DEPARTMENT
OF POLITICAL
AND SOCIAL SCIENCES

FOSTERING INNOVATION IN THE FRAMEWORK OF THE NEW EU COMPETITIVE AGENDA

The Twelfth International Conference “Albanian Studies Days” is calling for paper submissions focusing on the topics related to FOSTERING INNOVATION IN THE FRAMEWORK OF THE NEW EU COMPETITIVE AGENDA.

The world is experiencing major changes fuelled particularly by forces such as technology, rise of geopolitical rivalries, demography, climate change and public debt, among others. It is in this context that countries around the world are reconsidering their development policies. Special importance is given to energy transition, digital transformation and Artificial Intelligence. Major economies are heading towards a strong rivalry for strategic dominance over new technologies and maintaining a competitive edge is now considered as an externality that must be contained.

From the perspective of a small, open economy as Albania, the new agenda of competitiveness rises both old issues and new ones. New industrial policies are already being discussed including not only horizontal support measures, which cover improving general business framework, but also vertical measures, targeting direct support to the development of new industries.

The emergency of this matter was discussed in detail in the so-called Draghi Report from the perspective of the European Union. As a country that opened negotiations for full membership, Albania has also to carefully review the issues of our national economy adopt new development policies aligned with this new philosophy of the EU.

The annual research conference of this year calls the attention of researchers to focus on specific areas of competitiveness, as it is a multidimensional phenomenon. It has political, legal, economic, social, technological implications and contributions of research will serve to enrich our future development policies.

FOSTERING INNOVATION IN THE FRAMEWORK OF THE NEW EU COMPETITIVE AGENDA

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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, the region and EU.
- 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.

TIME

This event takes place annually in April and it is divided into five panels related to respective EUT Faculties and relevant topics approved by the conference scientific committee.

WELCOME TO ALBANIAN STUDIES DAYS!

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

CONFERENCE PANELS

AND
DISCUSSION
THEMES



PANEL I

DIGITAL TRANSFORMATION AND AI INTEGRATION: ENHANCING COMPETITIVENESS IN THE EU MARKET

This panel explores how digital tools and artificial intelligence (AI) can strengthen competitiveness across sectors such as finance, supply chain management, and customer engagement. It addresses the integration of AI to improve operational efficiency, decision-making, and service personalization. Emphasis is placed on navigating the EU's regulatory framework, ensuring that digital innovations comply with data privacy and ethical standards. The discussion includes scaling strategies for digital transformation that align with EU goals for economic growth and sustainable development. By focusing on productivity enhancements and innovative solutions, this panel aims to highlight pathways for businesses to thrive in a competitive EU market.

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

- Leveraging AI for Financial Services: Driving Efficiency and Customer Experience
- Smart Supply Chains: Using AI and IoT for Enhanced Efficiency and Resilience
- Customer Engagement through AI-Driven Personalization
- Digital Transformation in Healthcare: Opportunities and Ethical Challenges
- Navigating the EU Regulatory Landscape for AI and Digital Innovation
- AI for Predictive Analytics in Manufacturing: Improving Quality and Reducing Costs
- Ethical AI: Balancing Innovation and Responsibility in the EU Market
- Scaling Digital Innovation: Strategies for SMEs in the EU Market.
- AI-Enabled Data Analytics for Strategic Decision-Making
- Digital Skills for the Future: Workforce Development in the Age of AI
- AI-Driven Personalization in Tourism: Enhancing Visitor Experience and Loyalty
- Smart Destinations: Using IoT and AI for Efficient Tourism Management
- Digital Marketing and AI in Tourism: Strategies for Targeted EU Market Expansion

PANEL II

INNOVATING LEGAL, POLITICAL, AND INTERNATIONAL STRATEGIES WITHIN THE NEW EU COMPETITIVE AGENDA

The rapid evolution of technology has led to EU's renewed competitive agenda for fostering innovation as a cornerstone for sustainable economic growth and global competitiveness. Digital transformation, green technologies, and research and development (R&D) initiatives are the keywords to such transformation. This panel aims to explore EU's innovative legal, political, and international strategies within the new EU competitive agenda to navigate complexities in a global order marked by evolving threats, technological advancements, and social inequalities. For this purpose, challenges such as regulatory environment, barriers to innovation, consumer safety, media regulation, environmental sustainability, market fragmentation, cross-border collaboration, promotion of a robust digital infrastructure, are only some of the main concerns from a legal perspective. In addition, in today's rapidly shifting geopolitical landscape, the European Union faces unprecedented challenges that require a reimagined approach to security, diplomacy, and social inclusion. Exploring how the EU addresses hybrid threats, migration dynamics, climate justice, geopolitical competition, media regulation as a safeguard of democratic principles, combating disinformation, and other related issues is crucial to global peacebuilding and cooperative international relations.

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

- Regulatory Frameworks and Innovation.
- Media Regulation and the Fight Against Disinformation.
- Intellectual Property (IP) and Innovation in the EU.
- Addressing Barriers to Innovation in the EU.
- Public-Private Partnerships (PPPs) in Advancing Innovation.
- The Impact of Innovation on human rights.
- Digital Transformation and Social Inclusion.
- Sustainable Development and Climate Justice.
- Workforce Adaptation and Skills for the Future.
- Social Policy and Governance Innovation.
- Cybersecurity and State Sovereignty.
- Strategic Autonomy in EU Security.
- Hybrid Threats and Security Resilience.
- Climate Security and International Relations.
- Migration, Border Security, and Human Rights.
- The EU's Role in Conflict Resolution and Peacebuilding.
- Geopolitical Competition and the EU's Global Strategy.

PANEL III

COLLABORATIVE INNOVATIONS: ADVANCING EUROPEAN STANDARDS IN MEDIA, EDUCATION, AND CULTURE

In an era characterized by rapid technological advancements and evolving societal dynamics, the intersection of media, education, and culture presents both challenges and opportunities for innovation. The Faculty of Humanities, Education and Liberal Arts aims to foster interdisciplinary dialogue on innovative media policies that promote freedom, plurality, and cultural diversity within the framework of European integration. We invite scholars, practitioners, and policymakers to contribute to discussions on how media policies can be reimagined to advance European standards in these interconnected fields. This conference panel aims to bring together diverse perspectives to advance discussions on media policies that align with European standards in media, education, arts and culture. In the context of Albania's European integration, promoting European Studies related to media standards is not merely an academic endeavor; it is a crucial step toward strengthening democratic values and fostering a resilient civil society. Following on the framework of the Jean Monnet Chair Project, PROEUMEDAL, on Promoting EU standards of Media Freedom and Pluralism in Albania, this conference panel aims to cultivate an interdisciplinary dialogue and collaborative research that highlights the essential role of higher education in promoting European values related to media freedom, plurality, co-regulation and innovation of the media environment in the digital era.

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

- Media Policies and European Integration.
- The Role of Public Service Media in Promoting European Values of Freedom and Pluralism
- Innovative Educational Approaches in line with European standards and values
- Higher Education Curriculum Development.
- Media Education for the Digital Era: Aligning with European Standards of Media Literacy and Critical Thinking
- Measuring Media Freedom and Plurality in line with European benchmarks.
- Regulation and Stakeholder Engagement in Media Governance.
- Digital Transformation and Media Policy.
- Co-Regulation Models in the EU
- Innovative Practices of Media Policy and Education.
- The Impact of EU Media Policies on national frameworks in Albania and the Western Balkans
- Cultural Policies and Media.
- Cultural Diversity and Heritage.
- Media Literacy and Challenges of Disinformation
- Innovative tools for assessing media freedom and plurality in line with European benchmarks.
- Effective Models in fostering collaboration between public institutions and media organizations
- The implications of digitalization for media policies.
- The role of Artificial Intelligence and Emerging Technologies in shaping media innovation.

PANEL IV

BRIDGING ACADEMIA AND INDUSTRY: INNOVATION AND COLLABORATION IN STEM FIELDS TO SUPPORT ALBANIA'S EU INTEGRATION AND COMPETITIVENESS

This panel explores the critical role of academia-industry collaboration in advancing Albania's integration into the European Union, particularly within the scope of the EU's new competitive agenda. As Albania aligns with EU standards, fostering innovation in STEM fields becomes essential to drive economic growth, enhance technological capabilities, and elevate the nation's competitive edge in the global marketplace. Discussions will focus on how partnerships between universities, industries, and government bodies can catalyze research, stimulate entrepreneurship, and ensure that Albania's workforce is prepared to meet EU and global demands. The panel invites contributions that showcase successful collaborations, propose innovative frameworks, and highlight the role of STEM in addressing contemporary challenges in alignment with EU priorities.

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

- STEM Education Reform for EU Competitiveness
- University-Industry Partnerships in Technological Innovation
- Building Digital Competency in Albanian Industries
- Policy and Incentives for Academia-Industry Collaboration
- Sustainable Urban Development and Green Engineering Solutions for EU Integration
- Sustainable Development Goals (SDGs) and STEM Innovation
- Smart Infrastructure and Digital Transformation in Albanian Architecture and Engineering
- Research Commercialization and Entrepreneurship in STEM Fields
- Women in STEM: Enhancing Gender Equality for Competitive
- STEM Startups and Entrepreneurship Ecosystems
- Data-Driven Decision Making for Industry Development
- Collaborative Platforms for Innovation and Knowledge Exchange

PANEL V

INNOVATION IN MEDICINE

In medicine we are constantly trying to understand the human body better and generating innovative ways to improve our health. Medical innovations and remarkable breakthroughs have occurred throughout history. However, in this century according to World Health Organization, innovation is taking place at an unprecedented scale, particularly in the digital sphere. Innovations in Medicine have the potential to transform lives and revolutionize medical practice. Increasing innovation is required to meet emerging challenges such as population aging, lifestyle and environment change, neurodegenerative diseases, mental disorders, oncological diseases and gene-related diseases that are becoming even more prevalent. Advanced medicine and technology will play a more active role in diagnosis and treatment. In this panel we encourage research and discussion of the recent advancement and innovations in healthcare, keeping in mind also the challenges in the health sector and the ethical considerations.

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

- Telemedicine and remote monitoring
- Artificial Intelligence and robotics
- Virtual Reality in Healthcare
- Advancement in Pharmacology
- Advancement in Genetics
- Advancement in Oncology
- Advancement in Imaging
- Advancement in Pathology (all medical disciplines)
- Assisting technology in Surgery
- Ethical considerations in the development of new healthcare technologies
- Digital Health and patient data
- Clinical efficiency
- Preventive Medicine and Early Detection of Diseases
- Novel technologies in Medicine
- Personalized Medicine
- Lifestyle and environment change

GENERAL RULES OF THE CONFERENCE

- Paper abstracts 300 words shall be submitted through the email address: dssh@uet.edu.al clearly indicating the panel in which the presentation shall be delivered.
- a double-blind peer review.
- An applicant shall not submit more than two papers as author and/or co-author.
- Conference language: English

DEADLINES

- Abstract Submission Deadline: 13 January 2025
- Notification of Abstract Acceptance: 20 January 2025
- Paper Submission: 10 March 2025
- Notification of Paper Acceptance: 20 March 2025
- Final paper submission for publication: 30 May 2025

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.