



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 albanaises

FOSTERING INNOVATION

in the Framework of the New EU Competitive Agenda

10-11 APRIL 2025

Organiser: European University of Tirana (Albania)

In collaboration with University of Bologna (Italy)



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ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

DEPARTMENT
OF POLITICAL
AND SOCIAL SCIENCES

PLENARY SESSION

FOSTERING INNOVATION IN THE FRAMEWORK OF THE NEW EU COMPETITIVE AGENDA

10 APRIL 2025

Venue: Tirana International Hotel, Classic Room

Organizers: European University of Tirana (EUT), Albania, in collaboration with the University of Bologna

PROGRAM

16:30 – 17:00 | Registration & Welcome Coffee
Opening Remarks (17:00 – 17:45)

Conference Host Welcome

- Prof. Selami Xhepa, President, European University of Tirana
- Prof. Dr. Drita Kruja, Rector, University of Tirana

Speakers

- Mr. Igli Hasani, Minister for Europe and Foreign Affairs
- Mr. Hubert Perr, Head of Cooperation at EU Delegation to Albania
- Ms. Jorida Tabaku, Chairwoman of Integration Europe Commission
- Ms. Oriana Arapi, General Director, EU Policy Unit and Reform Agenda, Prime Minister's Office
- Ms. Majlinda Bregu, Former General Secretary, RCC
- Ms. Eridana Çano, Director, State Agency of Strategic Programming and Aid Coordination
- Ms. Ada Rama, Head, NEO Albania

Keynote Speaker (17:45 – 18:15)

- Prof. Francesco Privitera
University of Bologna; Head of Istituto per l'Europa Centro Orientale e Balcanica
"Advancements, Challenges, and Future Directions in EU Integration Studies"

Coffee Break (18:15 – 18:25)

Panel Discussion - Expert Talks - "Dissemination of JM Project Results" (18:30 – 19:00)

Panelists

- Prof. Assoc. Selami Xhepa, Jean Monnet Chair - FinanciAL-EU, European University of Tirana
- Prof. Assoc. Elona Shehu, Academic coordinator of Jean Monnet Centre of Excellence – EUFutur, European University of Tirana
- Prof. Assoc. Francesco Privitera, University of Bologna, and Istituto per Europa Centro Orientale e Balcanica
- Prof. Belma Ramic, Sarajevo School Science and Technology (SSST), Bosnia and Herzegovina
- Prof. Valon Murati, Universum College, Kosovo
- Prof. Diturije Ismaili, Mother Teresa University, North Macedonia

19:00 – 20:00 | Cocktail

End of Plenary Session

PANEL I

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

Panel Moderator Prof. Assoc. Dr. Mateo Spaho

11 APRIL 2025, 09:00 / A412 S, UET

DRITA KRUIJA, KRESHNIK BELLO, IRINA CANCO, FORCIM KOLA & JOANA HOXHA

Soft Skills: A Modern Trend in the Development of Tourism Businesses in Our Country

IRISI BELERAJ & MATEO SPAHO

Western Balkan Countries economic convergence towards EU integration

ELONA SHEHU & EDMIRA CAKRANI

Adapting to Change: A Comprehensive Analysis of Technological Transitions and Economic Challenges in Albania's Apparel Industry

GIUSEPPE, PIO MACARIO, ERMELA KRIPA & ANGELA RELLA

The impact of Corporate Governance on Climate Change Disclosure. An empirical analysis of board characteristics in the Italian Listed Banks.

DORJAN TELITI, GERALDA MUCEKU, & HYSEN MUCEKU

Fiscal incentives as important instruments for the development of sponsorship activities

GIUSEPPE, PIO MACARIO & ERMELA KRIPA

Balancing innovation and stakeholder engagement in the food industry: Insights from "sustainability ambidexterity" case study.

DORINA OLLDASHI

Financial Inclusion and Artificial Intelligence in Albania

MISHELA RAPO & BESJON ZENELAJ

Enhancing Foreign Tourist Experiences Through Gamification: A Case Study of Digital Scavenger Hunts in Tirana

IRA HAXHIU & INA KEÇI

AI-powered workplace wellness: maximizing organizational success

BESJON ZENELAJ, EMRE EROGLU & MISHELA RAPO

The Impact of Air Connectivity on Albania's Tourism: A Quantitative Analysis

JOHANA HAJDINI & FORCIM KOLA

The effect of demographic factors on university students' digital proficiency

JORA BANDA & IGES BANDA

A Comparative Analysis of AI Integration in Business Intelligence Tools for Data Analytics

JORA BANDA, DAJANA DARIU & ELIO SINANAJ

A Review of the Impact of BI tools implementation in Analyzing Tourism Trends

TEUTA VESELI-KURTISHI & FJOLLA ABDULI

Knowledge about fair trade in the textile industry and its impact on consumer behavior of students in North Macedonia

ELIDA BOSHNJAKU

Use of interactive menus in restaurants

ILVA ISA & KAMEN SPASSOV

Artificial Intelligence in Auditing: Looking beyond the past

EMIRGENA NIKOLLI, JOANA SHIMA & TEUTA ÇERPJA

Artificial Intelligence in Albanian Education: Challenges and Opportunities

GRISEJDA MYSLIMI, KRISDELA KACANI & ILVA ISA

Livestock Sector in Albania: Challenges for sectoral development

ELVA URUÇI

Innovation and responsibility in the EU market

DARDANE NUKA

The role of Purpose-Driven Green Entrepreneurial Universities in Fostering Sustainable Socio-economic Development in WB

PANEL II

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

Panel Moderator Prof. Assoc. Dr. Ervis Iljazaj
11 APRIL 2025, 09 00 / LIBRARY (A208), UET

BLENDI LAMI & KRISTAQ XHARO

EU – US in competition: a possible scenario

SONIL BILAJ & VALERIA VALERI

Mapping Capacities for Cohesion Policy Programmes in Albania

ELONA BANO & EDMOND AHMETI

Innovation and artificial intelligence as key tools for streamlining the technical path towards european integration

ANJEZA XHAFAERAJ

Navigating the Labyrinth of Patronage: Challenges to Democratization in Albania

PEDRO MOTA VEIGA

Regulatory and Digital Challenges: Examining Growth and Innovation in MSMEs Across the EU and Accession Countries

ILIR XHEBEXHIA

A doctrinal analysis for addressing hybrid threats: from conceptualization to implementation

TOM SLEEBOS, JOOST HAARMAN, CHRIS VAN DER WAL, NIELS ROELOFS, NIEK WÖSTING, SAM VAN DER PUTTEN, JEROEN REEF, JORN TEN BOKUM, SEB EGBERTS, ALNDRIM ÇELOHOXHAI, NEJLA MJESHTRI, OLIANA SIMAKU, EJONA LIKA, AURELA META & RAEL DURA

Bridging the gap: Disability legislation and practical implementation in Tirana through a comparative lens with Deventer (Netherlands)

ADERALDO MEMA

Albania's National Security in the Digital Age: An Analysis of the Role of Cyber Security

PELLUMB HIDRI

Hybrid Threats and the Management of Complex Crises in the Context of 'Smart Defense'

ROLAND BEJKO

Effects of the Re-Centralization Reform: Why the Territorial Reform of 2015 Restored the Dominance of Central Power over Local Power in the Name of "Deepening" Decentralization and Improving Public Service Delivery to Citizens in Albania?

ALBULENA HALILI

Battleground Balkans: The EU's Struggle Against Hybrid Threats and Foreign Influence

PRISHILA HYSA

Addressing Digital Disinformation in Albania: A Regulatory Approach

UEDA GJOLENA

The Right to Private and Family Life in the Context of Surrogacy: Analysis of Article 8 of the European Convention on Human Rights

ABLA XHAFERI

The complexity of online disinformation and awareness for digital media literacy

REXHINA MYRTA

Diplomacy in the Context of Contemporary Security Issues: Strategies and Challenges

ANDJA KARROQE

Special judgments and procedural problems during the application

PANEL III

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

Panel Moderator Prof. Assoc. Dr. Belina Budini

11 APRIL 2025, 09:00 / CONCILIUM, UET

ARMELA KRASNIQI

The Impact of EU Media Policies on National Frameworks in Albania and Western Balkans

GJERGJ SINANI

The Projects for Europe in the 17th-18th Centuries and Europe Today

BELINA BUDINI, ANXHELA FERHATAJ & MIRJETA PASHA

Harnessing Data Journalism for EU Integration: Technological Innovation, Collaboration, and Transparency in Albania's Media Landscape

BELINA BUDINI, ANJEZA XHAFERAJ,

DRITAN IDRIZI & ERISELA MARKO

Regulation of the Media Environment in the Digital Age: An Examination of Innovative Tools and Practices Aligned with EU Standards

EDLIRA PALLOSHI DISHA, JENNIFER L. SORRELLS, ALBULENA

HALILI & DEMUSH BAJRAMI

Disinformation and Media Consumption in the Post-Truth Era: A Generational Perspective

SADJOLA XHELILI

The Role of Artificial Intelligence and Emerging Technologies in Shaping Media Innovation

ARTUR JAUPAJ & ENRIKO CEKO

A Worldwide Comparative Analysis of ICT Development Index

SARA GJANA & ERIKA MELONASHI

Social media representation of mental health problems: Analysis of risk factors in an Albanian sample

ANIDA ZERBI & ELSIDA SINAJ

Parental Neglect in Children Aged 6-14 Years

BRISEIDA ANDONI & ETVLEVA HAXHIHYSENI

The Psychological Impact of Remote Work: A Study on Mental Health, Productivity, and Well-being

POLWASIT LHAKARD

Educational Reform and Internationalization in Thailand and Albania

INDRE HUSEYNOVA

Precarious work in the integration of foreigners into the labour market: the precarity as a result of structural restrictions

MANI RAM SHARMA & BHARAT GURUNG

Neurolinguistics: Practices and Policy responses in Teaching in Nepal

ANTIGONA IBRAHIMI

Using Artificial Intelligence tools in Higher Education

DRITAN IDRIZI, TOMI TRESKA & VALBONA TRESKA

(Un)conditional Parenting

DRENUSHA KAMBERI & DITURIJE ISMAILI

Europeanisation of the university curricula's: Mother Teresa university-Skopje as a case study.

MARJO SHABANAJ & BORA SULKA

Physical Characteristics and Body Mass Index in First Grade Children (6-7 years old)

AGRON CUKA, GERT METANI & DORJAN ISUFAJ

Ensuring Practical Learning in Physical Education and Sports (PES) Bachelor Curricula: A Comparative Analysis of Albanian and Italian Programs

DORJAN ISUFAJ, GERT METANI & AGRON CUKA

Enhancing Pupil Development Through Physical Education: The Role, Challenges, and Opportunities in the 9-Year School System

ANILA ÇAÇI (GJATA), MARINELA GJELOSHI, YRSYLA

ÇOLLAKU & IRINI ARAPI (SYLARI)

The role of emotions in educational processes and their effect on students learning and behaviour

ANXHELA DEMA

The Impact of Augmented Reality on Education: A Comprehensive Review of Student Engagement, Knowledge Retention, and Learning Outcomes.

KLEDA FISHTA

The Intersection of Nationalism and European Integration: The Role of Education in National Identity Formation

ARMAND BORA

Alterity as a Political and Cultural Phenomenon: An Analysis of the Representation of the 'Other' in Albanian Theatre and Cinema during the Communist Regime and After Its Fall.

PJETER GURALUMI

The case of the arts and arts education in the Economy of Culture in Albania

ARDI PULAJ & EDITH MIHALI

Youngsters' perception and knowledge of the Albanian lyric music icons

PANEL IV

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

Panel Moderator Prof. Assoc. Dr. Teuta Xhindi
11 APRIL 2025, 09:00 / A306 S, UET

MARIA FRANCESCA & SABBÀ DORA FOTI

The criterion of minimum structural intervention on historical building: Masonry wall case.

AMANDA KOTE & MALVINA NIKLEKAJ

Forging Future-Ready Innovators Integrating Security Expertise into EU Digital Curricula.

MAKSIM ÇIPI & GAZMIR HALLAÇI

The progress of constructions in our country over the years and the reflection of technical requirements in them.

MAKSIM ÇIPI

"Zogu's Bridge" over the Mati River, Milot - The project and its realization.

ARDIANA TOPI, MALVINA NIKLEKAJ & AMANDA KOTE

Comparing Network Security Architectures: Traditional Models vs. Zero Trust Approach

IGLI KONDI, ELVIS CAPO & JULIAN KASHARAJ

Comparative analysis of reinforced concrete columns using M-N interaction diagrams, according to Albanian Norms and Eurocodes.

IGLI KONDI, OLTION FEJZOLLARI & JULIAN KASHARAJ

The hydraulic analysis of the transmission main pipeline with self-flow, in the case of branching a pipeline into two separate pipelines.

TEUTA XHINDI & OLGERTA IDRIZI

Gender Gaps in Education, Labor, and Fertility: Implications for Economic Growth in Albania

OTJELA LUBONJA & GAZMIR HALLAÇI

Urban Design and Residents' Perception: How do Spaces Influence Well-Being and Urban Identity.

ARDIANA TOPI & ANXHELA DEMA

The Impact of Augmented Reality on Education: A Comprehensive Review of Student Engagement, Knowledge Retention, and Learning Outcomes

MALVINA NIKLEKAJ, ARMIR SMAJLAJ & JURGEN RADE

Securing VoIP Communications: Analyzing Encryption and Authentication Techniques for Enhanced Protection

PANEL V

INNOVATION IN MEDICINE

Panel Moderator Prof. Assoc. Dr. Voltisa Gjergji
11 APRIL 2025, 09:00 / AULA MAGNA, UET

DETINA ZALLI, JONILA GABRANI & ORJON RROJI

The Role of Epigenetic Modifications in Revolutionizing the Future of Personalized Medicine

ADMIR JANÇE, ANILA JANÇE, GËZIM KAPIDANI, ANDREJEVA GOLLOSHI & NAJADA JAHIQI

Human health under the influence of allergies generated by pollinosis

ANILA JANÇE, ADMIR JANÇE & VALENTIN BOGOEV

The impact on human health from chemical soil pollution

ELSA SHIPE & VOLTISA GJERGJI

Vaccination rates of Covid-19, AH1N1 and type B in patients referred to Policlinic 4 in Tirana

ERVIS TELHAJ

The Physics and Biomechanics of Lymphedema: Mechanisms and Implications

SULEJMAN HAXHI, ADMIR JANÇE, FLUTURIM NELA & ERLA MULLALLI

Pink October in Albania: fear or awareness

LULEJETE PREKAZI & VOLTISA GJERGJI

Depression Among Adolescents in Kosovo: Correlates and Moderating Factors

ELVANA RISTA, ARIANA STRAKOSHA, ALMA IDRIZI, SILVIA BINO & EMIN BARIS AKIN

Epidemiology, Monitoring, and Management of Viral Infections in Post-Renal Transplant Patients

ORJON RROJI & ERJONA KABILI

Bastar ointment, a promising herbal medicine in dermatology.

LUMTURI MERKURI & LEIDON SHAPO

Physical and Mental Health Impact of Ageism at Young and Elderly Populations – an overview

ALMA PULA, VALENTINA TELHAJ, PRISHILA HYSA, ADERALDO MEMA & ARDI PULAJ

New challenges of nursing education in Albania

ENEIDA HOXHA, SOMIDA KUKA, ELVANA RISTA, XHESIKA HABILAJ & MARGARITA RESULI GJATA

Chronic Kidney Disease and Cardiovascular Risk: Unveiling the Hidden Threats Beyond Traditional Factors

FLUTURIM NELA, ADMIR JANÇE & SULEJMAN HAXHI

AI Role in Detecting AD Changes in Brain MRI: A Systematic Literature Review

VOLTISA GJERGJI & ALESIA VELIJA

The influence of lifestyle on health status of young people

KRISTI ÇELA, IVA RRUGIA, LUMTURI MËRKURI, JONILA GABRANI & DORINA DERVISHI

Exploring Knowledge and Gender Differences in Sexual Health Communication Among EUT University Students

VILMA CADRI, ARIANA STRAKOSHA, SABINA TAHSIMI, ELIZANA PETRELA & ANITA PILIKA

Impact of Renal Replacement Therapy on Cognitive Function: A Study in Chronic Kidney Disease Patients

KRISTI SALIAJ, ALMA IDRIZI & ELVANA RISTA

Telemedicine in Nephrology: Emerging landscapes and future challenges

ISMET NIKA

Sigmoid cancer with infiltration of the ileo-cecal angle and jejunum.

BLERINA SARAÇI & ANXHELA BUSHI

The impact of clinical exposure on the professional approach of imaging students: From the auditorium to the cabinet.

XHULJETA AGALLIU & JONILA GABRANI

Psychosocial Risks in the Workplace: An Overview with a Focus on Nurses at Kuçova Socio-Healthcare Center

GENTIANA MUSABELLI

Occupational Diseases in Albania: Trends, Challenges, and Preventive Measures