



University of Shkodra "Luigj Gurakuqi"  
Faculty of Economy

# 2025

International Economic Conference

## SHKODRA IEC

SMART ECONOMY

SHAPING THE FUTURE WITH AI

**Date: 11-12 December 2025**

Location: Faculty of Economy  
University of Shkodra "Luigj Gurakuqi"  
Sheshi Dugajt e Reja, Shkodër, 4001,  
Albania

**Format: Hybrid (on-site and online)**

## Conference

## Agenda





## Conference

**The Faculty of Economy at the University of Shkodra “Luigj Gurakuqi” is pleased to host the Shkodra International Economic Conference - SHKODRA IEC2025, to be held on 11-12 December 2025 in hybrid format (on-site in Shkodra and online).**

The 2025 edition centres on the theme “Smart Economy: Shaping the Future with AI.”

This concept captures the profound technological and socio-economic transformations now redefining production, consumption, and governance worldwide. Smart Economy marks the next phase in the evolution of economic systems, where artificial intelligence (AI), and human-centred innovation converge to create new forms of value and to reconfigure how societies generate and distribute wealth.

The conference will critically examine how these emerging technologies are reshaping global value chains, business models, entrepreneurship, and labour markets, as well as financial systems and public governance structures. While AI and advanced digitalisation hold the promise of accelerating innovation, productivity, and sustainable development, they also present complex ethical, environmental, and social challenges. Questions of fairness, inclusion, data privacy, and algorithmic accountability are increasingly central to debates on the future of work and economic life.

These issues acquire distinct urgency in South-East Europe and the Western Balkans, where the transition from planned to market economies has left a legacy of institutional fragility, uneven economic growth, and persistent structural inequalities. In this regional context, the penetration of AI and smart technologies intersects with post-transition reforms, EU integration processes, and rapid but uneven digital adoption, creating unique opportunities for leapfrogging development, but also exposing vulnerabilities such as labour-market segmentation, digital divides, and governance gaps.

Shkodra IEC2025 invites critical, empirically grounded, and policy-relevant contributions that illuminate the multifaceted implications of the digital and AI-driven economy. The conference seeks to foster an interdisciplinary dialogue that draws on economics, management, information systems, tourism, and the social sciences to explore how innovation ecosystems, smart industries, and AI-enabled services can enhance competitiveness while upholding social inclusion, ethical governance, and environmental responsibility.

SHKODRA IEC2025 is designed as a platform for action-oriented debate and regional collaboration. Participants will examine structural macroeconomic transformations, the future of finance and FinTech, and the strategic role of tourism and cultural heritage in smart regional development. Special attention will be given to entrepreneurship and start-up ecosystems, sustainable investment strategies, and new forms of human-machine collaboration, offering insights relevant to policymakers, private-sector actors, and civil society.





By bringing together leading scholars, policymakers, industry leaders, and early-career researchers, SHKODRA IEC2025 aims to co-create strategies for aligning technological progress with human well-being, equity, and long-term sustainability. The conference will not only assess the opportunities and risks of Smart Economy, but also envision and design practical pathways for AI adoption and digital transformation that are competitive, inclusive, and socially responsible.

Through this lens, SHKODRA IEC2025 aspires to contribute to a forward-looking agenda for the Western Balkans and beyond, ensuring that the economic transformations of the coming decade deliver tangible benefits for citizens, businesses, and societies, while safeguarding democratic values and environmental integrity, with the following thematic streams:

### **Business Innovation and Entrepreneurship in the Era of Smart Economy**

- AI-driven business models, digital entrepreneurship, and innovation ecosystems.
- Start-ups, SMEs, and open innovation: opportunities and barriers in South-East Europe and the Western Balkans.
- Responsible and sustainable innovation: balancing competitiveness with environmental and social impact.

### **Structural Growth Economic Changes and Digital Transformation**

- AI, automation, and big data as drivers of structural change in regional and global economies.
- Implications for growth, employment, productivity, and income distribution in post-transition economies.
- Reshaping industrial policy and macroeconomic governance to foster inclusive smart growth.

### **Finance, Accounting, FinTech and Sustainable Investments (new stream)**

- Digital finance, blockchain technologies, and AI-enabled financial services.
- Risk management and ethical challenges in FinTech ecosystems.
- Green finance and sustainable investment strategies supporting the EU Green Deal and SDGs.
- Innovations in International Financial Reporting Standards (IFRS)
- Transparency and accountability in corporate reporting
- The future of integrated reporting
- Digital transformation of accounting professions

### **Tourism, Heritage, and Smart Society**

- Smart tourism, cultural heritage digitalisation, and AI-enhanced visitor experiences.
- Sustainable tourism models that integrate local communities and circular economy principles.
- Managing overtourism and climate risks through smart data and predictive analytics.

### **Doctoral and Early-Career Researchers' Session**

- Innovative PhD and postdoctoral research on digitalisation, AI, and smart economy topics.
- Methodological advancements in measuring digital transformation and AI impacts.
- Comparative and cross-country perspectives from the Western Balkans, South-East Europe, and beyond.





## SCIENTIFIC COMMITTEE

### Honorary Chair of the Conference

Prof. Dr. Tonin GJURAJ, Rector, Universiteti i Shkodrës "Luigj Gurakuqi", Albania

### Scientific Committee Members

Prof. Dr. Blerta DRAGUSHA, Vice Rector, Universiteti i Shkodrës "Luigj Gurakuqi", Albania  
Assoc. Prof. Eliana LAÇEJ, Vice Rector, Universiteti i Shkodrës "Luigj Gurakuqi", Albania  
Assoc. Prof. Elidiana BASHI, Dean of Faculty of Economy, Shkodra University, Albania  
Assoc. Prof. Ardita BORIÇI, Vice Dean of Faculty of Economy, Shkodra University, Albania  
Prof. Dr. Mirjeta BEQIRI, Gonzaga University, USA  
Prof. Dr. Indrit HOXHA, Pennsylvania State Harrisburg University, USA  
Prof. Dr. Sladjana BENKOVIĆ, Beograd University, Serbia  
Prof. Dr. Drita KRUIJA, European University, Albania  
Prof. Dr. Elez OSMANI, Institute for Scientific Research and Development, Ulcinj, Montenegro  
Prof. Dr. Artan HAXHI, Shkodra University, Albania  
Prof. Dr. Arjeta TROSHANI, Shkodra University, Albania  
Prof. Dr. Ermira KALAJ, Shkodra University, Albania  
Prof. Dr. Fatbardha BEQIRI, Shkodra University, Albania  
Prof. Dr. Anila NEZIRI, Shkodra University, Albania  
Prof. Dr. Adem BEKTESHI, Shkodra University, Albania  
Prof. Ted OELFKE, Culinary Professional, Darden Restaurants, North Carolina, USA  
Assoc. Prof. Albana BORIÇI, Shkodra University, Albania  
Assoc. Prof. Nevila MEHMETAJ, Shkodra University, Albania  
Assoc. Prof. Brilanda BUSHATI, Shkodra University, Albania  
Assoc. Prof. Mirjam DIBRA, Shkodra University, Albania  
Assoc. Prof. Valentina NDOU, Salento University, Italy  
Assoc. Prof. Dasantila SHERIFI, Rutgers University, USA  
Assoc. Prof. Ivana BILIĆ, Split University, Croatia  
Assoc. Prof. Rok SMAJLAJ, Shkodra University, Albania  
Assoc. Prof. Eranda BILALI, Shkodra University, Albania  
Assoc. Prof. Edlira BUSHATI, Shkodra University, Albania  
Assoc. Prof. Paulina HOTI, Shkodra University, Albania  
Assoc. Prof. Alma HAFIZI, Shkodra University, Albania  
Assoc. Prof. Entela HOXHAJ, Shkodra University, Albania  
Assoc. Prof. Irma BARAKU, Shkodra University, Albania  
Assoc. Prof. Medjon HYSENI, Shkodra University, Albania  
Assoc. Prof. Dhurata HOXHA, Shkodra University, Albania  
Assoc. Prof. Anila DIZDARI, Shkodra University, Albania  
Assoc. Prof. Fatbardha OSMANAGA, Shkodra University, Albania  
Assoc. Prof. Arjana LAÇAJ, Shkodra University, Albania  
Dr. Ylvije KRAJA, Shkodra University, Albania  
Dr. Emirjeta BEJLERI, Shkodra University, Albania  
Dr. Arjola DERGJINI, Shkodra University, Albania  
Dr. Alba BERBERI, Shkodra University, Albania  
PhD. Mario ÇURÇIJA, Shkodra University, Albania  
PhD. Kata VARADI, Corvinus University of Budapest  
Dr. Nevila KIRI, Shkodra University, Albania  
Dr. Peter SARAÇI, Shkodra University, Albania  
Dr. Alkida HASAJ, Shkodra University, Albania  
Dr. Arjeta ANAMALI, Shkodra University, Albania



## **ORGANIZING COMMITTEE**

### **Members of Organizing Committee**

Dr. Aurora KINKA PULTI, Department of Finance  
Dr. Brikena DIONIZI, Department of Business Administration  
Dr. Erjola BARBULLUSHI, Department of Finance  
Dr. Kleida HETA TUFI, Department of Finance  
Dr. Romina DHORA, Department of Tourism  
Phd. Elvira Drishti, Department of Business Administration  
MSc. Arjan GJURA, Department of Tourism, Dr. (Cand.)  
MSc. Gentian MEMA, Department of Tourism, Dr. (Cand.)  
MSc. Irsida KOPLIKU, Department of Finance, Dr. (Cand.)  
MSc. Sead BARAKU, Department of Tourism, Dr. (Cand.)  
MSc. Noel RADOVANI, Specialist/Web Master





International Economic Conference - SHKODRA IEC

SMART ECONOMY: SHAPING THE FUTURE WITH AI

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## Conference Agenda

11 december 2025

Conference Room

09:30-10:00	Registration
10:00 Prof. Assoc. Dr. Albana Borici	<p><b>OPENING SESSION</b></p> <p><b>OPENING REMARKS</b> PROF. DR. <b>TONIN GJURAJ</b>, RECTOR, UNIVERSITY OF SHKODRA “LUIGJ GURAKUQI” HIGHLIGHTING THE UNIVERSITY’S COMMITMENT TO ACADEMIC EXCELLENCE, SCIENTIFIC COLLABORATION, AND THE IMPORTANCE OF SHKODRA IEC2025 IN ADVANCING SMART ECONOMY, AI, AND SUSTAINABLE DEVELOPMENT.</p> <p><b>GREETING SPEECH BY THE DEAN OF THE FACULTY OF ECONOMICS</b></p> <p>PROF. ASSOC. DR. <b>ELIDIANA BASHI</b> WILL PROVIDE A BRIEF OVERVIEW OF THE FACULTY’S STRATEGIC VISION, ITS FOCUS ON INNOVATION AND INTERNATIONAL COOPERATION, AND THE RELEVANCE OF THE CONFERENCE THEMES FOR ALBANIA AND THE WESTERN BALKANS.</p> <p><b>SPECIAL GUEST REMARKS – EDONA BILALI</b> MINISTER OF STATE FOR ENTREPRENEURSHIP AND BUSINESS CLIMATE, ALBANIA</p> <p>WILL SHARE INSIGHTS ON ENTREPRENEURSHIP, INNOVATION POLICY, AND THE ROLE OF SMART TECHNOLOGIES AND AI IN SHAPING ALBANIA’S ECONOMIC COMPETITIVENESS AND SUPPORTING YOUTH-DRIVEN DEVELOPMENT.</p> <p><b>SPECIAL GUEST REMARKS –</b> PROF. DR. <b>SHERIF BUNDO</b> WILL OFFER AN EXPERT PERSPECTIVE ON ECONOMIC POLICY, SUSTAINABLE GROWTH, AND DATA-DRIVEN DECISION-MAKING, EMPHASIZING THE VALUE OF ACADEMIC RESEARCH IN ADDRESSING CONTEMPORARY CHALLENGES. POTENTIALS AND RESERVES OF ECONOMIC DEVELOPMENT, ANOTHER PERSPECTIVE</p> <p><b>SHERIF BUNDO - Faculty of Economics, Luarasi University</b></p> <p><b>FLORENCA GJORDUNI - Management Department , Luarara University</b></p>
11:00 Prof. Assoc. Dr. Albana Borici	<p>THE CONUNDRUM OF AI IN EDUCATION</p> <p><b>DASANTILA SHERIFI - Rutgers University, USA</b></p> <p>'USE IT OR LOSE IT!' HOW DO MIGRATION, HUMAN CAPITAL AND THE LABOUR MARKET INTERACT IN THE WESTERN BALKANS?</p> <p><b>ISILDA MARA - Vienna Institute for International Economic Studies</b></p> <p>FROM ESG CURRICULUM INNOVATION TO SMART ECONOMY IMPACT – A SECTOR-SPECIFIC APPROACH</p> <p><b>MAGDALENA ZAJĄCZKOWSKA - Krakow University of Economics</b></p> <p>FROM MEMORY TO EXPECTATION: RECURSIVE MODELS OF SUBJECTIVE POVERTY IN POST-TRANSITION ECONOMIES</p> <p><b>ELVISA DRISHTI - University of Shkodra “Luigj Gurakuqi”</b></p>

12:30 COFFEE BREAK



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12 december 2025

08:30 - 09:00 Registration

1<sup>st</sup> Parallel Session (in-person)

Business Innovation and Entrepreneurship in the Era of Smart Economy

(Smart Laboratory - Room 103)

09:00 – 10:30 Sesion Chair Prof.Asoc.Dr. Ylvije Borici Dr. Alba Berberi Dr. Emirjeta Bejleri	THE ANXIETY OF REPLACEMENT AND COGNITIVE OFFLOADING: PSYCHOLOGICAL ADAPTATION TO AI IN THE SMART ECONOMY <b>ADMIR DAHATI</b>
	LEADING FROM THE MIDDLE: RETHINKING DISTRIBUTED AND MIDDLE LEADERSHIP FOR SUSTAINABLE EDUCATIONAL TRANSFORMATION <b>ALBA SKENDAJ, ERIDA ELMAZI, SHYQYRI LLACI</b>
	THE ROLE OF UNIVERSITIES IN LOCAL DEVELOPMENT <b>ARLINDA HALLUNOVI(YMERI), AZRA ZMIJANEJ</b>
	ENTREPRENEURSHIP AND INNOVATION: THE CASE OF "UJË LAJTHIZA" AS A MODEL FOR SUSTAINABLE DEVELOPMENT AND COMPETITIVENESS <b>BRISILDA BASHAJ, BRIKENE DIONIZI</b>
	UNDERSTANDING STUDENT AWARENESS OF THE GREEN ECONOMY AND ENVIRONMENTAL ISSUES: THE ROLE OF EDUCATION IN ADVANCING THE GREEN TRANSITION <b>DONAT REXHA, BESIME ZIBERI, XHEMAZIE IBRAIMI</b>
	NECESSITY OR OPPORTUNITY? UNDERSTANDING THE DRIVERS OF EARLY INTERNATIONALIZATION IN ALBANIA <b>GENTJAN ULAJ, MAHMUT HIZIROĞLU</b>
	THE IMPACT OF DIGITAL TRANSFORMATION ON SMALL BUSINESS GROWTH IN ALBANIA <b>GLENİ MARKU</b>
	HOW ARTIFICIAL INTELLIGENCE IS REDEFINING CUSTOMER EXPERIENCES <b>HAJDIN BERISHA</b>
10:30-11:00	COFFEE BREAK





11:00-13:00 Session Chair Prof. Asoc. Dr. Ylvija Borici Dr. Elvira Drishti Dr. Arjola Dergjini	ARTIFICIAL INTELLIGENCE AS A CATALYST FOR GREEN EMPLOYMENT AND SUSTAINABLE JOB CREATION <b>JELENA STANOJEVIC, GABRIJELA MITIC, MILAN VESELINOVIC</b>
	BRIDGING ARTIFICIAL INTELLIGENCE AND ENTREPRENEURSHIP: THE ROLE OF AI KNOWLEDGE IN SHAPING STUDENTS' ENTREPRENEURIAL INTENTIONS <b>JETMIR MUJA, NIMETE KALABOVIC MUJA, LULJETA MUJA ALAJ, FATJON MLLOJA</b>
	ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE SELECTION: BALANCING EFFICIENCY AND FAIRNESS IN PUBLIC AND PRIVATE INSTITUTIONS <b>JONIDA LESHA, XHUANA ABAZI</b>
	OPEN INNOVATION AND HUMAN-AI COLLABORATION: RETHINKING ENTREPRENEURIAL STRATEGY IN THE SMART ERA <b>VJOSË LATIFI</b>
	SMART ECONOMY AND SOCIAL INCLUSION, RETHINKING HUMAN RIGHTS IN THE AGE OF ARTIFICIAL INTELLIGENCE, THE "DIELLA" CASE AND THE QUESTION OF HUMANITY IN GOVERNANCE <b>XHUANA ABAZI, ARDIT GILA, ALMA SHPATI</b>
	BRIDGING NATURE AND ENTERPRISE: INTEGRATING ECOSYSTEM SAFEKEEPING INTO SUSTAINABLE BUSINESS MODELS IN ALBANIA <b>BRIKENE DIONIZI, ROMINA DHORA, AURORA DIBRA</b>
	FROM "BRAIN DRAIN" TO "BRAIN GAIN" THROUGH AI-ENABLED REMOTE WORK: OPPORTUNITIES TO MITIGATE HUMAN CAPITAL EMIGRATION IN ALBANIA <b>JASMINA LUMANAJ</b>

2<sup>st</sup> Parallel Session (in-person)

Structural Growth Economic Changes and Digital Transformation  
(Room 102)

09:00-10:30 Session Chair Prof. Assoc. Dr. Nevila Mehmetaj Dr. Erjola Barbullushi Sead Baraku Phd©	CORRUPTION AS AN INSTITUTIONAL STRESSOR AND ITS IMPACT ON MENTAL HEALTH: AN ANALYSIS FROM THE PERSPECTIVE OF HEALTH PSYCHOLOGY <b>ADELINA KAKIJA</b>
	THE CRISIS OF UNIVERSITIES OR THE CRISIS OF UNIVERSITY MANAGEMENT IN BOSNIA AND HERZEGOVINA IN THE PROCESSES OF BOLOGNA REFORMS <b>DARKO PETKOVIĆ</b>
	WELL-BEING AS A KEY FACTOR IN MIGRATION INTENTIONS <b>AGRON HAJDARI, MEDIANA HAJDARI</b>
	DEVELOPMENT OF THE CIRCULAR ECONOMY IN THE CONDITIONS OF A TURBULENT ENVIRONMENT – A CASE STUDY IN BIH <b>DARKO PETKOVIĆ, DŽAFER DAUTBEGOVIĆ, EMIR ĐULIĆ</b>
	THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND EXCHANGE RATES: IMPLICATIONS FOR MACROECONOMIC STABILITY IN AN OPEN ECONOMY <b>EDUARD MAHO, ALBA RAMALLARI (ALLMUÇA)</b>
	SOLUTION OF NEGATIVE ENVIRONMENTAL ASPECTS AS A PILLAR FOR THE DEVELOPMENT OF CIRCULAR ECONOMY <b>DARKO PETKOVIĆ, DŽAFER DAUTBEGOVIĆ, MARINA JOVANOVIĆ, RAZA SUNULAHPAŠIĆ, ALAUDIN BRKIĆ</b>
	THE IMPORTANCE OF TRANSFORMATION OF HIGHER EDUCATION INSTITUTIONS FOR THE EDUCATIONAL PROCESS ON THE PREMISES OF INDUSTRY 4.0? <b>DARKO PETKOVIĆ, IVICA VEŽA, ALAUDIN BRKIĆ, MUSTAFA HADŽALIĆ</b>
10:30-11:00	COFFEE BREAK





11:00-13:00 Prof. Dr. Blerta Dragusha Dr. Erjola Barbullushi Dr. Mario Curcija	TAXING RESILIENCE: THE DIVERGENT PATHS OF PERSONAL INCOME TAX AND SOCIAL SECURITY CONTRIBUTIONS IN ALBANIA DURING CRISIS <b>ESMERALDA ZHABJAKU SHEHAJ, ERMIRA HOXHA KALAJ</b>
	AI IN ALBANIAN HIGHER EDUCATION: BUILDING SKILLS FOR AN INTELLIGENT ECONOMY <b>KLARA AVDYLI, ALBA RAMALLARI</b>
	SHIFTING GROWTH NARRATIVES AND POLICY INFLUENCE IN THE BALKAN COUNTRIES <b>MARIO ÇURÇIJA, ALBA BERBERI, EMIRJETA BEJLERI</b>
	METHODS TO ADOPT CIRCULAR ECONOMY IN ALBANIA <b>OLTA FUÇIA, LLAMBI PRENDI</b>
	ARTIFICIAL INTELLIGENCE IN THE JUSTICE SYSTEM: ETHICAL, LEGAL, AND JUDICIAL IMPLICATIONS IN ALBANIA AND THE WESTERN BALKANS <b>PRANVERA PACI</b>
	IS ALBANIA ON THE RIGHT TRACK TO INCREASING ITS PHYSICAL CAPITAL, OR HAS THE TIME COME TO REFORM A NEW PHYSICAL CAPITAL IN THE FACE OF POPULATION OUTFLOW? <b>VLADIMIR MICI, FLORJAN BOMBAJ, FESTIM KODRA</b>
	ESG AS A BRIDGE BETWEEN FIXED GROSS CAPITAL FORMATION AND ECONOMIC DEVELOPMENT IN ALBANIA: AN EMPIRICAL ANALYSIS <b>ERJOLA BARBULLUSHI, ORJONA GJYLBEGAJ</b>

### 3<sup>st</sup> Parallel Session (in-person)

Finance, Accounting, FinTech and Sustainable Investments (Conference Room)

09:00-10:30 Session Chair Prof. Dr. Fatbardha Molla Dr. Nevila Kiri Dr. Peter Saraci	THE IMPACT OF GREEN ACCOUNTING ON THE FINANCIAL PERFORMANCE OF FIRMS IN SHKODËR <b>VALERIA MARKU, ELIDIANA BASHI</b>
	FINANCIAL GOVERNANCE IN EU ACCESSION: TRANSPARENCY AND ACCOUNTABILITY REFORMS IN ALBANIA AND MONTENEGRO <b>STEISI ÇOKAJ, ERI ÇOKAJ</b>
	ARTIFICIAL INTELLIGENCE – BENEFITS AND RISKS FOR NATIONAL FINANCIAL SUSTAINABILITY <b>SHAIP GASHI</b>
	SMART BUDGETING FOR SMART GOVERNANCE: LEVERAGING FINANCIAL DATA SYSTEMS FOR GENDER EQUALITY IN ALBANIA <b>ERIONA VADINAJ, NEVILA KIRI, AURORA KINKA</b>
	STRATEGIC MANAGEMENT AND THE PERFORMANCE OF ALBANIAN NATIONAL BANKS <b>GËZIM KUÇI, ELIDIANA BASHI, ERANDA BILALI</b>
	THE IMPACT OF EUROIZATION ON THE COST OF LIVING IN SHKODRA <b>LUIZA SHKAMBI, ELIDIANA BASHI</b>
	THE ROLE OF ARTIFICIAL INTELLIGENCE IN ENHANCING FINANCIAL INSTITUTIONS PERFORMANCE: AN EMPIRICAL ANALYSIS OF PROFITABILITY, EFFICIENCY, AND STABILITY <b>ARBINA HAKUSHI</b>
10:30-11:00	COFFEE BREAK
11:00-13:00 Session Chair Prof. Dr. Fatbardha Molla Dr. Kleida Heta Dr. Aurora Klinka	SMART BRANDING: LEVERAGING ARTIFICIAL INTELLIGENCE TO TRANSFORM NORTHERN ALBANIA'S AGRI-FOOD HERITAGE INTO SUSTAINABLE TOURISM ASSETS <b>SEAD BARAKU, ELIDIANA BASHI, BLERTA DRAGUSHA</b>
	EASE OF DOING BUSINESS AND ESG RISK: THE MEDIATING ROLE OF GOVERNANCE QUALITY <b>IRSIDA KOPLIKU, ELIDIANA BASHI</b>
	PAYMENT STANDARDIZATION IN EUROPE: OPPORTUNITIES AND CHALLENGES IN THE SEPA FRAMEWORK <b>PETER SARACI, SUZANA SARACI</b>
	THE IMPACT OF COUNTRY RISK ON FOREIGN DIRECT INVESTMENT: THE CASE OF ALBANIA <b>KLEIDA TUFİ HETA, KRISTY SHABAJ</b>
	THE ROLE OF DIGITALIZATION IN THE TRANSFORMATION OF AGRICULTURE: A LITERATURE REVIEW AND AN ANALYSIS OF THE ALBANIAN CONTEXT <b>AURORA KINKA, ERIONA VADINAJ, BLERTA DRAGUSHA</b>



4<sup>st</sup> Parallel Session (in-person)  
Tourism, Heritage, and Smart Society (Doctoral Laboratory)

09:00-10:30 Session Chair Prof. Assoc. Dr. Brilanda Bushati Dr. Romina Dhora Irsida Kopliku Phd©	AI-DRIVEN DESTINATION MANAGEMENT SYSTEMS FOR PROTECTED AREAS IN THE SHKODRA REGION: ENHANCING DECISION-MAKING AND VISITOR FLOW CONTROL <b>ARIAN GJURA, LORNA BUSHATI, BRILANDA BUSHATI</b>
	SUSTAINABLE TOURISM MODELS INTEGRATING LOCAL COMMUNITIES AND CIRCULAR ECONOMY PRINCIPLES: PERSPECTIVES FROM ALBANIAN DESTINATIONS WITH A FOCUS ON DESTINATION BRANDING <b>ARLINDA MARKU</b>
	THE INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO CULTURAL HERITAGE: CHALLENGES AND OPPORTUNITIES FOR ALBANIA <b>FATJON MLLOJA, SABRINA KUÇI</b>
	EXPLORING TRAVEL WEBSITES AS STATISTICAL REPOSITORIES FOR TOURISM DEVELOPMENT IN NORTHERN ALBANIA <b>FATJONA KRONI, ERMIRA KALAJ, EDRA FRESKU</b>
	MANAGING OVERTOURISM AND CLIMATE RISKS THROUGH SMART DATA <b>LEDI BILALI</b>
	LEGAL FRAMEWORK FOR THE PROTECTION OF SUSTAINABLE TOURISM AND TOURISTS' RIGHTS <b>PAULINA GULI (HOTI)</b>
	FROM LINEAR TOURISM TO SMART CIRCULARITY: BEHAVIOURAL AND TECHNOLOGICAL DRIVERS OF SUSTAINABLE VALUE CREATION IN SHKODRA <b>VALBONA PAJA</b>
10:30-11:00	COFFEE BREAK
11:00-13:00 Session Chair Prof. Assoc. Dr. Brilanda Bushati Gentian Memaj Phd© Arian Gjura Phd©	FROM ARCHIVES TO VIRTUAL REALITY: LITERARY HERITAGE AND ARTIFICIAL INTELLIGENCE AS PROMOTERS OF CULTURAL TOURISM IN SHKODRA <b>VALJETA GJYLBEGAJ</b>
	THE ROLE OF ARTIFICIAL INTELLIGENCE IN TRANSFORMING THE TOURISM LABOR MARKET: EVIDENCE FROM STUDENT PERSPECTIVES AND CAREER ASPIRATIONS AT "LUIGJ GURAKUQI" UNIVERSITY <b>VERJONA PEQINI, VOLFRIDA TOMA, ARDITA BORICI, SIDITË DURAJ</b>





Doctoral Session (in-person) (Doctoral Room)

15:00-19:00

Session Chair

Prof. Dr.

Arjeta Troshani

Prof. Assoc. Dr.

Brilanda Bushati

Dr.

Alkida Hasaj

MANAGEMENT OF TANGIBLE CULTURAL HERITAGE AND THE ROLE OF EDUCATION IN ITS PRESERVATION: TOWARDS A SUSTAINABLE MODEL OF CULTURAL TOURISM

**ANDI HILA**

AI AND TOURISM DEMAND AND SUPPLY – A LITERATURE REVIEW

**ALBJONA SELIMI, TED OELFKE, ARDITA BORICI**

FROM DATA TO EXPERIENCE: AI-BASED PERSONALIZATION MODELS FOR SMART TOURISM ECOSYSTEMS

**DITMIRA TAHIRI, MEDJON HYSENAJ**

CHANGES AND ADAPTATIONS IN ALBANIA'S TOURISM SECTOR AFFECTED BY COVID-19

**DORIANA DEDA, NEVILA MEHMETAJ**

CULTURAL HERITAGE, RELIGIOUS TOURISM, FRANCISCAN MUSIC AND THEIR MANAGEMENT

**DORJAN ULAJ**

SOCIAL ENTREPRENEURSHIP AND INNOVATION IN TOURISM

**DRILONA LULI, ALBANA BORIÇI**

THE IMPACT OF STRATEGIC COMMUNICATION AND DIGITAL INNOVATION IN THE PROMOTION OF TOURIST DESTINATIONS: PRACTICES, CHALLENGES AND INNOVATIONS

**EMANUELA SHYTI**

DESTINATION SOCIAL RESPONSIBILITY AND ITS IMPACT ON DESTINATION IMAGE AND TOURIST LOYALTY: AN EMPIRICAL ANALYSIS OF THETH

**GENTIAN MEMAJ, MIRJAM DIBRA**

ENFORCEMENT OF CONSUMER PROTECTION LAW IN TOURISM NORTHERN ALBANIA CASE

**IRMA BARAKU, VASILIKA ZEKA**

AI FOR STRATEGIC PLANNING OF TOURIST DESTINATIONS: INNOVATION, OPTIMIZATION AND SUSTAINABLE DEVELOPMENT

**LORNA BUSHATI, ARJETA TROSHANI**

THE EUROPEAN LEGAL FRAMEWORK ON PRIVACY AND PERSONAL DATA SECURITY IN THE DIGITAL INFORMATION SYSTEMS OF THE TOURISM SECTOR

**RIALDA XHIZDARI**

APICULTURE AND ITS POTENTIAL FOR ECONOMIC DEVELOPMENT AND SUSTAINABLE TOURISM IN THE NORTHERN REGION OF ALBANIA

**SIDITA ZAGANJORI, ARIANA STRINIQI**

FROM VIRTUAL SIMULATIONS TO REAL EXPERIENCES: AI'S CONTRIBUTION TO SUSTAINABLE TOURISM

**SUELA SERANI, SIDITE DURAJ, BRILANDA BUSHATI**

INTERNAL ORGANIZATIONAL FACTORS AND PUBLIC OPERATOR ENGAGEMENT AS DETERMINANTS OF TOURISM ENTERPRISE PERFORMANCE IN SHKODRA

**SUZANA SARACI, ELIDIANA BASHI**

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