

INTERNATIONAL SCIENTIFIC CONFERENCE

BRIDGE'22

UNIVERSITY "UKSHIN HOTI" PRIZREN

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ABSTRACT BOOK



**INTERNATIONAL SCIENTIFIC CONFERENCE
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ABOUT THE CONFERENCE

Welcome to the First International Scientific Conference of the University "UKSHIN HOTI" PRIZREN on 09-10 DECEMBER 2022.

The First International Scientific Conference is a leading conference in Natural Sciences, Humanities and Arts, Health Sciences, and Social Sciences. The BRIDGE 2022 will take place at the University "Ukshin Hoti" Prizren from 09-10 December 2022.

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THE IMPORTANCE OF USING INFORMATION SYSTEMS IN HUMAN RESOURCES PERFORMANCE EVALUATION

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ABSTRACT

Human resources have become an integral part of special importance in business management systems. The growth and development of the labor market have brought with it the great need to manage human resources, and as a result, many methods have been identified that help for successful business development. In the current time in which we are experiencing the global market with a huge increase in the workforce and enormous development of information technology, it has become possible for these two fields to cooperate closely with each other and help each other in achieving the goal for successful management in the labor market, which has resulted in the need to develop a new profile which is the "Human Resources Information System" (HRIS). This paper examines the ways of managing human resources and the interrelationship of human resources management with the information technology system. This paper also discusses the history of human resources management processes from its development to the achievements with today's technological connection, as well as the reasons for the need for the further development of such a process. At the end of this topic, the reader will have the opportunity to become familiar with the definition of the Human Resources Information System, its importance, the data and information that a company must have for HRMS, the efficiency that this system brings, its advantages, programs that provide HRMS and how a company should choose the right HRMS system. The basic requirements that a company needs to have such a system implemented. In this case, we would have to have at least several study cases as a comparative sample or a study before the implementation of IS in the management of human resources and one with the implementation of IS, then from the change we can draw the results that would be the conclusion of work and recommendation for businesses that have not yet implemented such a system.

Keywords: Human Resources Management, Employees, Human Resources Information System, Businesses.

A CONCEPTUAL OVERVIEW OF THE DIDEROT EFFECT AND SNOOBISM IN CONSUMPTION

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ABSTRACT

The Didero effect is a social phenomenon that states that the individual identities of consumers are shaped by what they buy, and accordingly, the products that consumers will buy next can be predicted by their first purchases. On the other hand, the cultural codes adopted by consumers bring harmony and integrity to consumption. This, in turn, greatly affects the desire to own and purchase behavior, and unwittingly leads to the pursuit of acquiring the whole. The snob effect, on the other hand, refers to the consumers spending to prove themselves against their environment by going beyond the limits allowed by their income without having enough income, without considering the economic situation they are in. The middle-income person who buys that product even though he can't afford it with the snob effect thinks that he has reached a high status, while the high-income person turns to more inaccessible products as soon as he sees that people with lower incomes are using that product. Thus; Irrational expenditures made with expectations such as self-creation, self-acceptance, status and showing off can affect consumers psychologically, economically and socially, resulting in higher expenditures. These two effects have an important place in cultural anthropology, psychology and sociology in terms of explaining both the shopping desire and consumption frenzy at all times. In this study, the place of the Diderot effect and the snob effect, which are thought to be the different reasons behind consumption activities, in the consumption phenomenon and marketing discipline, has been examined.

Keywords: Diderot Effect, Snob Effect, Consumption.

A SYSTEMATIC LITERATURE REVIEW OF THE CUSTOMER INTERFACE

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ABSTRACT

The store atmosphere is a very important issue for physical retailers. Because the store atmosphere has an impact on customers spending more time in the store, purchasing more products, enjoying being in the store, brand loyalty and brand engagement. Similarly, the customer interface is important for an electronics retailer. In short, the customer interface for an e-retailer is the store's atmosphere. A customer interface designed in a way that attracts the attention of customers will allow customers to move easily and stay longer in the virtual store. For this reason, electronic retailers should give importance to the customer interface in this period of increasing electronic commerce. The customer interface is important not only for electronic retailers but also for all businesses that provide services in the digital environment. For example, in a digital game application, users need to act quickly and easily. This will be thanks to the use of a user-friendly customer interface. This study aims to contribute to the marketing literature by examining the academic studies on the customer interface. The study will be carried out as a systematic literature review. For analysis, databases such as Google Scholar, Scopus, ScienceDirect and ULAKBİM (National Academic Network and Information Center) will be searched. The obtained data will be interpreted through the SPSS statistical package program.

Keywords: Customer Interface, Digital Marketing, E-Retailing, Systematic Literature Review.

THE IMPACT OF RETAIL PAYMENT INSTRUMENTS IN THE PROFITABILITY OF THE BANKING SECTOR IN KOSOVA

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ABSTRACT

This research paper aims to analyze the impact of retail payment instruments and services on the profitability of the banking sector in Kosova. The paper will identify the impact of electronic retail payment products and services, such as Bank Accounts, ATMs, POS terminals and E-banking accounts, on the profitability of the banking sector in Kosovo. The working methodology used in this paper is based on the review of the latest secondary data of the Central Bank of the Republic of Kosova, consisting of time series data set. The methodology employed is Ordinary Least Squares (OLS) regression techniques and the Arellano Bond technique. The results of the paper confirm that an increase in the number and value of retail payment products and services enhances bank performance and has a positive impact on the profitability of the banking sector in Kosova.

Keywords: Retail Payment Instrument, Retail Banking, Electronic Products and Services, Bank Profitability.

SUCCESSION CHALLENGES AND LONGEVITY OF FAMILY BUSINESSES IN REPUBLIC OF KOSOVO

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ABSTRACT

The aim of this paper is to analyze the challenges of succession and the longevity of family businesses in the Republic of Kosovo. This paper presents quantitative data, in this paper the Probit and Logit regression methods were used, as the marginal effects by analyzing the data collected from the questionnaires that were conducted in cooperation with family businesses in the Republic of Kosovo.

Family businesses have proven to be a vital and quite successful part of the economy of the whole world, and the Republic of Kosovo does not lag behind in the development of family businesses, it even marks an early tradition in this aspect, over time this form of business is developed more and more, but at the same time these family businesses face various challenges during the succession process and very few of these businesses pass to the next generations, therefore, seeing the importance of these businesses in the country's economy, in this paper are treated two of the most important issues for family businesses.

In terms of value, this paper is the first paper that analyzes the challenges of succession and the longevity of family businesses in the Republic of Kosovo in quantitative terms.

The results of this study will have scientific and practical importance in identifying challenges and strategies that affect the longevity of family businesses.

Keywords: Family Business, Entrepreneurship, Challenges, Perspective, Business Development, Business Culture, Founder, Successor.

CRIMINAL OFFENSES AGAINST THE CONSTITUTIONAL ORDER IN DEVELOPED DEMOCRACY WITH A FOCUS ON THE REPUBLIC OF KOSOVO

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ABSTRACT

Democratic states in contemporary times are not infrequently faced with threats of crimes against the constitutional order, and in essence, not all states, in addition to the protection of human rights and freedoms, have advanced with the democratization of the constitutional order. Most of the countries with avant-garde democracies in their criminal codes have a special chapter with a tax enumeration of criminal offenses against the constitutional order. Such criminal acts are those acts, or illegal actions, aimed at subverting the constitutional order and the establishment of order against democratic rules, by means of murders, kidnappings, torture or other violent acts. The perpetrators of such offenses are sentenced to various punishments, including capital punishment, depending on the criminal codes of the country where such attempts are made. Democratic states have placed these acts within the framework of positive legislation.

In this regard, the Republic of Kosovo has also decided to make these criminal offenses part of the legal system in the Criminal Code, dedicating a special chapter in order to ensure a good legal infrastructure using the affirmative provisions of the Constitution of the Republic of Kosovo to create a legal security for the authorities and of course to implement the international conventions which are part of the constitution of the Republic of Kosovo, paying attention to 57 articles in the criminal code.

The object of committing these criminal offenses are the legal relations established by the Constitution and by law to ensure the constitutional order in Kosovo and protected by criminal legislation. From the objective side, crimes are committed with active and illegal actions that are expressed in assassinations, conspiracies, uprisings, unlawful taking of command, public calls for violent actions, etc. From the subjective side, they are carried out intentionally and with the aim of subverting the constitutional order established in a state with a developing democracy. The perpetrator of these crimes is undoubtedly every person who has reached the age of criminal responsibility and is responsible.

Keywords: Democracy, Constitution, Criminal Code, Criminal Offense, Constitutional Order.

THE ROLE OF THE MEDIA AND LEARNING BY WATCHING MEDIA

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ABSTRACT

We are aware that the explanations of interactive methods have implicitly reflected a certain set of assumptions about the nature of teaching and learning in media education. The role the media has is also the main role and it has an impact on society where it has even a greater role in individuals. The media has undoubtedly an influence in everyone's life regardless of age, gender or position in the society. It would be wrong for us to conclude that media education is little more than a manifestation of students' existing knowledge. The relationship between theory and practice is crucial in this regard. Let's not forget that the balance and relationship between critical analysis and practical production is likely to vary from one unit of work to another.

The role of the media is to motivate citizens to be above-board, therefore also in a historical evolution it relies on the definition of media education. It encourages critical and creative thinking in the minds of students to answer to the curiosity. The public should be permanent control of the Government. The importance of the media is great, especially in the spheres of justice and the rule of law. For this reason, the transparency of political processes, the independence of the media and print media is important. It is of particular importance to achieve the accountability of state institutions to the public. In the world of education with the world of media education, there is a need for a joint effort, on the part of students, teachers, parents, media producers and policy makers. But the media must also be at the height of their duty, to win and maintain the trust of citizens. Media education develops creative and critical skills.

Keywords: Media, Importance, Media Education, Learning.

THE IMPACT OF COVID19 ON THE ECONOMY, REMITTANCES AND GDP - THE CASE OF KOSOVO

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ABSTRACT

Remittances sent by the Kosovo diaspora have been and remain an important source of income for families in Kosovo. The paper deals with the issues related to the remittances of the Kosovar diaspora and the Gross Domestic Product, including the analysis of their economic effect before and during Covid19. To achieve the objectives, the analysis method, tabular and graphic separately, comparative method was used, analyzing the dynamics of the issue of remittances and GDP in the Republic of Kosovo. Through this study, the results and recommendations given are considered to be taken into account by the relevant institutions in the Republic of Kosovo.

Since the post-war, Kosovo continues to have a low level of economic growth, a high unemployment rate and a high trade deficit. Economic growth is considered among the main macroeconomic objectives of the country's government and represents the overall increase in the production of an economy. Taking into account this indicator, the economy of Kosovo, especially family economies, continue to depend to a large extent on remittances sent by the Kosovar diaspora.

In different periods, remittances from the diaspora have played an important role in the economic aspect, especially they remain an important source of financing for family economies in Kosovo. Given that Kosovo after the last war remains among the countries with a low level of development and high unemployment, the special importance and economic effect of remittances from the Kosovar diaspora has been and remains of special importance, affecting consumption and well-being of families in Kosovo.

Diaspora plays an important role in the economy of Kosovo through the sending of remittances, presenting an important potential not only for family economies but also for the economy of Kosovo in general. To send their funds, the diaspora uses different ways, which are generally the formal and informal ways of sending money.

Keywords: Remittances, BPV, Kosovo Diaspora, Covid19.

VALORISATION OF POMEGRANATE PEEL WASTE AS A PATHWAY TO SUPPORT SUSTAINABILITY AND CIRCULAR BIOECONOMY

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ABSTRACT

The primary sources of the community's solid wastes are generated from the excessive amount of food loss and waste, which strongly impacts agriculture, the environment, and climate change. On the other hand, today's consumers are requesting strongly sustainable and healthy diets. This work aims to investigate the application of pomegranate peel powder in cereal-based products, as a pathway to valorize the waste generated by pomegranate fruits, in support of a circular bio-economy and to increase overall sustainability. For this study, pomegranate fruits were bought from local farmers in 2022, in Durres, Albania, and the peel was sun-dried and powdered (PPP) in a laboratory blender and then sieved. The cereal base product (pancakes, muffins, biscuits) were prepared without PPP, which served as control, and also was supplemented with 3% (PPP3), 6% (PPP6), 9 % (PPP9), and 18% (PPP18), all samples were partially vacuum packed, and evaluated at the time of preparation, also after 1 day, 2 days, 3 days and 5 days of storage. The main physicochemical characteristics were evaluated according to official methods. Total phenolics were determined according to the Folin-Ciocalteu method, total flavonoids were determined by the aluminum chloride colorimetric method, and antioxidant activity was assessed by using two tests: ABTS & DPPH, respectively for the PPP, control samples and those prepared in different formulations with PPP. The sensory characteristics (appearance, flavour, aroma, gumminess, texture, and overall quality) were evaluated using a 9-point scale. Results showed that supplementation with PPP had a great contribution in enrichment with bioactive compounds and antioxidant activity, as values reached more than 3-fold higher compared to respective control samples. The sensory characteristics resulted in higher points for the formulation PPP6 & PPP9. The addition of PPP contributed even the shelf life extension compared to the control samples. Based on the study findings, we would suggest the application of PPP as a great approach to resource recovery, in support of sustainability and healthy diets.

Keywords: Pomegranate Peel Powder, Antioxidant Activity, Valorisation, Circular Bio-economy, Sustainability.

NEUROSCIENCE & NEUROLANGUAGE AFFECTING THE WELLBEING OF OUR STUDENTS

Prof. Dr. Shpresa DELIJA
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ABSTRACT

This presentation highlights the connection between neuroscience, neurolanguage, teaching and learning of a foreign language in our schools. It is a powerful approach, which integrates the elements and the principles from coaching into the language learning process combined with what we know from neuroscience about how the brain likes to learn (Rachel Palling, 2020).

Applying neurolanguage coaching in education helps find out:

1. brain functioning,
2. multiple intelligences and learning styles,
3. language learning.

The three of them determine the learning comprehension and the wellbeing of our students in class.

Through the application of neurolanguage approach in the teaching process the learners understand how to feel, how to learn and how to make progress. It is known that no two brains are the same and that is why it is needed to deliver a personalized learning experience, diagnosing unique learning styles and exploring individual needs and interests. In this way we, teachers, make possible the development of spiritual and emotional wellbeing of our students in the class in order for them to feel comfortable. They create the bridge between neuroscience and practice.

Keywords: Neuroscience, Neurolanguage, Affecting, Wellbeing.

ANALYSIS OF THE CATALOG OF CRITERIA FOR THE ASSESSMENT OF LEARNING MATERIALS - SCHRITTE INTERNATIONAL NEU A1.2

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Prof. Ass. Dr. Shpëtim ZYMBERAJ
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ABSTRACT

The aim of this work is to compare very different textbooks, namely German as a foreign language. Since the field of possible investigations in textbook analysis is endless, the present work focuses on steps International Neu A1.2 and their respective linguistic forms. In detailed analyzes of lessons taken from common German grammars, the differences and similarities in textbooks are shown. The Stockholm catalog of criteria serves as a regulatory framework. At the end of the work, the knowledge gained is summarized in an overview.

Keywords: German, German as a Foreign Language, Textbooks, Analysis, Comparative, Differences, Similarities.

"VETTING IN KOSOVO" A TWO-DIMENSIONAL PERSPECTIVE AND MISSING CRITERIA

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ABSTRACT

Justice is one of the central pillars of any society. Although it is very important whether the framework of justice includes only its procedural side or even its social cooperation side, there is an even more important element about justice, and that is that it exists as a request and is articulated as pressure and that in it should be invested in a collective and individual trust.

But achieving trust in justice is not easy. It is a complex and multi-dimensional issue. We have seen this complexity, among others, in countries in transition. This paper addresses a discourse of justice that has characterized Kosovo in the last 20 years, with special emphasis on the process of vetting, as an element that in Kosovo is laid out as a necessity to build such trust in justice.

Currently, vetting is the main topic in the reforms that are being attempted in the environment of justice that is applied in Kosovo.

How things and debates have flowed in recent years, as well as what vetting means in the mindset of Kosovo's public policy, how it extends, who it should include and on what standards it should take place, is exactly the topic that has been addressed in this paper.

Keywords: Vetting, Justice System, Law, Political Parties, Opposition.

PREVENTIVE MEASURES TO REDUCE NATURAL DISASTERS IN RESTELICA - NATURE BASED SOLUTIONS

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ABSTRACT

Taking into consideration the geographical position of Restelica village, which is characterized by steep terrain, lack of high vegetation on all sides, construction without professional standards, unstable land, and many rivers and streams, it is clear that the village continues to be endangered by a significant number of natural disasters, including avalanches, erosions, rock falls and landslides. Therefore, in order to reduce the risk of these disasters, it is required to prepare a detailed operational plan, through which various projects should be implemented.

It would be preferable for projects to be nature-based, due to the fact that the benefits from these kinds of projects are greater, while maintaining the ecological balance

Necessary disaster risk reduction projects include:

Afforestation of bare land around the village of Restelica remains the most suitable and preferred option for avalanche prevention. The terrain conditions and climate are among the most important issues to be considered. As a prerequisite for afforestation activities, geographical and pedagogical studies of the terrain should be undertaken. To prevent avalanches, over 30 ha should be afforested in the area stripped of vegetation around Restelica village.

The construction of cascades and the opening of roads in a wide perimeter around the village of Restelica should be considered, in order to contribute to the prevention of avalanches and rock falls.

Construction of concrete walls (gabions) and placement of various barriers, either metal pipes or concrete pipes, are also acceptable options to be implemented in Restelica. Despite not being nature-based solutions, these measures are effective at reducing the possibility of the occurrence of avalanches and landslides.

Cleaning of the river and surrounding streams and stopping the dumping of waste into the riverbeds and slopes should be done as soon as possible, in order to prevent risk of floods and soil erosion.

Keywords: Restelica, Terrain, Natural, Disaster, Avalanche.

KAFKA, LITERATURE AND THE LAW

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ABSTRACT

"Legal professionals as writers" is a new indicated topic in the field of law as well as literature, the topic itself was not researched enough and this in the first place, points out the fact that it is about different kinds of writing. As legal professionals must be careful and consult the law and above all the reality when it comes to implementing their profession, writers, on the other side, let themselves roam freely in their imagination and phantasy, meaning they are allowed to include grotesques, utopias and ecstasies in their writings.

The perfect junction of these two dissimilar topics is Kafka, the expressionist and the lawyer. What also makes Kafka the best fit for the above-mentioned topic are the intersections between his professional life and his art.

Most of Kafka's writings have law and justice as the main backdrop. This paper argues that law is the plot of Kafka's literature, that there is a potential link between the legal profession and literature and that the writer Franz Kafka was a great artist as well as a great acknowledger of law.

On drafting this paper and in arguing the main objectives, the following methods were applied: The method of analyzing the literary texts, the method of comparative literature and comparative methods in general.

Keywords: Franz Kafka, Law, Literature, Expressionism, Study Methods.

THE INFLUENCE OF EMPLOYEE PERCEPTIONS OF CSR ON ORGANIZATIONAL CORRUPTION PERCEPTION IN DEVELOPING COUNTRIES

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ABSTRACT

This paper hypothesizes that employee positive perceptions of corporate social responsibility (PCSR) activities at the individual and organizational level have a negative effect on employee perceived organizational corruption (POC), as well as the mediating and moderating mechanism of perceived ethical climate (PEC), perceived ethical leadership (PEL) and job satisfaction (JS) on the aforementioned relationship. In order to test this model, was been used a quantitative method collecting data among employees (n = 434) that operate in the main public and private organizations in the country. Hypotheses were been tested by using statistical software (SPSS 25). The findings confirm that the total effect of PCSR on POC is negatively significant and that PEC and PEL significantly mediate the relationship among PCSR and POC. Furthermore, the results show that at low PCSR, PEC, PEL and low JS, the POC value is higher. This investigation will permit to scholars and practitioners to comprehend the role of corporate social responsibility measures in fighting, directly and indirectly, the phenomenon of corruption, very felt especially in developing countries.

Keywords: Corporate Social Responsibility (CSR), Ethical Climate (EC), Ethical Leadership (EL), Job Sastisfaction (JS), Organizational Corruption (OC), Developing Countries, Kosovo.

LANGUAGE IMPLEMENTATION AGENCY AND THE OFFICIAL USE OF THE ALBANIAN LANGUAGE IN RNM

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ABSTRACT

In the Republic of North Macedonia, as a country of many ethnicities and languages, after the Ohrid Agreement, on August 2001, we have constitutional changes and another regulation of the status of languages.

After the adoption of the Law on Languages in the Republic of North Macedonia, from January 2019 and after the establishment of the Language Implementation Agency from March 2019, there are improvements in the status of the Albanian language, but there are still difficulties in implementing the law and many challenges in the official use of the Albanian language.

In this paper, we will make a presentation of the Language Implementation Agency, since its establishment. We will reflect its history and mission in the process of implementing the Albanian language in RNM, as a second official language. Some of the main challenges in this process of implementing the law of languages will be mentioned, the obstacles for the use of the Albanian language as an official language in the country, alongside the Macedonian one.

The purpose of this statement is in summary to mention the main events since the establishment of the Agency, as well as to describe the process of law implementation.

Keywords: Albanian Language, Language Implementation Agency, Law On Language, Official Languages, Implementation Challenges.

FUNCTIONAL FOODS FROM THE PERSPECTIVE OF CONSUMERS IN KOSOVO AND THEIR ROLE IN HEALTH

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ABSTRACT

Everything that a person consumes, can cause negative or positive health reactions in the body. Promoting healthy foods, such as functional foods, still remains a challenge. The main objective of this research was to determine the impact that functional foods have on human health and to identify the level of knowledge that consumers of different ages in Kosovo have about this group of foods. Given the role of functional foods in maintaining the health of the heart, digestive system, teeth, bones, fat and blood sugar levels, consumer awareness is needed for greater inclusion of these foods in daily diets. This study included about 500 Kosovo respondents of different age groups who were asked about the knowledge they have related to functional foods, the role they have in health and the impact of the economic situation. The data generated by the questionnaires were processed with the statistical program IBM SPSS Statistics 26. To find the correlation between the variables, the Crosstabs function was used. In general, the respondents have shown that they have little knowledge about these foods and as the best way to improve this situation it is recommended to include the education of children regarding healthy nutrition from school and to push the producers of processed functional foods to declare on the production label regarding the health benefits of consuming these products.

Keywords: Functional Foods, Health Benefits, Nutritional Diet, Consumer Attitudes.

HUMAN RESOURCES MANAGEMENT STRATEGY DURING PANDEMIC COVID-19 AND THE FINANCIAL IMPACT IN KOSOVO

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ABSTRACT

The Covid-19 pandemic crisis in Kosovo heighten the demand for the efficient management of human resources, in the impossibility of their activity due to "avoidance of contact and the spread of the virus", expressed the dilemmas' how to manage the situation and not to violate the production cycle, especially vital productivity of the state's economical operation. It was very important for the management to adapt and be flexible, developing depending on the circumstances and showed the need to re-evaluate the ways of supply alienation from single source supplies, and keep intact or minimize the financial damages of the business operation.

This paper elaborates the adaptive activities of strategic management of human resources in production, that the nature of their work requires to be present in the workplace and the financial effects in cases where it was impossible to get their services due to the Covid-19 pandemic, identifying the working environment and managerial communication with employees with health and social problems and loss of self-confidence in employees and families, low performance and financial loss in Kosovar Businesses.

The methodology used in this paper is mainly based on primary sources obtained in data collection using the Descriptive method of the extent of Financial effects and losses during the pandemic related to the health of employees 2020-2022, reported to senior management, as well as in secondary sources obtained from reports of scientific publications of the financial effects of Human Resources management in the performance of Business in Kosovo.

Based on the results and analyses elaborated by the research in public and private Production Organizations in Kosovo, noted that the adaptation of Human Resources management strategies was necessary in maintaining the health of employees and the Financial Health of organizations by strengthening organizational performance, and the application of strategic methods of covering key positions in production during the Covid-19 pandemic.

Keywords: Human Resources Management, Financial Economic Effects, Performance Management, Social Effects, Covid-19 in Kosovo.

TURKEY'S PUBLIC DIPLOMACY TOWARDS THE WESTERN BALKANS: ANADOLU AGENCY'S DIPLOMATIC NARRATIVE IN BALKAN LANGUAGES

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Given that public diplomacy is an element that incorporates communication and politics, it has appeared as a product of changes in communication and international relations with globalization. Public diplomacy has a strategic value in international relations, which is one of the important methods of communication that aims to win the minds and hearts of target societies without any coercion. The media, which informs the public about the problems of the country and the world and influences which of these issues should have priority in the public, is one of the main factors that have played a role in the emergence of public diplomacy. In addition, the media (international broadcasters) is one of the most effective tools that public diplomacy actors can use to reach the people of the target country to create a positive image of the country in their eyes. International broadcasters now take on the role of disseminating a country's image, regional influence and political stances, as well as advocating the country's targeted policies towards a particular country or area. This paper aims to present Turkey's diplomatic narrative towards the Western Balkans through the international broadcaster. In this context, public opinion is formed by examining the content presented by Anadolu Agency in the languages of the Western Balkans.

Keywords: Public Diplomacy, International Broadcasting, Western Balkans, Turkey, Anadolu Agency.

THE IMPACT OF NEGATIVE ONLINE REVIEWS ON PRODUCT PERCEPTION AND PURCHASE INTENTION

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Negative online reviews have a decisive influence on the attitudes of potential customers, who read this information and gain knowledge about the seller's products and services for making an online purchase decision. The purpose of this paper is to measure the impact of negative reviews on product perception and purchase intention. So this study develops a research framework to explain the relationships between negative online reviews, consumer attitudes and their subsequent purchase intention behavior. To collect the data for this paper, the questionnaire method was used which was applied online by means of a suitable sample. Using an experimental design and data from 150 respondents, it was found that negative reviews have negative impacts on consumer attitudes ie. in product attitude, seller attitude, and purchasing behavior. The results show that negative online reviews have a significant negative impact on consumers' purchase intention. Sellers should pay full attention to negative online comments on the network platform and take the necessary measures to reduce the perceived risks of consumers in order to improve the purchase intention of their consumers.

Keywords: Negative Online Comments; Perception Of Products; Consumer Purchase Intent; Online Shopping.

FINANCIAL PERFORMANCE OF FIRMS: EVIDENCE FROM KOSOVO PRODUCTION INDUSTRY

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Financial performance primarily reflects business sector outcomes and results, which demonstrate the sector's overall financial health over a given time period. It shows how well an organization uses its resources to maximize the wealth and profitability of its owners. The purpose of this paper is to analyze financial performance of production firms. The paper aims to investigate the factors that affect financial performance, namely to measure the relationship of these performance variables and to derive a multiple regression model to explain the impact on financial performance.

The financial ratios used for the measurement of financial performance of the production sector are profitability ratios, liquidity ratios, asset utilization ratios and leverage ratios cycle from the period 2018-2021. Return on assets (ROA) is taken as predicted variable and four ratio parameters are taken as predictor variables. The data will be collected from the audited financial statements of 20 manufacturing companies published on the website of the Kosovo Council for Financial Reporting (KCFR). The data will be analysed using statistical programs SPSS 25 and STATA 14.2, by performing statistical analyses in accordance with the purpose of the research. As a result of the research findings, the variables with statistically significant impact on the financial performance of manufacturing firms will be highlighted. Future research may consider testing other additional factors that may affect financial performance.

Keywords: Financial Performance, Production Companies, Financial Ratios, Regression Analysis.

HARMONISATION OF VALUE ADDED TAX APPLICABLE IN EUROPEAN UNION LEGISLATION

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European integration has always been a political and economic process that is open to all nations that want to become members of the EU, are willing to accept EU law as a supranational right in relation to their national law, and respect the fundamental principles and values of the EU as underlined in the Treaties. In this regard, one of the essential components for the proper functioning of the internal market is the harmonization of tax laws. The purpose of this research is to illustrate how the VAT has been at the centre of integration from the beginning and how its harmonisation is regarded as essential for the creation of an internal market. Additionally, the hierarchy of EU legislation in areas that have undergone more or less extensive harmonisation are discussed. The degree to which national law complies with the VAT regulations of the EU and the efforts of States to harmonize will be evaluated via an analysis of the relevant legal framework. This article uses combined quantitative and qualitative analysis. Descriptive, comparative, and historical methodologies will be used in this study. The paper will generally address the questions of why tax harmonization is genuinely required and what the potential effects of member nations being in a competitive environment would be. The results underline that while the MS is responsible for designing the national tax system, there can be no concept of complete harmonization. This is the main reason even though the states still work toward harmonization.

Keywords: VAT, Harmonisation, EU, Common Market.

THE INFLUENCE OF SOCIAL NETWORKS ON THE ACADEMIC ACHIEVEMENTS OF TEENAGERS IN THE MUNICIPALITY OF PRISTINA

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Nowadays the use of social networks is very widespread by everyone regardless of age, starting from very young ages to older ages, but what is often discussed is whether social networks have a positive or negative effect on users and if there are such effects, especially negative effects, let us know the degree of these effects. It is for this reason that we have chosen to deal directly with how social networks affect the academic achievements of teenagers, knowing that adolescence is the most sensitive period, where young people are trying to create their personal and social identity, who they are and who they want to be, adapting to different social rules for young people is affected to the extent that there can be emotional swings that can also affect academic achievements, knowing that the access to social networks is very large in each time and each place etc.. Part of our study were 800 students from primary and secondary schools, specifically 14-18 years old in the municipality of Pristina, a study that brings us closer to the relationship between social networks and academic achievements in teenagers.

Keywords: Adolescence, Social Networks, Academic Achievements, Etc.

THE IMPACT OF THE PROMOTION CULTURAL TOURISM POTENTIAL, INCREASING THE INTEREST OF TOURISTS: CASE STUDY: PROMOTION OF CULTURAL TOURISM POTENTIAL IN KOSOVO

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Tourism considered as an important sector that affects the growth of indicators related to the sustainable development of a region. The variety of cultural/heritage monuments and local traditions can increase the interest of tourists to visit a particular place. Today, there is a need serious studies on the impact of promoting cultural tourism potential and local traditions in increasing the interest of tourists to visit a country.

In framework of the study, I consider that the treatment related to the influence of the promotion of the cultural tourism potential in increasing the interest of tourists to visit our country is an important work. Since with the increase in the number of tourists it will be affected in many spheres, especially in the promotion of culture and profitable benefits for the economy.

The purpose will create an advantage for responsible institutions towards success, it is assumed that it should also affect their performance, so the main question against which this study tries to give an answer is related to the fact if it is really perceived that the influence of promotion of the cultural tourism potential will influence the increase of tourists' interest as a way to influence the performance of the responsible institutions.

Keywords: Cultural Tourism, Performance of Cultural Institutions, Tourists and Profitable Benefits.

THE WRITING OF ALBANIAN LANGUAGE WITH THE OTTOMAN-ARABIC ALPHABET

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Since there was no uniform alphabet for the Albanian language, it was written using many alphabets for many centuries. This language was written using foreign alphabets, such as the Latin, Greek, Arabic-Ottoman, etc. due to historical, social and religious developments.

The end of the 19th century and the beginning of the 20th century marked an increase in efforts to design the alphabet of the Albanian language. Among the well-known figures who contributed to this issue are the Mufti of Manastir Rexhep Xhudi bin Nureddin and Mulla Shabani. Using the Arabic-Ottoman alphabet, each of them created a separate alphabet for the Albanian language. They did not only create special alphabets for the Albanian language, but each of them wrote a special book which they called "Elifba Shkip" and in which, in addition to the alphabet, they also provided other important information related to the culture, tradition and faith of the Albanians. I found the Elifba of the Mufti of Tetova during the research I was doing in the "Atatürk Kitaplığı" Archive in Istanbul, while I found the Elifba of Mulla Shabani in the Albanian National Library.

In this article, through the two sources mentioned above, we will bring important information about how the Albanian language was written using the Ottoman-Arabic alphabet.

Keywords: Albanian Language, Alphabet, Religion, Ottoman, Arabic.

ABDYL HAMIT'S POLICY TOWARDS ALBANIAN EDUCATION (1876-1909)

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The reforms of the Tanzimat, which the Empire was forced to undertake throughout its territory, did not have positive effects for the Albanians. In this period, changes were taking place in Albanian society. The Albanian Muslim elite, which had benefited greatly from Abdyl Hamid's regime in exchange for its loyalty, was replaced by a new Albanian intellectual-nationalist elite, which called for reforms for the benefit of all Albanians. Encouraging the development of the Albanian language and the gradual "albanianization" of the education system in the Albanian provinces, showed the opposition of the Albanians to the violent Ottomanism and at the same time reaffirmed the determination of the Albanians to build a distinct Albanian national identity.

Meanwhile, Sultan Abdyl Hamiti used all the means to prevent the union of the Albanians and was very careful in delaying and opposing all their demands of an ethno-nationalist character. In his period, education in the Turkish language in the Albanian lands received a great development in the Albanian lands.

Keywords: Abdyl Hamit's policy, Albanian Education

THE INFLUENCE OF STORE ATMOSPHERE ON PURCHASE INTENTION: A RESEARCH WITH KOSOVO CONSUMERS

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Purpose - The purpose of this paper is to examine the relationship between store atmosphere and purchase intention, focusing on the influence of store atmosphere factors on purchase intention.

Design/methodology/approach - From the types of research methods, descriptive research was selected. Data were collected through self-administered surveys. The questionnaire was applied online and data were collected from 313 people. Store atmosphere and purchase intention were measured with questionnaires adapted from the literature.

Findings - The results of this research show that the atmosphere of the store has a positive and significant influence on the intention to purchase.

Research limitations/implications - Due to time and money constraints, the sample was limited to only survey participants. As a result, the findings of this research cannot be generalized to the entire population. In addition, we only focused on the relationship between the influence of store atmosphere on the intention to purchase. Based on the findings of this paper, we recommend that store managers should pay more attention to the atmosphere of the store including the factors that influence the atmosphere, ranging from cleanliness, lighting, temperature, aroma, music, structure to color, because they are very important factors that influence consumers to make purchases.

Keywords: Store Atmosphere, Purchase Intention, Cleanliness, Music, Aroma, Lighting, Color, Temperature.

THE IMPACT OF THE PANDEMIC SITUATION ON PSYCHOLOGICAL WELL-BEING

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Purpose – The purpose of this paper is to examine the impact of the pandemic situation on psychological well-being. In addition, the research aims to study how it has affected us with the consequences it has had.

Design/methodology/approach – An online survey was used to collect data for this paper through convenience sampling. This research aimed to show how Covid-19 has affected psychological well-being.

Findings - The results of this research show that there is a negative relationship between Covid-19 and psychological well-being, and it is more than logical to have this impact on the psychological well-being of all people.

Research limitations/implications – Due to time and money constraints, the sample was limited to only survey participants. As a result, the findings of this research cannot be generalized to the entire population. In addition, we have only focused on the impact of the pandemic situation on psychological well-being. There are other variables that can interfere in this relationship.

Originality/value – The current research expands the understanding between these three variables by focusing only on the impact of the pandemic situation on psychological well-being.

Keywords: Covid-19, Psychological Well-Being, The Relationship Between Covid-19 And Psychological Well-Being.

THE INFLUENCE OF MOTIVATION ON THE ENGAGEMENT OF EMPLOYEES AT WORK: AN EMPIRICAL STUDY WITH KOSOVAR EMPLOYEES

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The purpose of this paper is to examine the influence of internal and external motives on the engagement of employees in public and private sector work. To collect data in this paper, the survey method was used and which was applied online by means of a suitable sample. Based on the results achieved using regression analysis show that internal and external motives have a positive impact on employee engagement at work, but external motives have a slightly greater impact on employee engagement at work .

Due to time and money constraints, the sample was limited to survey participants only and the questionnaire was applied online. As a result, we can say that the findings of the research done can not be generalized to the entire population. In this paper is focused on the relationship in engagement at work according to motives while in the future research can be done with other factors such as the impact of motives on the relationship performance of employees.

This research highlights what influence motives have on engagement at work and which of the motives has the greatest influence on the engagement of Kosovar employees at work. Also, based on the results obtained from this research, Kosovar managers are more informed about which motivational factor has the greatest impact on the engagement of employees at work.

.Keywords: Internal Motivation, External Motivation, Employee Engagement, Public Sector, Private Sector.

THE IMPACT OF ELECTRONIC WORD OF MOUTH ON THE PURCHASE DECISION OF CONSUMERS

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Today's world trade has experienced global expansion and development, so that the movement of goods and services knows no boundaries. The global Covid 19 pandemic, on the other hand, has meant that the consumer culture of online shopping has had to adapt and evolve. Retailers have proven that it is necessary and valuable to know the online buying process and how it affects decision making to purchase intention, and the impact of virtual interaction of potential customers in the network environment of various online media, known as e-WOM (electronic word of mouth). The purpose of this study is to investigate the impact of electronic word of mouth on consumers' online purchase decisions. The research was conducted with 203 randomly selected individuals. Analysis of SEM (Structural Equation Modeling) revealed that reviews and comments, as well as opinion search, have a significant and positive impact on purchase intention.

Keywords: E-WOM, Online Shopping, Opinion Search, Comments, Reviews.

INSTITUTIONAL QUALITY AND INTERNATIONAL TRADE IN THE WESTERN BALKANS: GRAVITY MODEL ANALYSIS

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International trade is an important platform of the economic growth in the transitional economies. Previous empirical studies suggest that higher institutional quality serves has significant impact on trade promotion. The main purpose of this study is to evaluate of the role of institutional quality on the trade flows in the case of the Western Balkan (WB) countries. Methodology of this study is based on the application of the theoretical framework of the gravity model in the international trade. Poisson Pseudo-Maximum Likelihood (PPML) estimator is employed on the panel data covering the period 2005-2015. Data are derived from the WGI, World Bank, CEPII and WB National Statistical Agencies. Beside traditional gravity model variables, the model is augmented with the variables indicating the role of income differences, transportation and transaction costs (sharing common border, lingual and colonial links, landlocked territory), as well as variables that estimate the impact of institutional quality and institutional distance between trading partners. Results of this study suggest that institutional quality in the WBs remains low, despite significant improvements during the last decade. Findings of the baseline gravity model estimates are in line theoretical framework, suggesting that the economic size (GDP) of the exporter and importer are positively and significantly correlated, while the increasing distance between the trading partners diminishes trade flows. Lingual similarities and historical colonial links are relevant and positive drivers of the trade between the WB economies and the rest of the world. Lastly, results of this study indicate that increase of one standard deviation in the institutional quality of the WB economies increases the bilateral flow for 4.6 percent, suggesting that improvement of the quality of the institutions should remain on the top of the development agenda of the Western Balkans policymakers. The findings of this study can particularly serve to public institutions in order to promote institutional quality and efficiency.

Keywords: Trade, Institutional Quality, Gravity Model, PPML, Western Balkan.

MENTAL HEALTH AND ANXIETY AMONG FIRST-YEAR UNIVERSITY STUDENTS - HOW DO THEY COPE?

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Faced with the situation of COVID-19, first year female student's mental health was threatened. We aimed to discover and understand the presence of anxiety and mental health and coping strategies that students used. 233 students ($M=19.13$, $SD=1.50$) from two universities (one public), voluntarily completed the Mental health SRMH, the Brief-COPE self-report questionnaire, the 7-item Generalized Anxiety Disorder Scale, and a sociodemographic survey through a web-based Google form.

Descriptive, correlation, t-Test, ANOVA, linear and multiple regressions were used. 40.4% of students suffered from anxiety while the mean of mental health was 2.27 (.96). In all the anxiety scales, female students used more the approach coping strategy, sometimes called positive coping because of its ties with better behavioral and mental health outcomes. However, 63% of students who live in city, showed poor to fair mental health compared to 68.2 % of them living in the village.

The hierarchical regression models indicated that the anxiety and mental health score of 233 female students were predicted only by type of university (anxiety=.040; mental health =.035). Overall, the findings indicated that coping strategies don't appear to predict mental health and anxiety among students.

The mental health of students should be part of the priority activities of universities, taking into account the increase in mental problems as a result of the pandemic.

Keywords: Anxiety, Mental Health, Female Students, Coping Style.

THE CHARACTERISTICS OF THE CHARISMATIC, EXPERT AND REFLECTIVE TEACHER

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The teacher is the person whose task it is to assist others to learn and behave in a different way than before. Teachers are trained and hired by the society to help realize the goals, objectives and results expected at the end of the implementation of the programme. The teacher, in the process of practicing the profession, is employed to facilitate the social, personal and intellectual preparation of those members of the society who attend the school. Teachers are part of all the complex aspects of day-to-day teaching; they are responsible for a variety of classroom and lesson decisions. They try to establish order and stability in potentially chaotic environments. In the "Common European Principles for the Competences and Qualification of Teachers", among others, it is emphasized through the multidisciplinary education of teachers, to ensure: knowledge of the subject, knowledge of pedagogy, skills and competencies needed to guide and support students and understanding of the social and cultural dimension of education;

Charismatic teachers stand out for caring for students, especially in delicate cases when they have behavioral or other problems. Expert teachers have good communication skills, while reflective teachers try to interpret the quality of learning and consider the value of everything that happens in the classroom to be quite essential.

Keywords: Teacher, Success, Expert, Charismatic, Reflective.

THE CHANGE OF A LEXICON DURING THE PANDEMIC WITH EXAMPLES FROM GERMAN AND ALBANIAN

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The purpose of this paper is to give a reflection on the change of the lexicon during a year in the current pandemic, taking examples from German and Albanian. We will start off by clarifying the notion on the linguistic phenomenon of lexicon change by mentioning numerous factors that cause it. The attempt is to collect them and see how these words find use. A good amount of them are anglicisms and are found in almost all languages of the world, thus allowing us to treat them as internationalisms. The word "Corona - Pandemic" was announced Word of the Year in Germany and the Bad Word of the Year was announced to be "Corona - Diktatur"

Collocations and the most common expressions in connection with "COVID-19" and "Corona" will be collected in both German and Albanian.

Collections of words, expressions and main titles will be made, starting from the middle of March 2020 until end of May 2022, to help reflect the developments of the previous year more clearly, which best prove the linguistic and social changes that are found not only in German - and Albanian - speaking countries, but also all around the world.

In preparation this paper and followed by that a broader research project, will be based on material that already exist for German and on material collected, especially on these one week, from online platforms in both languages, from three daily newspapers in German: FAZ, Der Standard, NZZ and in Albanian: Shekulli, Koha.net and Koha.mk, as well as Deutsche Welle (DW) in German and Albanian. From all this, and a period from mid-March 2020 until the end of March 2022, a more than sufficient linguistic corpus for further studies is being collected.

Keywords: Lexicon Change, Lexicology, Lexicography, Vocabulary, Anglicisms, Pandemic, Coronavirus, COVID-19, German, Albanian, Online Media.

SOME CONTEMPORARY IDIOMS COMPILED FROM TURKS WHO LIVING IN GOSTIVAR, NORTH MACEDONIA, AND A COMPARATIVE ANALYSIS OF THESE IDIOMS WITH THEIR TURKISH AND KOSOVO VERSIONS

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Oral culture products such as folk songs, lullabies, epics, legends, tales, proverbs, idioms, rhymes, riddles, folk tales and anecdotes have a dynamic structure. They can change over time as they are transmitted orally from mouth to mouth. They can be influenced by other cultures. People living together can transfer cultural elements from each other. Proverbs and idioms can be subject to change just like other oral culture products.

An oral culture compilation study was carried out in Gostivar, North Macedonia between 2020-2021 with the support of TÜBİTAK (The Scientific and Technological Research Council of Türkiye). In this port-doctoral study, which lasted for 6 months, some current idioms used by the Turks living in the region were recorded. It was examined from the sources whether the recorded idioms were recorded before. As a result, some idioms that have been recorded from the Turks who currently live in the region will be published within the scope of this study. In addition, these idioms will be analyzed comparatively with their counterparts in Turkey and Kosovo.

Keywords: Oral Culture, Turkish Culture, North Macedonia, Kosovo, Idiom.

PROTECTION OF PERSONS WITH DISABILITIES IN KOSOVO- A PREREQUISITE FOR EU INTEGRATION

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Valeri QATANI
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One of the best indicators of valuable things in life that people with disabilities teach us is that true happiness is also found in that category of society. The current situation for the protection and safeguarding the persons with disabilities in the country to be entirely equal to enjoy basic human freedoms, in respecting their dignity, we cannot say that there is an appropriate practical level in Kosovo, this category is seen as a challenge in itself, not because there are no laws but due to their non- application concerning them. This focus includes independence, non- discrimination, and participation with equal opportunities in social life not because this category has such problems but because of the lack of commitment of the institutional factor for this category. The local legal infrastructure regulates the protection of persons with disabilities, and such an issue is also regulated by international agreements/ pacts/ conventions, so with a series of legal instruments, the form of their implementation is not presented. But the protection, guarantee, and respect of the rights that this category of persons should enjoy are a prerequisite towards integration in the European Union. In this primary direction, this research will identify the violations and conditions that this category of persons with disabilities must have and find possible ways to protect this category, identifying the conditions as a prerequisite for integration into the European Union.

Keywords: Persons with Disabilities, Protection, Legislation, Kosovo, And Integration in The European Union.

MADELEINE ALBRIGHT: HER DIPLOMACY FOR PEACE IN KOSOVO

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Adil MEMAJ
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When talking about the war in Kosovo, and its freedom, it is impossible not to mention the names of personalities who played an extraordinary role and contributed to Kosovo being independent today, in particular the outstanding figure of the Secretary of the United States Mrs. Madeleine Albright, as one of the names that left a big mark during that historical period that Kosovo was going through.

Her diplomatic approach to Kosovo was highlighted during the meeting she had with Slobodan Milosevic, held after the Dayton Conference in 1995, in which Kosovo was not mentioned at all. Madeleine Albright remained loyal to dealing with the Kosovo issue until the last days of her life. In this study, I will emphasize the important role and influence that Mrs. Albright's active engagement had during the many negotiations and meetings she held between the parties involved in the war, the pressure and influence she exerted on the leaders of the Kosovo Liberation Army, the pacifist wing, as well as the Serbian side, which was waging an unjust war against the Albanian population of Kosovo. How her position as secretary influenced the Russian and French diplomats not to prevent the reaching of a possible agreement between the parties, but also not to prevent any possible military intervention against the Serbian forces in Kosovo. What was the role of Mrs. Albright in reaching the peace agreement in Rambouillet, France, that was not signed by the Serbian side? How much her rejection directly affected the decision for NATO's humanitarian intervention in Kosovo, which resulted in the Kumanovo agreement and the final handing over of Kosovo into the hands of NATO forces.

.Keywords: Diplomacy, Albright, Kosovo, NATO.

REPRESENTATION OF WOMEN IN THE MUNICIPALITIES OF KOSOVO

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Women constitute half of the world's population and their role and representation in decision-making processes at all levels of government, including the local one, is very important and necessary. Constituting half of the world's population, they also constitute half of the voters at the same time. Therefore, it is understandable that they should be represented in a proper and equal way, even when it comes to leadership positions. Such a structure of the population in terms of gender exists also in the Republic of Kosovo and as a result there is a legal framework that guarantees gender equality, which is not only a human right, but a necessity for the development and integration of the state. The purpose of this paper is to address the issue of women's representation in local government in the Republic of Kosovo, analyzing local and international legal acts on gender equality, scientific papers relevant to the topic and official reports that contain statistical data about the representation of women in the municipalities of Kosovo. Based on these analyzes and findings, it results that women in the municipalities of Kosovo are not represented in a n equal way in comparison to the men, despite the fact that such equal representation is guaranteed by the constitution, laws and international conventions.

Keywords: Gender Equality, Local Governance, Women, Municipalities, Representation.

ANTIOXIDANT RESPONSE OF MAIZE (ZEA MAYS L.) DUE TO SOIL CONTAMINATION BY HEAVY METALS IN THE VICINITY OF THE FERRONIKEL SMELTER IN DRENAS, KOSOVO.

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The contamination of agricultural soils with heavy metals as a result of industrial activity is worrying for biota in general. Chemical elements or more specifically heavy metals have the ability to be accumulated in plants and are associated with various effects of a toxic nature. The same chemical elements are transferred to humans and animals through the food chain. The purpose of this study was to analyze the antioxidant response in the maize plant by measuring total antioxidant capacity (TAC), reduced glutathione (GSH), and the level of lipid peroxidation through the product known as malondialdehyde (MDA). The total antioxidant capacity, MDA and GSH were determined and analyzed by applying the standard protocols in the leaves of the maize plant (*Zea mays* L.). Firstly, the concentration of some heavy metals (Pb, Cr, Ni, Fe, Cd, Cu, Mn) was determined from the soil samples and also the effect these elements have in relation to oxidative stress in the maize plant which is cultivated in the soil taken from the agricultural surfaces near the Ferronikel smelter in Drenas, compared to an area which is clean from the environmental aspect. Relatively high values were found in some locations around the smelter, especially for nickel (809.46 mg/kg) and chromium (801.10 mg/kg). In general, the values of MDA and GSH marked a significant increase in relation to the concentration of heavy metals, as well as the values of the total antioxidant capacity marked an increase. Our study clearly showed that exposure to heavy metals generates oxidative stress. The maize plant represents a suitable model for the research of biochemical parameters that are related to oxidative stress, respectively the response at the molecular level that is generated in the plant as a result of its development in substrates that have different concentrations of heavy metals.

Keywords: Agricultural Soil, Heavy Metals, Maize, Total Antioxidant Capacity, MDA, GSH.

THE IMPACT OF THE COVID-19 PANDEMIC ON ONLINE SHOPPING: AN EMPIRICAL RESEARCH WITH KOSOVAR CONSUMERS

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This paper deals with issues related to the impact of the Covid-19 pandemic on the development of online businesses in Kosovo. Inevitably, similar to other countries of the world, the COVID-19 pandemic also negatively affected the Kosovar economy, as a result of the decline in economic activity due to the closure of the economy. Covid-19 has had a great impact on businesses, society and the economy in general and has significantly accelerated the need for the digital transformation of companies.

The concept of e-commerce is all about doing business online better and faster. It refers to giving access to customers to check into the company's computer system to customize the product and service according to their wishes and to deliver the product and service on time. These automated personalized services give a huge financial impact to businesses in terms of increasing profits and reducing the cost of doing business.

The purpose of this paper is to reveal the impact of the Covid-19 pandemic on the development of online businesses in Kosovo. For this reason, an online questionnaire was carried out with 251 participants choosing the non-random sampling method, the suitable sample.

According to the obtained results, it appears that Covid-19 has had a positive impact on the development of online businesses in Kosovo. At the end of the hypothesis testing, it was found that the Covid pandemic has had a positive impact on the development of online businesses in Kosovo, as well as the online business has a positive effect on the increase in sales volume thanks to its 24/7 availability. The research mainly has a descriptive nature of the effect of the Covid-19 pandemic on the development of online businesses in Kosovo.

Keywords: Covid-19, Online Business, Impact, Development.

CAUSES OF EMIGRATION FROM THE REPUBLIC OF KOSOVO

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One of the most current topics in the newest European country "Kosovo" and worldwide is the emigration of young people. Based on the collected data and other studies in migration, it is noted that migration is a recent phenomenon that has appeared worldwide because human nature demands a better, easier life. Still, it is also more pronounced in some places due to various riots, be they natural, political, or problems of different natures. As a result, an online survey with 98 participants was conducted using the non-random sampling method, with the search sample consisting of all those who desired to emigrate. According to the findings, the economic element encompasses all economic issues such as unemployment, low GDP, low income, low pay, job security, and high food prices, resulting in a costly life. As one of the economic reasons, unemployment is a significant worry; according to the most recent KAS survey, 61.0 percent of Kosovo's young people are unemployed. According to survey results and secondary data, most of those seeking to emigrate are between the ages of 20 and 40 and have a high level of education, including bachelor's and master's degrees. Germany tops the list of countries accepting immigrants, followed by Switzerland, Scandinavian countries, the United States, and others.

Keywords: Emigration, Causes, Impact, Factors.

PROTECTION OF HUMAN RIGHTS AND FREEDOMS IN THE CONSTITUTIONAL ASPECT IN THE REPUBLIC OF KOSOVO

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The Constitution of the Republic of Kosovo guarantees human rights and freedoms for all citizens in the Republic of Kosovo, respectively, part of the constitutional provisions refer to guaranteeing the human rights and freedoms of all citizens of the Republic of Kosovo, regardless of nationality, ethnicity and linguistic, as well as to all foreign citizens in Kosovo, while the rest of the constitutional provisions are complementary rights that are recognized to members of communities that are not the majority in Kosovo. Likewise, at the international level, the Constitution of the Republic of Kosovo, within its provisions, accepts as part of the legal order of the state of Kosovo some international agreements and instruments which are based on the protection of fundamental human rights and freedoms. In addition to the guarantee, human rights and freedoms also have constitutional protection from the Constitutional Court. The purpose of this paper is the elaboration of the guarantee and at the same time the constitutional protection of human rights and freedoms, in particular the reflection of the constitutional practice of the Constitutional Court in the state of Kosovo in cases where individuals have referred requests for the violation of their rights in the time period 2011-2020. From the analysis of the constitutional practice in the case of the protection of constitutional rights and freedoms, we have compiled the research question of what has distinguished the practice of the Constitutional Court in the effective protection of the constitutional rights and freedoms of individuals. The result has shown that the Constitutional Court has been continuously active in the protection of human rights and freedoms in the case of individuals, while the challenge was the lack of sufficient knowledge by individuals to refer cases in accordance with the legal criteria defined for the admissibility of the request, for which in recent years, it is noted that progress has been made in this direction.

Keywords: Constitution, Constitutional Court, Rights and Freedoms.

THE IMPORTANCE OF E-MARKETING IN CONSUMER ATTITUDES, CONSUMER SENSITIVITY AND ONLINE SHOPPING IN KOSOVO

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Electronic marketing initiatives have received a lot of attention since the online market has been growing rapidly over the past several years. Many companies attach importance to the brand and the impression it creates on the customer. The purpose of this paper is to examine the importance of E-marketing in the consumer attitudes, consumer sensitivity and online shopping in Kosovo. The research aims to study the correlation between consumer attitudes, consumers sensitivity and online shopping. This research has adopted four constructs to measure E-marketing, consumer attitudes, consumer sensitivity and online shopping in Kosovo. The results of this research show that there is a positive impact of E- marketing on consumer attitudes, on consumer sensitivity, as well as a positive impact on online shopping. There is also a positive correlation between consumer attitudes and consumer sensitivity, consumer sensitivity and online shopping, consumer attitudes and online shopping.

Due to time and money constraints, the sample was limited to survey participants only. Based on the findings of this paper, we advise businesses to using e-marketing to pay more attention to customer wants and preferences in order to increase brand loyalty, account for their attitudes and sensitivity, and provide the optimum circumstances for online shopping.

Current research broadens the understanding between these four variables by focusing on consumers.

Keywords: E- Marketing, Consumer Attitudes, Consumer Sensitivity, Online Shopping.

CONTROVERSIAL STYLE IN DEALING WITH NATIONAL IDENTITY OF R. QOSJE AND ISMAIL KADARE' S WRITINGS

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Rexhep Qosja and Ismail Kadare are ranked among the most popular intellectuals of Albanian nation. They contributed a lot in different fields for many years in a row. Their contributions were also part of the case related to the national identity of Albanians, that surely remains one of the most fragile topics to be discussed on the range of Albanian culture. Their involvement on the debate about national identity gave birth to an unusual interest, not only in our country, but also beyond. The form of discussion from these two national giants exceeded the level of debate that took place time to time in the Albanian press. Being a discussion of this level, the target of this work is the theme, the way of adduction and formation of arguments pro and cons, the polemical style and, as well as the language used in the writings of famous polemics to these two authors.

Keywords: Identity, Style, Albanian Culture, Nation.

FACTORS INFLUENCING ONLINE SHOPPING: AN EMPIRICAL STUDY WITH KOSOVAR CONSUMERS

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Purpose: The purpose of this paper is to examine online shopping habits and the factors that influence online shopping. We tested how these factors differ by consumer demographic characteristics.

Design/methodology/approach: The study is descriptive. Data were collected using self-administered questionnaires. The questionnaire was applied online, with which we collected data from 204 people residing in Kosovo. The questionnaire captured online shopping habits, online shopping behavior and demographic characteristics of consumers.

Findings: After testing the reliability of the scale, we conducted an exploratory factor analysis. As a result, six factors describing the reasons for buying online were identified, namely usefulness, security, financial risk, intangibility, difficulty, and feelings.

Limitations/implications of the research: The limitations of this study were financial resources and the impossibility of reaching a larger number of samples. We also focused on consumer feelings during online shopping, and based on our findings, we recommend that online sellers should provide more product advertising in the form of images rather than text, which is often boring to shoppers.

Keywords: Buying Behavior, Satisfaction, Tangibility, Convenience, Security, Risk.

THE CONCEPT OF MULTIPLICITY OF INTERPRETATION (INTERPRETATION OF ANTON PASHKU'S STORIES THROUGH UMBERTO ECO'S SEMIOTICS)

Leonita PARALLANGAJ

We had our first contacts with Anton Pashku's prose since childhood, and the problems we encountered in decoding his prose were not few. His prose is the key that shows us that literature itself has many and wide dimensions, which its creator, but also the reader, can use in different ways.

This paper has as its objective of research, analysis and interpretation the work written in prose by Anton Pashku, which includes the stories "Në det" dhe "Kitara". We have looks at the prose of Anton Pashku through the semiotics of Umberto Eco, to highlight some important aspects such as that of the reader and the model author, the definition of the topic, the effectiveness of the text towards the reader, the different readings and the many interpretations that become a literary work, those presenting a brief history of issues of interpretation, names of critics and philosophers who dealt with various theories of interpretation.

The methods used in this paper are different and combined depending on the object and purpose. Predominant is the use of textual analysis and the comparative method which have helped us to highlight analogies and special features of the author. For the realization of the paper, different literature was used, which served for interpretations and for highlighting the author's ability to create a new, original literature.

Keywords: Decoding, Intertextuality, Model Author, Plurality of Interpretations, Model Reader.

ANALYSIS OF THE NOVEL "GJEMIA E MBYTUR"

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Fatos Kongoli has been one of the most productive writers of the last twenty years in Albanian literature. He is the author of fourteen novels, which have taken a special place in our literary discussions. Since the publication of his first novel ("The three of us") and the publication of his latest novel ("The Lucky Man"), there has always been a constant interest and a good preference, not only by the reader in general but also by specialized literary criticism, where it is faced a multitude of writings and assessments of the work of this author. Throughout this paper, we will deal with the analysis of Fatos Kongoli's "Gjemia e mbytur" novel, a novel that contains a confession which commemorates the victims of a regime, such as that of communism in Albania.

A story about the past and the present of Albanian society, as we can see in many works of this author. Structured in 15 chapters, with characters and variable action locations that the "mysterious villa" object, with the tightness succeeds to merge, as it tries to proof the reader's patience.

Undoubtedly, "Gjemia e mbytur" is a novel that incorporates ideas and stylistic potential, among the most prominent of our contemporary prose. It has been estimated as a text of dramatic potential, where "the human being is in panic, and incorporates a mental drama and a psychological trauma for society and the individual."

Keywords: Novel, Occurrence, Character, Love, Dilema, Language.

REFLECTION ON WHAT MAKES KOSOVO SUI GENERIS - BETWEEN HISTORY, INTERNATIONAL LAW AND RUSSIA'S IMPERIAL BEHAVIORS

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This article examines the case of Kosovo, as important part of the history of the Balkans, until the declaration of independence from Serbia and the establishment of a new consolidated liberal democracy. The approach of the article is in the framework of the right to self-determination, arguing based on theories on recognition of new states, by respecting international law in one side, and in the face of Russian interests in the Balkans and imperial historical behaviors and the reflections of the western Great Powers, in other side. The article argues that the long-term repression that Serbia has done in Kosovo, followed with campaign of terror and crimes against humanity at the end of the 20th century, which led to armed resistance of Kosovo Albanians and the intervention of NATO for humanitarian purposes, has made it impossible to stay under Serbia. Resolution 1244 has not prohibited the declaration of Independence in any provision. In this context the article analyzes the advisory opinion of The ICJ, which concluded that the Declaration of Independence of Kosovo did not violate international law. The article argues that Kosovo is Sui Generis and Russia cannot use it for its own purposes. Russia's goal in the Balkans is to increase tensions. Russian imperial behavior is argued also in the case of Crimea in 2014 and the unprovoked conflict in Ukraine in 2022.

Keywords: Kosovo, ICJ, Great Powers, Russia, Serbia.

VALUE CHAIN ANALYSIS OF RASPBERRY: THE CASE OF KOSOVO

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Production of raspberry in Kosovo has reached up to 1600 ha, with average 3-6 t/ha, is cultivated commercially and is an agricultural crop that is almost exclusively dedicated to export, mainly to EU countries, especially to Germany. The overall goal of the study was to the cultivated area, collection centers, storage capacities, export, and other actor of value chain of raspberry, which are leading to a higher raspberry production and resulting in great success for farmers as well as for the collection centers. For the realization of this paper are used data mainly from the Green Report and the National Association of Raspberry "Mjedra e Kosovës", also by questionnaires, which want to know how the one actor of value chain can increase the better planning in order for collection centers to develop a better system, such as an online platform for contracts with farmers, in a way to ensure the highest quality level of raw material and to provide to companies more sustainable development both in the business and in legislative approaches with the adoption of preplanned cultivation which is based on planning of the production and market linkages, based on contracting. The data were analyzed by using statistical program SPSS. As a result of the research findings, the variables have statistically significant impact on the better planning and will be beneficial for both actors, collection centres and farmers, and have a huge impact that affects all value chain of raspberry.

Keywords: Value Chain, Analysis, Raspberry, Kosovo.

APPLICATION OF MATHEMATICS IN THE DESIGN, PROCESSING AND ASSEMBLY OF FURNITURES

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In nearly all of our activities in daily routine, mathematics is present. For instance, using mathematics to build a chair or any other piece of furniture is essential to making them as functional as possible. The issue that is tackled as a case study in this paper is, how is mathematics applied by the furniture manufacturing sector itself when designing, processing, and assembling them. What mathematical concepts are applied in these procedures, and is mathematics used to model items to minimize production costs. The purpose of this research is to get answers to the difficulties or eases derived from the application of mathematics throughout the production process. The population is all the Kosovar furniture companies in the municipality of Ferizaj, while the sample is the company "Dardania Model" whose choice has a non-probabilistic approach. The instruments used for data collection are questionnaires, semi-structured interviews and observation during the design, processing and assembly of furniture.

From this research, satisfactory results were derived about the use and facilitation of mathematics by the company's designers, but the same did not happen with the furniture processing and assembly workers. During the work process, they use some basic mathematical concepts but not knowing which geometric or mathematical concepts they are applying.

The results of this paper can serve mathematics teachers at all levels of education, especially in professional/applicative profiles. During the teaching process, students should engage in tasks with context from real life, in order that conceptual learning is part of the development of their mathematical thinking.

Keywords: Application Of Mathematic, Mathematical Concepts, Furniture Production.

USING DISTANCE LEARNING TOOLS IN DISTANCE LEARNING EFFECTIVENESS

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The circumstances created by the Covid-19 virus changed the course of normal processes in all spheres of life, part of which is the education system in Kosovo. After the medical sector, the second hardest hit by the pandemic is the education sector. The second in a row that has been hit the hardest by the pandemic is the education sector.

MESTI decided that the teaching process should continue but with a different teaching system using digital platforms as long as the schools are not closed. Some of the most usable platforms during this period are Google applications such as Google Classroom and Zoom Platform etc. This research aims to assess the student's post-learning level, satisfaction with online learning platforms, and learning experiences during the novel coronavirus COVID-19 Pandemic. This paper is based on transformative learning theories, which describe the authority and investment of students in their learning. Quantitative research was conducted using a survey sent to students enrolled in the Faculty of Economics as well as academic staff in other relevant institutions in the field of higher and secondary education. Many questions have been raised about the continuity of online learning. Many questions such as Will online learning be as efficient as that in classrooms or auditoriums? Is this situation paving the way for the wide impact of technology and its influence? How possible do teachers have the teaching process through electronic devices?

How hard is distance education? Another challenge is the exposure of students to electronic devices, a serious concern. Among the devices that teachers and students can use are mainly smartphones and laptops

Keywords: Online Learning, Teacher, students, Kosovo.

AGRICULTURAL COMMODITY PRICES IN TIMES OF INCREASED GEOPOLITICAL RISK

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One of the most important geopolitical events of the current century is the ongoing international conflict between Russia and Ukraine. On February 24, 2022, Russia began its military operations in Ukraine and invaded the country full-scale. In reaction to the invasion, several countries placed economic sanctions on Russia, including limitations on imports and exports of goods and services (Tosun & Eshraghi, 2022). Moreover, the Russian attack on Ukraine has had an impact on agricultural production and prices of agricultural commodities. This study uses the non-linear ARDL model to analyse the effects of geopolitical risk on the pricing of 13 different agricultural commodities from 2 January 2020 to 29 July 2022. Among the commodities that have been specifically chosen are cocoa, coffee, corn, cotton, lumber, milk, oats, rapeseed, rough rice, sugar, sunflower oil, soybeans, and wheat. We also looked at how financial instability and economic policy uncertainty affected commodities prices in our models. Our results suggest a long-term symmetric effect on cocoa pricing. Asymmetric associations were, however, verified over the long term for coffee, rapeseed, rough rice, sunflower, and wheat. Additionally, the findings show no cointegration link between the geopolitical risk, financial volatility, and economic policy uncertainty on prices of soybeans, corn, cotton, oats, or milk.

Keywords: Agricultural Commodities, Geopolitical Risk, Uncertainty, Price Volatility.

AN OVERVIEW OF GENERAL PATTERNS OF PRODUCTION, COMPETITIVENESS AND TRADE OF SLOVAK CEREALS SUPPLY CHAIN

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In our paper we try to analyse general patterns and prognosis of the situation in the cereals supply chain and its consequences on its competitiveness in the domestic and international markets. From ex post data analysis (2016-2020) we conclude that the analysed supply chain is influenced mainly by competition pressure from EU market, the development of commodity prices in the international markets, higher costs of production and lower intensity parameters compared to more advanced EU members. Cereals are among commodities produced at sufficient amount to satisfy the requirements of processing industry and consumption in Slovak republic. Regarding the future development of agri-food market until 2020, based on ex ante analysis taking into account situation in the international markets, demand and supply in intra EU market or external world market, it is expected that comparing to average values of the period 2016-2020, the production of cereals will fall. Cereals belong among commodities where even in year 2021, Slovakia will still achieve self-sufficiency (at the level of 80 %).

Keywords: General Patterns of Production, Competitiveness, Trade of Slovak Cereals Supply Chain

ENVIRONMENTAL FACTORS THAT AFFECT THE GROWTH OF SMALL BUSINESSES

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This paper aims to present the role of environmental factors on the growth of small businesses in Kosovo. The paper clearly explains all the elements that impact on small business growth, starting from understanding the concept of small businesses until to environmental factors that impact on small business growth in Kosovo.

This paper will explain the understanding of the business environment, the internal and external factors that influence on the growth of small businesses, the role of small businesses in economic development of a country, the barriers that are present in Kosovo business environment, which barriers brings obstacles on growth of Kosovo small business .The papers also provides an overview of the business environment facing Kosovo entrepreneurs, as well as are identify the barriers, internal and external factors that impact on the growth of small businesses in Kosovo.

Keywords: Business Environment, Internal Factors, External Factors, Kosovo Small Business.

FINANCIAL DEVELOPMENT AND ECONOMIC GROWTH: EVIDENCE FROM WESTERN BALKAN COUNTRIES

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The aim of this research paper is to analyze the relationship between economic growth and financial development in the region of Western Balkan countries over the period 2010–2020. This mentioned relationship between financial development and economic growth is expressed through the impact of independent variables such as trade, inflation consumer prices, general government final consumption expenditure, domestic credit to the private sector, broad money and the real interest rate on the dependent variable, such as GDP growth. The World Bank database is used as the main source for relevant variables. Furthermore, to evaluate the impact of macroeconomic variables, it is quite fundamental to specify an appropriate econometric model. Hence, to evaluate this impact, we employed the regression model.

Although, a correlation matrix is presented to identify the relationship between the study variables. Based on the results presented, there is a positive relationship between trade, inflation rate, and interest rates. Furthermore, based on the generated regression results that were executed by means of the fixed effects technique, show that domestic credit to the private sector, the interest rate, trade, and inflation rate have a positive impact on economic growth. Another important objective of this paper is to contribute to a better understanding of the impact of financial development on economic growth and new conclusions that might be of great benefit to policymakers and the Western Balkan community by considering the fundamental role of the financial sector for sustainable economic growth.

Keywords: Financial Development, Economic Growth, Stock, Credit Market, Transition Economies, Western Balkans

TRANSFER OF LEAD (PB) FROM SOIL IN FOOD CHAIN NETTLE-SNAIL FROM HEAVY METAL POLLUTION OF MINNING ACTIVITY IN DRENAS"

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In this research project we measured the impact of heavy metal pollution from mining activity of "Ferronikel" in Municipality of Drenas Republic of Kosovo.

Climatic factors: winds, rains are believed to be major contributors to the spread over time and space of heavy metals in the lands around the mine. Samples of soil, nettle *Urtica dioica* and shell of snails *Helix pomatia*, are collected around the mining area distances with radius circle 1km, 2km and 5km. The concentration of Pb metal was measured by means of the Contra AAA flame atomic absorber.

Our results shown that the stinging nettle plant, has a high affinity in the bioaccumulation and translocation of heavy metal of Lead (Pb) in vegetative organs roots, stalks and leaves. This metal also have affinity of translocation in the shell of sanils wich feed with leaf of nettle. High concentrations of lead have been recorded even at high distances from the "Ferronickel" mine. Translocation of Pb along the nettle-snail food chain exceeds the value <1 in all three distances. So that, translocation from food chains affect the health of the human which they live in these environments.

Keywords: Bioaccumulation, Translocation, Heavy Metal, Pollution, Environment Health

THE IMPACT OF FISCAL DECENTRALIZATION ON ECONOMIC GROWTH IN ALBANIA

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Decentralization is a long-term process that includes, within an appropriate legal framework, different components, such as political decentralization, administrative decentralization and fiscal decentralization (Boschmann, 2009).

Fiscal decentralization is essentially the transfer of functions or powers from central levels of government to local institutions related to local decision-making in the allocation of financial resources (ie financial powers) and powers to impose local taxes.

Even Albania, like almost all economies in transition, has started from a legacy of a highly centralized system of public finance in the government. The fragmentation of the territory, as well as the small local government units, are listed among the main reasons for the high inefficiency in the performance of public services at the local level and the failure to achieve the objectives of the decentralization reform by most of the local government units in Albania . Over the past few years, it is worth noting that it has made significant progress towards decentralization.

In the literature on fiscal decentralization, its benefit in promoting economic growth is also widely discussed, thus emphasizing the potentially positive effects of fiscal decentralization.

The importance of this study lies in the fact that it provides an analytical and empirical basis on the relationship that exists between fiscal decentralization and economic growth in general and in particular for the case of Albania, for the period 2000-2015.

Keywords: Fiscal Decentralization, Local Finance, Economic Growth, Albania

THE RELATIONSHIP BETWEEN JOB SATISFACTION, PSYCHOLOGICAL WELL-BEING AND INTENTION TO CHANGE PROFESSION: AN EMPIRICAL STUDY WITH ACCOUNTING AND FINANCE PROFESSIONALS FROM KOSOVO

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This study examines the relationship between job satisfaction and intention to change profession and the mediating role of positive and negative psychological well-being in this relationship. The authors used an online survey to collect the data. The sample consisted of 230 finance and accounting employees in the private sector. To test the hypothesized model, we used structural equation modeling with Amos ver26. The results of the study showed that job satisfaction has a direct effect on positive psychological well-being and also a negative effect on negative psychological well-being. Moreover, negative psychological well-being plays a mediating role between job satisfaction and intention to change profession, while positive psychological well-being does not play a significant mediating role. This study contributes to the existing literature in finance and accounting by highlighting the mediating role of psychological well-being in linking job satisfaction and intention to change careers among finance and accounting professionals. The study has significant implications for finance and accounting organizations and recommends that they adopt appropriate strategies to promote psychological well-being among finance and accounting professionals to increase job satisfaction and decrease profession change intention.

Keywords: Job Satisfaction, Intention to Change Profession, Positive Psychological Well-Being, Negative Psychological Well-Being

VICTIMS OF DOMESTIC VIOLENCE

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Family is considered the essential core of any healthy society. A healthy individual, a happy childhood, and life cannot be imagined without a family. Usually, people who run afoul of the law are people who come from problematic families.

Domestic violence is one of the main concerns of every society today. As a negative phenomenon, it dates back to ancient times, since the existence of human society, and unfortunately, it has spread not only in Kosovo but everywhere in the world. Violence appears in all social categories, regardless of social, educational, economic status, etc. It constitutes one of the most serious forms of violation of human rights. It is necessary to identify all forms of domestic violence, the driving factors, and the drafting of preventive policies because most people still think that such problems should remain in the family, and not be presented to the relevant bodies. But on the other hand, some reasons restrain people from reporting violence, such as fear, threats, blackmail, etc. The responsibility of each state is to undertake concrete preventive measures for the victimization of children, women, and the elderly in the family, as the most sensitive category of our society, and the most exposed to violence. The most frequent forms of violence subjected to this category are physical, psychological, economic, and other forms of violence. The purpose of research of this paper is to reflect on domestic violence, its types, causes as well as the measures that must be taken to prevent this societal phenomenon.

The Kosovo legislation regulates the issue of domestic violence with the law on protection from domestic violence, which foresees a series of protective measures, as well as governmental and non-governmental mechanisms that deal with domestic violence.

Keywords: Violence, Children, Women, The Elders, The Law

THE ROLE OF PSYCHOLOGICAL HEALTH IN WORK PERFORMANCE

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The purpose of this paper is to measure the impact of psychological health on job performance. To collect data for this paper, the questionnaire method was used and the questionnaire was applied online using a suitable sample. The results of this research show that psychological health plays an important role in employees and presents a positive impact on their job performance. Due to time and money constraints, the sample was limited to questionnaire participants only. As a result, the findings of this research can not be generalized to the entire population. In addition, we have focused only on the role of psychological health in the performance of persons who are in employment. Current research shows the role of psychological health in Kosovar employees who are included in the psychological health questionnaire in job performance.

Keywords: Role of psychological health, Contextual performance, Adaptive performance, Performance at work.

THE GREEN SUPPLY CHAIN: FROM EPISTEMOLOGICAL REVIEW TO SYSTEMATIC ANALYSIS

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As a modern concept, the green supply chain is quickly gaining traction. The primary goal of this research is to examine the concept through the lens of epistemological cognition. The green supply chain, which serves as the oxygen of the supply chain network and is also considered as the economic world's blood-vessel system. GSC is critical as a scientific concept that incorporates important ecological and economic criteria in a world facing threats from human-caused problems such as global climate change. A laconic touch has been applied from the epicentric bases of the modern concept with wide shades to the marginal sides with innovative views.

This article investigates and scrutinizes various manifestations of a single system with distinct eco-economic stages, as well as future analyses. Numerous optimal criteria have been proposed in the research work, ranging from the conceptual essence to the efficient modeling of the green supply chain.

Keywords: Green Supply Chain, Supply Chain, Sustainability, Economics, Ecological Economics.

THE EFFECT OF E-MARKETING ON PURCHASE INTENTION, E-CRM AND E-LOYALTY

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Electronic marketing activities have received a lot of attention in recent years due to the rapid growth of the online market. Many businesses increased customer loyalty by improving e-service quality, managing customer relationships, and being more available to their customers. This study analyzed the effect of digital marketing on e-commerce consumers' purchase intentions, electronic customer relationship management, and E-loyalty in Kosovo.

According to the findings of this study, E-Marketing has a positive impact on direct purchase intention. E-Marketing influences purchase intent positively through the variables E- customer relationship management and E-Loyalty. E-customer relationship management and e-loyalty also have a positive correlation.

Due to time and financial constraints, the sample was limited to only survey participants. Based on the findings of this paper, we highly suggest that companies use e-marketing while also managing customer relations electronically. Although it is difficult to manage something that cannot be seen, companies must be conscious of the period in which they operate.

By focusing on consumers, the current study broadens our understanding of these four variables.

Keywords: E- Marketing, E-CRM, E-Loyalty, Purchase Intention.

BEHAVIOR OF STUDENTS IN USE OF SOCIAL NETWORK

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The purpose of this article is to examine how students use social media based on six factors: field of study, level of study, year of study, gender, age, and income. To collect the data for this study, we conducted an online survey with an appropriate sample. In this study, a single construct was used to assess students' social media usage habits. According to the results of this study, students' social media use varies by field of study, does not differ by level of study, differs by year of study, differs by gender, differs by age, and does not differ by income. Due to time and financial constraints, the sample was limited to survey respondents. Therefore, the results of the study cannot be generalized to the entire population. In addition, we examined the relationship between students' social media behaviors and their academic orientation, level of study, year of study, gender, age, and income. Other factors may sabotage this relationship.

Keywords: Students, Behavior, Social Media

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN CONSUMER TRUST AND PERCEPTION OF COMPANY IMAGE

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Corporate social responsibility is an issue to which businesses attach great importance today. They coordinate their activities in such a way that they are useful for the environment and society. The purpose of this study is to research how corporate social responsibility influences business image and customer trustworthiness. Furthermore, the study intends to investigate the relationship between corporate image and consumer credibility.

To collect data for this article, we employed an online poll with the required sample. This study used three dimensions to assess corporate social responsibility, company image, and customer trust in Kosovar food enterprises.

According to the results of this study, social responsibility has a positive impact on corporate image as well as on consumer credibility, and there is a significant positive relationship between corporate image and customer credibility. The sample was limited to survey participants due to time and financial constraints.

Based on the results of this study, we suggest that corporate managers pay more attention to the use of social responsibility, as this aspect has a direct impact on corporate image and consumer credibility, as well as on controlling the interaction between these two variables.

The current study expands our understanding of these three elements by focusing on citizens.

Keywords: Social Responsibility, Corporate Image, Customer Reliability.

THE IMPORTANCE AND DEVELOPMENT OF GLOBALIZATION IN THE WORLD UNIVERSITY OF PRIZREN "UKSHIN HOTI"

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University "UKSHIN HOTI" Prizren

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The purpose of this paper is to measure the impact of globalization on the world as an inextricable aspect of human history. Secondary sources were used to collect data in this paper. The results of this research show that globalization plays an important role all over the world. Globalization can be defined as a system of interaction or increased global relations between cultures, people and economic activities among the countries of the world. Humans have explored, migrated, and traded with each other throughout human history, and these activities have created interactive networks that connect different parts of the planet and produce interdependent economic relationships. The study of globalization and development focuses on the causes and consequences of social relations and development. Globalization and Development considers important aspects of globalization that have an impact on development including global financial flows and different types of financial investments, promoting equitable trade for developing countries, technological progress, etc. The current research shows what role the development of globalization has in the social and economic aspects.

Keywords: Globalization, Development, Society, Economy.

RESEARCH ON THE APPLICATION OF MODERN TECHNOLOGIES IN BUSINESS IN KOSOVO

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The purpose of this paper is to measure the impact of globalization on the world as an inextricable aspect of human history. Secondary sources were used to collect data in this paper. The results of this research show that globalization plays an important role all over the world. Globalization can be defined as a system of interaction or increased global relations between cultures, people and economic activities among the countries of the world. Humans have explored, migrated, and traded with each other throughout human history, and these activities have created interactive networks that connect different parts of the planet and produce interdependent economic relationships. The study of globalization and development focuses on the causes and consequences of social relations and development. Globalization and Development considers important aspects of globalization that have an impact on development including global financial flows and different types of financial investments, promoting equitable trade for developing countries, technological progress, etc. The current research shows what role the development of globalization has in the social and economic aspects.

Keywords: Information Technologies, Electronic Business, Cloud Computing, Big Data, CRM Solutions

BILINGUALISM: MENTAL WELL-BEING AND LEARNERS' COGNITIVE ABILITIES

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With the ever-growing 'trend' of bilingualism, bilingual individuals have long ago outnumbered monolinguals, this has led to different discussions and controversies. This paper studies the impact of bilingualism on the well-being and cognitive abilities of Kosovan adolescents. A sample of 200 Kosovan adolescents was assessed using The Language Experience and Proficiency Questionnaire (LEAP-Q), Cognitive Failures Questionnaire (CFQ), and The Warwick-Edinburgh Mental Well-Being Scale (WEMWBS). Data were collected through the physical administration of questionnaires in schools. Of the 200 participants (age: 13-18), 82 (41%) were males and 118 were females (59%). The results confirm that bilinguals had better cognitive abilities or fewer cognitive failures and better mental well-being. Moreover, the level of proficiency in the second language was positively correlated with mental well-being and negatively correlated with cognitive failures. Both of these relationships were statistically significant. Strengths, limitations, and future directions are also discussed.

Keywords: Bilingualism, Cognitive Abilities, Wellbeing

THE IMPACT OF STOCK MARKET ON ECONOMIC GROWTH - EVIDENCE FROM DEVELOPED EUROPEAN COUNTRIES

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The stock market plays a very significant role in the economic growth and development of countries. Therefore, the development of the stock market is considered a key and important tool in accelerating economic growth.

The purpose of this study is to investigate the impact of the stock market on economic growth by examining data for nine developed European countries from 2000 to 2020. The data used are panel data and cover a period of 21 years and using several models and econometric analysis to determine the relationship between these factors. Models used for econometric analysis include the Least Squares model, the Fixed Effects model, and the Random Effects model. To achieve better quality results, the technique is based on these three econometric regression models. According to the results of this study, there is a positive and statistically significant relationship between the stock market and economic development in the countries and the period studied.

Keywords: Stock Market, Economic Growth, Panel Data, Developed Countries

NORMATIVE INFLUENCES ON IMPULSIVE BUYING BEHAVIOR

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The purpose of this paper is to look at the normative influences on impulsive buying behavior. For all the data for this paper, it is about the question and the questionnaire is applied online by various methods. The results of this research show that normative influences plays an important role on impulsive buying behavior. Due to time and money constraints, more is the right choice in question. As a result, the discovery findings could not be generalized to other populations. In addition, we have only focused in normative influences on impulsive buying behavior. Current research shows the normative influences in Kosovar shoppers who are included in the questionnaire on impulsive buying behavior.

Keywords: Normative Influences, Impulsive Buying Behavior, Impulsive Purchasing.

THE ROLE OF SOCIAL MEDIA IN COMPULSIVE BUYING: AN EMPIRICAL RESEARCH WITH KOSOVO CONSUMER

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The purpose of this paper is to look at the role of social media in compulsive shopping and their impact on Kosovar buyers. For all the data for this paper, it is about the question and the questionnaire is applied online by various methods. The results of this research show that social media plays an important role for Kosovar buyers in compulsive shopping. Due to time and money constraints, more is the right choice in question. As a result, the discovery findings could not be generalized to other populations. In addition, we have only focused on the role of social media in buying compulsive. Current research shows the role of social media in Kosovar shoppers who are included in the questionnaire on compulsive shopping.

Keywords: The Role of Social Media, Social Media, Compulsive Purchasing.

THE IMPORTANCE OF DEMOGRAPHIC DEVELOPMENTS IN SUSTAINABLE DEVELOPMENT FOR ACHIEVING THE OBJECTIVES OF 2030 AGENDA - ALBANIA'S PERSPECTIVES AND CHALLENGES

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Fan. S. Noli University

PhD Donila PIPA
Legal Expert in The Field of European Integration

Sustainable development means qualitative growth and socio-economic development in relation to the capacities of the living environment, which must be developed, so that future generations do not have difficulties in their existence. The study of demographic factors for sustainable development is important to understand the role of these developments in achieving the objectives of the 2030 agenda. The hypothesis of the work is: how do demographic developments affect sustainable development in Albania? The methods used are analysis, synthesis, evaluation, etc. The state and perspective of developments in Albania require the adoption of population policy measures to prevent demographic developments from becoming an obstacle to achieving the objectives of the 2030 Agenda, as an imperative for the development of the contemporary world.

Keywords: Sustainable Development, Migration, Perspectives, Challenges, Albania.

FINANCIAL LEVERAGE IMPACT ON THE BUSINESS PERFORMANCE. CASE STUDY OF SHKODRA CITY

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|University "Luigj Gurakuqi"

Klevisa LULAJ
|Florjan-V Company

For every company, the decisions made to achieve an optimal capital structure are very important for its life cycle and for economic gain. Optimal financed investments contribute to the creation of new wealth, which reflects an added value in the market. There are many theories and studies for capital structure and its optimal level. This was the reason that we decide to study it in Shkodra businesses.

In this study we will give a panorama of financial leverage used in businesses in Shkodra city and its effects in their performance. We will value the performance of the businesses using these variables: financial report of return on assets and the size of the company. We will take the financial data from Balance sheets of 60 businesses that operate in Shkodra city and study their performance during the years 2016 till 2020.

Then we will give some conclusions and recommendations about their situation.

Keywords: Financial Leverage, Return On Assets, Company Size, Business Performance, Capital Structure.

TEACHING MATHEMATICAL OPERATIONS WITH NUMBERS DIGIT-NINES

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Often, primary education students encounter difficulties when learning mathematical operations. Accuracy, speed, ease and proof of accuracy are very important when performing mathematical operations with natural or real numbers. These mathematical actions take on a special importance in the first years of education, in primary education and especially with students with learning difficulties in mathematics. It is well known that mathematics was born to answer human needs. In this sense, mathematics in primary education helps students to perform mathematical operations such as addition, subtraction, multiplication and division. These actions are usually required to be performed quickly, accurately and as easily as possible. For this, students learn rules, algorithms, formulas, techniques on how to perform mathematical operations. The question arises: Can teachers make it even easier for students to perform mathematical operations? A famous saying goes "Knowledge has no end". In this study we will focus on some knowledge, actions and techniques that make it easy to perform and self-check the accuracy of the mathematical operations of addition, subtraction and multiplication of any number with numbers containing only the digits 9 (9 or 0).

Keywords: Addition, Learning Difficulties, Mathematical Operations, Digit-Nine Numbers, Techniques.

THE SEMIOTIC DREAM OF NDRE MJEDJA

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The language of Ndre Mjedja as a highly personal organized one also comes as a style on its own. And it is exactly the style that connects it to semiotics, where multitudes of meanings and activities are entwined. And in this paper that we are going to present, throughout the style that we glance in the text of Mjedja, with a special language in the use of literary creations, the semiotic explanation comes in hand for a more completed interpretation.

Thus, by means of semiotics and not only, we will automatically notice that are created and reconstructed meanings of the literary text and in this case also reinterpretations of the works of Ndre Mjedja. From the text itself, we automatically move to the theoretical interpretation and give path to the hypotheses we intend to put forward. A work, interpretation of which is triggered by the recognition of the author as a kneader of a culture, of a worldview of its own that through language gives the atmosphere of longing and separation from the homeland, this separation in which the emphasis falls on the completely yearning spiritual conditions of the author.

We will try to give a main point of view to the textual analysis of the poem "Andrra e jetës" based on the theories of the semiologist, the famous Russian culturologist Yuri Lotman. And Lotman himself would rightly call the dream as a hidden power.

Keywords: Literary Creation, Semiotics, Interpretation.

THE IMPORTANCE OF LIFELONG LEARNING - THE CASE OF THE PART-TIME HIGH SCHOOL

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The study investigates the importance of lifelong learning, referring to the functioning of part-time high schools in Albania and the importance of this form of adult education, without being separated from work.

The main goal of the Albanian education system is the development of knowledge, skills, habits and values not only in the young generation, but also in adults who attend part-time education, through part-time gymnasiums, but also the development of professional courses.

The purpose of this study is to investigate the importance of part-time adult education in high schools, as a form of lifelong education.

The study confirms the hypothesis that:

Attending high schools part-time by adults, without separation from work, affects their knowledge, skills, habits and values that the labor market requires.

The research approach implemented in the study is quantitative. The sampling of the study includes students attending the part-time high school "Mahir Domi" in Elbasan, Albania.

The instruments implemented in the study include structured questionnaires. The main results and conclusions of the study prove that attending high school part-time, as a form of lifelong learning, positively affects the emotional, social sphere and the creation of more employment opportunities for adults who follow this form of education.

Keywords: Lifelong Learning, Part-Time High School.

CYBERSECURITY THREATS AND LEGAL INFRASTRUCTURE IN THE WESTERN BALKANS

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Users of information technology and critical information systems are exposed to high-level risks. Political crises, public health emergencies (COVID-19), wars, and conflicts have all increased the probability of cyber-attacks and hacking threats. Cyber security is the protection of governments, organizations, and individuals from digital hacks on the internet. Many countries, companies, and organizations use cyber-attacks or cyber warfare to break down, damage, or disrupt their opponents' critical technological equipment.

This study aims to present potential legislative measures to protect information and data technology systems, reduce cyber threats, and raise awareness among Western Balkan organizations and individuals. This paper's aim is to enrich the protection of the basic infrastructure of institutions and organizations that provide ICT services and ensure their security and online operation.

The methodology used in this paper was done mainly on observation by participating in various social groups, information societies, information technology forums, and online conferences, as well as reviewing international and regional legislation and analyzing already available regional or global reports that provide specific information about the levels of cyber security policies in Western Balkan countries. Cases, behavior, duration, and location of cases involving cyberspace infringement were recorded as a result of this.

Results revealed from data analyses enlighten deficiencies in legal infrastructure, intrusions into computer systems, and cyber incidents in government institutions, organizations, and individuals, all as a result of a lack of awareness, lack of legal mechanisms, and incident response cybersecurity mechanisms.

Keywords: Data Security, Cyberspace, Cyber Threats, Cyber War, Information Technology Systems, Data Protection.

THE IMPACT OF THE RUSSIA-UKRAINE CONFLICT ON THE PROFITABILITY OF AGRICULTURAL FARMS

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Engjell SKRELI
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The world today is facing a rapid increase in the prices of grain and agricultural inputs, also caused by the conflict between Russia and Ukraine. Russia and Ukraine - as global players in the grain market - have reduced supply, which has been accompanied by high grain prices. The conflict between Russia and Ukraine has also affected the supply of inputs, especially chemical fertilizers, through the reduction of the supply from Russia and the supply from other producing countries due to restrictions on the supply of natural gas. The increase in the prices of products such as wheat, barley, soy, corn and fertilizers directly affects the profitability of the farm. The purpose of this paper is to analyze the impact of the increase in the prices of agricultural inputs on the profitability of livestock farms and vegetable cultivation greenhouses in Albania. The activity budget was used to calculate the profitability of the farm, using 2 case studies, namely a dairy cattle farmer and a vegetable greenhouse farmer in Berat Municipality. Basic data on input and product prices were triangulated with area farmers and agricultural pharmacies. The results show that the profitability of the livestock farm has been reduced by about 10%, while the profitability of a greenhouse farm has been reduced by about 5%, compared to the previous year. Based on global price trends, we will analyze the effect on farm profitability under different scenarios.

Keywords: Russia-Ukraine Conflict, Input Prices, Farm Profitability, Albania

MITRUSH KUTELI BETWEEN CULTURAL HERITAGE AND MODERN ELEMENTS OF ALBANIAN LITERATURE

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He is known by the literary name Mitrush Kuteli, but his real name is Dhimitër Pasko. We can say that Kuteli remains one of the authentic writers because his creativity is closely related to popular culture. Through his creativity, the Albanian reality is presented in all its dimensions using a special form such as a folk tale with characters from the society-wide reality. In his literary creativity there are grotesque elements through which the author can penetrate the national cultural identity and mentality. Albanian. Various folk motifs bring the erasure of temporal and spatial boundaries as a penetrating tool in the treatment of events and characters. Kuteli uses this opportunity to capture the values forgotten and disintegrated over the centuries, but still necessary for Albania in the 20th century. In Kuteli's work, Albanian narrative prose appears with prominent features. In general, it remains a realistic prose, with an obvious romantic emphasis, that shows us different variations of Albanian life. The essence of Kutelia's narratives consists of elaborate legends and stories, village customs and environments described in great detail, as well as the psychology of Albanian village families.

Keywords: Albanian Life, Authentic Writer, Forgotten Values, Narrative Prose, Popular Tales.

DIGITALIZATION OF ALBANIAN SCIENTIFIC JOURNALS IN A CENTRAL INTER-UNIVERSITY PORTAL

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In addition to the geopolitical and economic changes in the Balkans area, we are witnesses to an increase in knowledge in all areas of science and life. This such rapid global development seems to isolate Albanian science to follow and use knowledge among us Albanians, but also others to follow us. Scientific development cannot be done in a closed and isolated manner within the framework of a university, province or state, even though the Albanian scientific world, as never before, is quite active with publications, whether of various scientific magazines also with publishing of scientific papers. In order to make a comparison with some Balkan countries we took two portals:

The Central Portal "Hrčak" of Croatia has published 206,387 works with full text, that can be downloaded from 480 digitized magazines so far, whereas the Central Serbian Portal "SCIndex" has 97,008 published works with full text from 252 digitized journals. Since today scientific journals are published in the Albanian language and that they belong to many countries where Albanians live (Albania, Kosovo, Macedonia, Montenegro, Presheva Valley, etc.), an effort should be made for an interuniversity central portal that would unite all Albanian scientific and professional journals?

Keywords: Albanian Language, Scientific Journals, Central Portal, Open Papers, Digital.

MYTHOLOGICAL ELEMENTS IN THE WORK WHO BROUGHT DORUNTINA BY ISMAIL KADARE

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The purpose of this study is to identify, through the method of analysis and comparison, the mythological elements that Ismail Kadare takes up in his work Who Brought Doruntina. For this paper, we have consulted extensive literature related to the author but also to mythology and the studies that have been done on them. We will see how myths are born and why authors today choose to reactivate them in their creations. We will dedicate a special part to the mythological elements that Kadare takes from the Albanian ballad, and the way he incorporates these elements in a different time and reality. The given word, curses, lamentations, numbers and their meaning, the various oppositions characteristic of myths, the archetype of resurrection, the supernatural, and the characters are some of the mythological elements that Kadare takes back from the myth, to reactivate them later in his novel. We will also talk about the transfiguration of the genre, about how the author demythologizes the myth of the resurrection and we will treat the archetype of resurrection as a religious and mythical concept.

Keywords: Myth, Genre Transfiguration, Revival Archetype, Demythologizing.

TEXTUAL ANALYSIS OF SOME ADVERTISEMENTS IN THE ALBANIAN LANGUAGE

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Through this statement, we intend to present the use of the Albanian language in advertisements. In television commercials, we often hear the language used by young people or even the dialect of Gheg. The creator of advertising does not pay attention to the language, does not choose the language to achieve the goal, but his attention is focused on the very striking power that advertising can have in society. So, the giver of the message, the advertiser uses the language for his own economic purposes. In order to achieve their goals, advertisers use a wide variety of words, words and expressions borrowed from different languages, violating language norms. So, they use different varieties of the language. Therefore, in this study we will present the language of advertisements and slogans on our televisions as well as the wrong usages or violations of language norms.

Keywords: Advertising Language, Gheg Dialect, Standard Language, Loanwords, Spelling Mistakes, Etc.

THE ROLE OF BRAND IMAGE IN CONSUMER LOYALTY

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Purpose - The purpose of this paper is to examine the relationship between brand image, consumer loyalty and brand love. In addition, the research aims to study differences in brand image, consumer loyalty and brand love according to demographic characteristics.

Design/methodology/approach - We used an online survey to collect the data of this paper through convenience sampling. This research has adopted three constructs to measure brand image, consumer loyalty and brand love.

Findings - The results of this research show that there is a positive and significant relationship between brand image, loyalty and brand love.

Research limitations/implications - Due to time and money constraints, the sample was limited to only survey participants. As a result, the findings of this research cannot be generalized to the entire population. In addition, we have only focused on the relationship between brand image, consumer loyalty and brand love. There are other variables that can interfere in this relationship. Based on the findings of this paper, we recommend that managers of private sector companies encourage to increase brand image towards consumer love and loyalty, as these three variables make customers never leave certain brands and always express interest in buying products.

Originality/value - The current research expands the understanding between these three variables by focusing on all customers living in Kosovo.

Keywords: Brand Image, Brand Loyalty, Brand Love.

COMPUTER AND INTERNET IN FAVOR OF TEACHING - LEARNING

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The XXI - st century is considered the century of information where life can not be imagined without computers and the internet. It is said that in the 21st century you are not illiterate if you do not know how to read or write, but you are illiterate if you do not know how to use Information Technology (computer and internet).

The computer, in the beginning of its use, was seen as a passive tool, and not so important, and today it is an integral part of the teaching-learning process. As in all other fields, in the field of education - respectively in the process of teaching-learning, computers and the internet play an important role. In the latest case, when the Covid - 19 pandemic, has involved almost the whole world, the learning process is carried out at a distance (e-learning), were created, through various platforms, virtual classrooms and much more, were in the meantime, in addition to other technologies, computer together with the internet occupied an important place.

In this research, the inductive approach was used, and the mixed method was used (quantitative and qualitative). The following tools were used for data collection: e-mail interviews with teachers and an electronic questionnaire (Google form) with pupils in two schools, elementary and lower secondary school " 8 Dëshmorët" - village Kralan, and elementary and lower secondary school " Ukshin Miftari" - Village Skivjan (include students from grades VII - IX and lower secondary teachers) in both schools, both in the Municipality of Gjakova. There are a total of 120 pupils and 10 teachers.

From the results obtained from this paper, we have received positive responses regarding using computers and the internet in the teaching-learning process. In answers to the first hypothesis raised, teachers and students stated that computers and the internet affect the increase of motivation during the teaching-learning process, as well as to the second hypothesis, teachers and students stated that the computer and the Internet affect the increase of teacher-student interaction during the e-learning process.

So the two hypotheses raised have been validated and tested through the SPSS program. We conclude that the computer and the internet affect the increase of motivation during the teaching-learning process, as well as the increase of teacher-pupil interactivity during the e-learning process.

Keywords: The Computer, Internet, E-Learning, Teaching, Learning.

EDUCATION IN THE TERRITORY OF KOSOVO PREFECTURE

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This work addresses an unelaborated topic so far, although education is written in numerous articles in the time press as well as education in general, however, this work will have a special treatment in the education of Kosovo Prefecture not overlooking Luma and Tropoja.

The Prefecture of Kosovo gave its contributed to the education of many prominent personalities of both Albania as well as Kosovo.

In the framework of this topic, I have focused on literature and documents browsed in the state archive in Tirana and other evidence, to talk concretely about education in the Prefecture of Kosovo.

Within this panel, I have singled out some of the most well-known personalities of education in this prefecture, the challenges and the lack of basic materials in education. In the Prefecture of Kosovo, education played a major role because most of the scholars were immigrants from Kosovo who were forcibly dislodged by the regime of that time.

Keywords: Education, Kosovo, Contribution.

THE INFLUENCE OF INTERNATIONAL ORGANIZATIONS ON THE CREATION OF A NEW INTERNATIONAL ENVIRONMENT

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Dženis ŠAĆIROVIĆ
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In recent decades, international organizations of universal and regional types as subjects of international relations have contributed greatly to creating a new international environment by establishing special normative and institutional solutions in all fields and at all levels. Reflections of their functioning are also reflected at the internal level, starting from the democratization of society, and standardization in different segments of life, to the establishment of a universal system of norms that created a new international order. This research aims to determine the role and importance of international organizations in the creation of a new international environment, as well as the extent of their influence on the establishment and implementation of international norms in the area of economic-political cooperation, security, peace, respect for human rights, and especially the rights of minorities and vulnerable groups. The valid legal norms in the international community and various national orders were clarified using the positive legal method. Based on this approach, the current composition of international relations is presented and the quality of the existing positive legislation with its repercussions on current social trends is assessed. At the same time, by applying the sociological method - closely related to the historical method, an attempt was made to get closer to the real picture of the problem through various social phenomena, identifying individual social causes and specificities that contributed to the establishment and shaping of the new international environment. The obtained results provide answers to the research question of to what extent today's international environment is determined by the influence of international organizations, that is, by the purposefulness and coherence of their actions in various economic, political, health, and other current challenges, pointing at the same time to what needs to be done. What holds the entire system together, what defines common goals, do they exist, and how do they differ - are the questions that this research tries to answer.

Keywords: International Environment, International Organizations, Contemporary Challenges.

CRM AS A DETERMINANT FACTOR IN ENSURING EFFECTIVE DECISION MAKING-AN ANALYTICAL VIEW THROUGH MCDM-AHP

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Donikë RAMAJ
Business College

The purpose of the research is to provide a clear analysis of the management of customer relations, and the impact of their behavior on decision-making in organizations. Considering that the customer-organization relationship is an inseparable and continuous connection, it means a systematic follow-up of perceptions, behaviors and attitudes that are continuously produced to create an insurmountable connection for business decision-making. The research will rely on a series of analyzes that will use a research design based on multi criteria decision making (MCDM) to clearly see the consistency of the variables that lead to the determining factor for the customer and organization relationship. This design will support the calculation of the consistency index (CI) and the random index (RI) that consumers produce in their behaviors and attitudes towards organizations. Through these methods, it is expected to bring to the surface a clarity and basic analysis of what are the indicators that keep the customer connected to the organization. As a result, this analysis will produce a precise and very clearness overview for managers of organizations to make effective decisions.

Keywords: CRM, Decision Making, Analysis and MCDM-AHP.

GENDER IN IMMIGRATION DECISION-MAKING IN POST-SOCIALIST ALBANIA

Dr. Merita H. MEÇE
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Strictly controlled during the years of socialist system, immigration in general, and rural-urban migration, in particular, became widely spread in post-socialist Albania. This phenomenon affected both, individuals and households, as a whole. Regardless the size of this phenomenon, it is highly under-studied and less documented in the literature. Some scholars argue that immigration decision-making is not an easy process and differs by gender. The main purpose of this cross-sectional quantitative study was to explore gender differences in immigration decision-making from a sample of 234 immigrants located in Kamza town in Albania. Conducted in June - July 2020 using face-to-face interview survey, findings of this study analyzed in SPSS version 22 showed that immigration decision making mattered and male-dominated decisions were linked with various socio-economic and demographic factors. However, more research is needed to better understand this phenomenon and support evidence-based policies to address issues related to these discrepancies and gaps.

Keywords: Gender, Immigration, Immigration Decision-Making, Post-Socialist Albania, Socio-Economic Factors.

THE IMPORTANCE OF NON-LITERARY TEXTS IN FOREIGN LANGUAGE TEACHING

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Writing is a crucial part of foreign language and teaching. Foreign language teaching does not only develop writing skills but it also contributes in the achievement of effective study skills. Students should not only focus on individual "simple" types of text restriction but understand and study different variety of texts. This article is about the treatment of the linguistic elements in the text with specific themes (topics). Their treatment during the lesson of German language leads to the improvements of linguistic skills, it also helps in the structuring of the taught knowledge, that is in cognitive aspect.

Keywords: Text With Specific Topics, Treatment, Structure, Linguistic Elements, German Language.

CHALLENGES OF WOMEN'S EDUCATION IN ALBANIA AFTER THE 90S. CASE STUDY KRUJA

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This study is devoted to Albanian girls, women in general, especially Krutan who face daily challenges and obstacles to move forward.

Education equips girls and the women of Albania with a peaceful weapon to fight against gender disparities. With education, they have a greater opportunity to climb the ladder of their professional or social careers. For Albanian girls and women, a number of obstacles are in the way to prevent them from pursuing higher levels of education. Mainly disparaging mentality, fanaticism, negative opinion, economic opportunities are seen as the main obstacles. Albanian girls and women face these obstacles and despite them, many girls and women are educated and continue to be educated at the highest levels of education. As claimed by them, education for girls and women is a unique opportunity to escape from the clutches of life's problems, a life jacket that they can hold onto when the waves hit.

The significance of this study lies in the fact that it is the only one of its kind devoted to the Krutan girls and women so far. The importance of the studied problem lies in presenting the situation of girls and women as fragile beings, with the prejudices and mentalities that surround them in their livelihoods, as well as their ongoing efforts to educate themselves and move forward.

Keywords: Albanian, Education, Faced, Women, Kruja.

SYNCHRONIC AND DIACHRONIC OVERVIEW OF THE VERBS IKI, ECI, HIPI (GO, WALK, RIDE)

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In this handler for the object of the subject, we have the three Albanian verbs of today, eci, iki, hipi (go, walk, ride), which in the system of the lexical class of the verb are part of the second choice, although they end with the final sound of with a vowel (-i). According to today's Albanian grammar, the second choice includes all those verbs whose subject ends with a consonant, such as kap, korr, bërtas, kërcas, vras, hekuros (grab, reap, scream, snarl, kill, iron), and in this middle also enter the three verbs Albanians iki (go), eci (walk) and hipi (ride), which, even though they end in the subject with a vowel, are nevertheless considered verbs of the second choice. It must be said that the first to mention that these three verbs should end in the representative form without -i, such as: walk, run, ride, is Rami Memushaj in work "Standard Albanian", but he does not go into more detail about this issue.

Examining these three verbs in the synchronic aspect and looking at them in the diachronic aspect, we argue that these three verbs should appear without the final sound of the subject in -i and thus avoid the appearance of this choice as a mixed type. We do not find it necessary for these verbs to come out with the final sound of the subject in the vowel because by coming out these verbs without the final vowel -i of the subject, confusion is avoided in order for the system to be simplified and more precise.

Such a goal leads us to the saying of N. Chomsky, who says: "When we discover that the simplification of a phenomenon in grammar leads to the corresponding simplification in the grammatical system, then we are on the right track." So that the latter will not argue both through synchronic facts and according to the diachronic argument, verbs of the second choice come out with the most consonant subject because the second choice in the Albanian verb is simplified and clarified. Ee will present facts and arguments on this issue in the complete statement.

Keywords: Synchrony, Diachrony, Verb, Choice, System, Morphology, Lexical Class, Topic.

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