

AI & BUSINESS ENVIRONMENT: *TRANSFORMATIONS, CHALLENGES & ETHICS IN THE DIGITAL AGE*

2nd Edition of Annual International Conference:

“Technology & Business Update” organized by
Tirana Business University College, in partnership with:
Óbuda University, Budapest, Hungary.
University of Insurance and Finance, Sofia, Bulgaria.
“Isa Boletini” University, UMIB, Mitrovica, Kosovo.
POLIS University, Albania.
University of Shkodër “Luigj Gurakuqi”, Albania.
“Aleksandër Moisiu” University, UAMD, Durrës, Albania.

21 November 2025

TBU Premises, Tirana, Albania



PLENARY SESSION

AI & BUSINESS ENVIRONMENT: TRANSFORMATIONS, CHALLENGES AND ETHICS IN THE DIGITAL AGE

 21 NOVEMBER 2025

 10.00

 CONFERENCE ROOM

OPENING SESSION

PROF. DR. VASILIKA KUME

Rector of Tirana Business University

DR. ENG. BOGUSŁAW WIJATYK

Rector of the University of Łukaszewski

PROF. DR. QAZIM TMAVA

Dean of Faculty of Economics, University "Isa Boletini"

DR. ALTIN SHOLLA

Administrator of Tirana Business University

PANEL I: BUSINESS & LAW PANEL

THE ECONOMIC IMPACT OF AI INTEGRATION: DECISION-MAKING, PRODUCTIVITY, EMPLOYMENT AND COMPETITIVENESS IN NOWADAYS MARKETS

 21 NOVEMBER 2025

 11.00 – 13.30

 AULA MAGNA

SESSION I – CHAIR: PROF. DR. ELVIN MEKA

PROF. DR. ESAT DURGUTI & ASSOC. PROF. DR. GERTI SQAPI & ASSOC. PROF. DR. FILLORETA KUNOVIKU-DEMIRI

Transforming Business with Artificial Intelligence: Gender Dynamics and Future Employment Opportunities

DR. LEONARDO STOEV

Artificial Intelligence for Detection and Prevention of Fraud in Financial Reporting

DR. PLAMEN IVANOV

Digitization of the Modern Monetary System: Policy Pathways for Growth, Stability and Inclusive Prosperity

MSc. GENTIANA DUKA & PROF. DR. ELVIN MEKA

Digital Wallets and the Challenges of a New Generation of “Tokenized Customers”

EDINA GABOR

Leading in the AI-Driven Workplace: Key Challenges in Psychosocial Risk Management

EDLIRA MUKA

Interpersonal Conflict Management in Albanian Organizations

PHD LUCA LEZZERINI & MSc. DHURATA SHEHU

AI Compliance in the EU Normative Environment

PROF. DR. OSMAN NURI ARAS

AI and Marketing from 5.0 to 6.0: Evolution, Ethical Dimensions, and Future Perspectives

DENIS VELIU & GLORIA BLOSHMI

The Role of Artificial Intelligence in Improving Financial Risk Prediction Models

ASSOC. PROF. DR. REZART DIBRA & ASSOC. PROF. DR. ENVER KRASNIQI

Corporate Governance and its Impact on Albania's Economy

DR. GERT DRAGOSHI & PHD (CAND.) ENEA HOTI

The Role of Artificial Intelligence in Catalyzing Albania's European Union Accession, Viewed through the Polish Experience

DISCUSSIONS

Lunch Break 13.30-14.30

PANEL I: **BUSINESS & LAW PANEL**

 21 NOVEMBER 2025

 14.30 – 17.00

 AULA MAGNA

SESSION II - CHAIR: ASSOC. PROF. DR. AURELA BRAHOLLI

**ASSOC. PROF. DR. AURELA BRAHOLLI & ASSOC. PROF. DR. REZART DIBRA
& MSc. SIDORELA MARINI**

AI-Driven Corporate Governance: Innovation, Ethics, and the Future of Business

PHD LORENC GORDANI

Business Law Dimensions of the Green Transition: Integrating Renewable Energy and Gas under AI-Based Governance

DR. ANA KEKEZI

Digital Marketing as a Catalyst for Competitiveness and Visibility in Albanian SMEs

ASSOC. PROF. DR. GERTI SQAPI & PROF. DR. ESAT DURGUTI

Artificial Intelligence's Impact on Accelerating the Integration Process of EU Candidate Countries: Implications and Consequences. The Case of Albania.

PHD ANI MBRICA

Artificial Intelligence and the Future of Organizational Behavior

ASSOC. PROF. DR. ARJETA SHPUZA (HALLUNOVI)

Albanian Commercial Banks Performance During Turbulent Economic Periods 2008-2024

ASSOC. PROF. DR. DENIS VELIU & MSc. JOLA JAKUPI

Risk Management in Decentralized Finance (DeFi): Challenges, Opportunities, and a Case Study of Albania

**DR. ELTON XHETANI & ASSOC. PROF. DR. AURELA BRAHOLLI &
MSc. MARIGLEND PEPMARKU**

Artificial Intelligence and Frontline Work in Local Government: A Study of Changing Roles, Emotional Strain, and Ethical Tensions

DR. ABAZ ALIKO & DR. SHKËLQIM BOZGO

The Deconcentration of Electricity Generation in Albania and its Consequences for the Market

DR. FABIAN PJETRI & ASSOC. PROF. DR. REZART DIBRA

Ownership, Boards, and Transparency: Corporate Governance Effects on Albanian Firms and the Economy

KALTRINA KAJTAZI

The Role of Family Values in Driving Sustainable Practices in Family Businesses

PANEL II: INFORMATION TECHNOLOGY PANEL

AI-DRIVEN INNOVATION AND DIGITALIZATION IN ENTERPRISE SYSTEMS: IMPLICATIONS FOR BUSINESS & ECONOMIC GROWTH

 21 NOVEMBER 2025

 11.00 – 13.30

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SESSION I – CHAIR: ASSOC. PROF. INDRIT BAHOLLI

PHD LOURDES RUIZ SALVADOR & PHD CARLOS ALVAREZ &
PHD ESMERALDA KADENA

AI Literacy: Preparing Students and Teachers for the ChatGPT Era

PROF. DR. QAZIM TMAVA & ASSOC. PROF. DR. AJTENE AVDULLAHI &
MSc. KLEONA ELEZAJ

The Use of Artificial Intelligence by Students: An Analysis of Skills, Pressure, & Ethics

ENDRIT ELEZI & ALVIN ELEZI

AI for Data Analytics and Consumer Trend Prediction: Leveraging Algorithms to Uncover Patterns and Forecast Consumer Behavior and Market Trends

PHD (CAND) GÁBOR SZIJÁRTÓ & PHD KÁROLY KOVÁCS & KANDÓ KÁLMÁN

Investigation of Lightning Strike Probability and Verification of the Attraction-Field Theory Using AI-Based Image Analysis and Geospatial Modelling

PHD (CAND.) ELDA ROBI & ASSOC. PROF. ILARIA HENKE &
PROF. ARMANDO CARTENÌ

Immersive Technologies: A New Paradigm for Evaluating Mobility Policy Effectiveness

ASSOC. PROF. DR. MERITA SHALA & FILLORETA KUNOVIKU-DEMIRI

Exploring Student Attitudes Toward the Ethical Use of AI in Higher Education

SARA ÇELA

From Free Economic Zones to AI Sandboxes: A Strategic Policy Framework for Albania's Digital Economy Transformation and EU Integration

PHD ANILA ÇAÇI (GJATA) & PHD (CAND) ANTIGONA IBRAHIMI &
MSc. STELA KAMBERI & MSc MARIGONA KELMENDI

Artificial Intelligence (AI) - Enhanced Reading Strategies: Promoting Comprehension and Engagement among Higher Education EFL Students

DR. MIMOZA ZENELI & DR. ENKELEDA SHEHI & MSc. MIRLINDA KADRIAJ

Internet penetration and economic growth. Evidence from Albania and the European Union (2005– 2024)

BESART HAJRIZI & MUHAMET SPAHIU

Perceptions of AI as a Threat to Privacy: The Role of Ethical Beliefs and Educational Pressure

DISCUSSIONS

Lunch Break 13.30-14.30

PANEL II: INFORMATION TECHNOLOGY PANEL

 21 NOVEMBER 2025

 14.30 – 17.00

 A3

SESSION II - CHAIR: PHD ESMERALDA KADËNA

ASSOC. PROF. DR AJTENE AVDULLAHI

Benefits and Barriers of Artificial Intelligence Adoption Among Older Adults

ERI ÇOKAJ & STEISI ÇOKAJ

Albania's Readiness for the EU Digital Single Market Assessing GDPR Implementation and Institutional Capacity

DR. ADELINA KAKIJA & MSc. DENALDA BASHOTA

Managing Stress and Promoting Well-being in Digitalized Work Environments: A Health Psychology Perspective

JONIDA BUKUROSHI & DR. MIRANDA PRIFTI

Between Assistance and Dependence: The Impact of Artificial Intelligence on Teaching Mathematics and its Effects on Student Learning

MSc. BORA SADIKU & DR. ENKELEDA SHEHI

The Role of Information Systems Auditing in Preventing Financial Fraud in Trading Platforms

PHD EZZ-EDDIN MOHAMAD HUSSEIN

Ethical Use of Artificial Intelligence Tools in Education

SILVANA BOGDANI

Human Behavior and Technology in the Strategic Management of the Digitalization Era

PHD (CAND.) XHEZMIJE PALUSHI

Challenges in Implementing Data Analytics in HR