**TBU** TIRANA BUSINESS UNIVERSITY COLLEGE | **BALFIN** | **aKKSHI** | **TB** TECHNOLOGY & BUSINESS UPDATE

Annual International
Scientific Conference of TBU

**TECHNOLOGY DISRUPTION:**
**Challenges and Opportunities**
**for Adding Value to**
**National Economy,**
**Businesses& Society**

21 November, 2024

**Organized by:** Tirana Business
University College,
**Venue:** TBU premises,
Tirana, ALBANIA

# PLENARY SESSION

**TECHNOLOGY DISRUPTION: Challenges and Opportunities for Adding Value to National Economy, Businesses & Society**

*21 November 2024, 10.00 / Main Hall of Tirana Business University*

## OPENING SESSION

**PROF. DR. VASILIKA KUME**
Rector of Tirana Business University

**MS. ENKELEJDA IMERAJ**
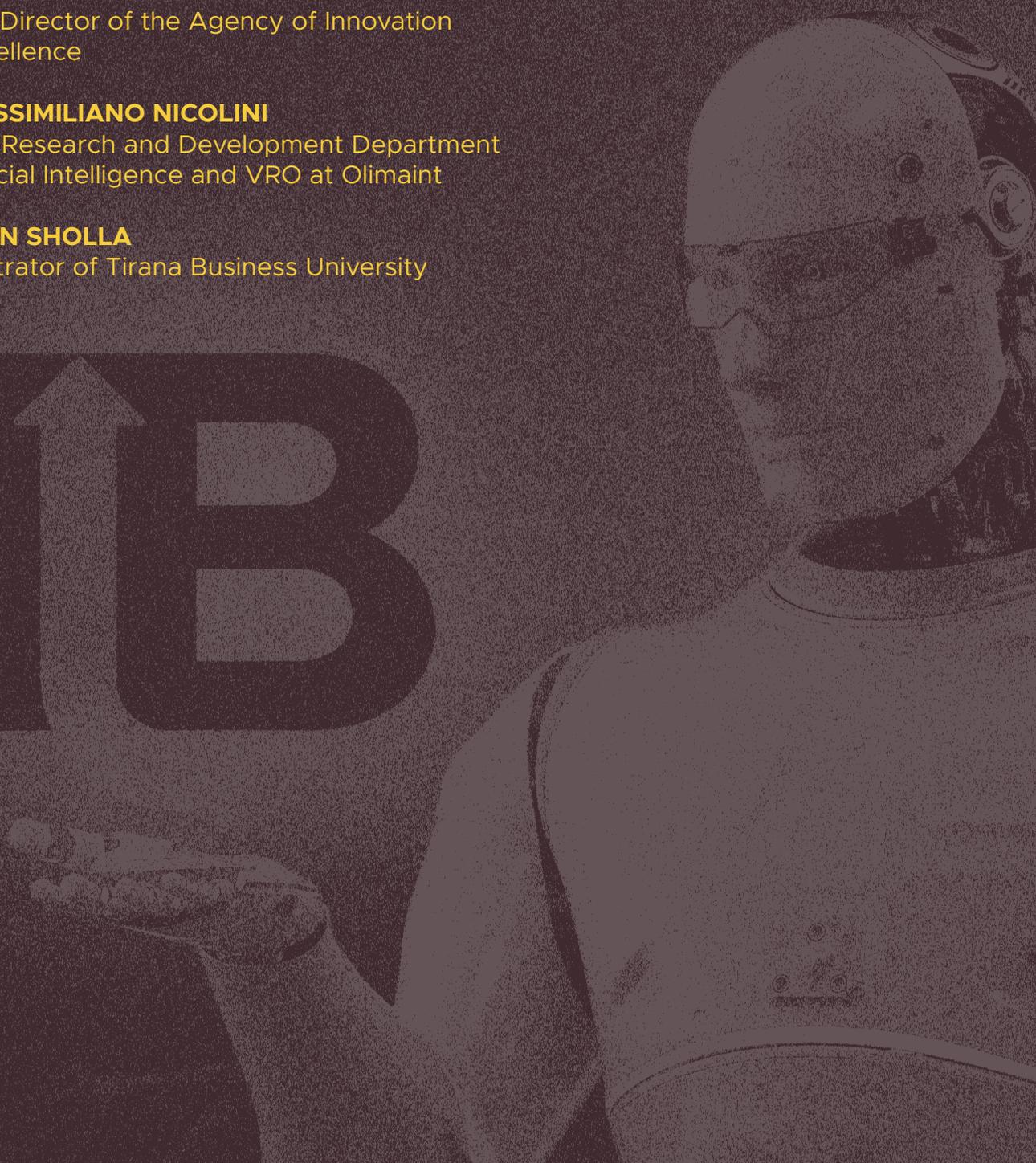General Director of the Agency of Innovation and Excellence

**MR. MASSIMILIANO NICOLINI**
Head of Research and Development Department on Artificial Intelligence and VRO at Olimaint

**Dr. ALTIN SHOLLA**
Administrator of Tirana Business University

# PANEL I
# BUSINESS & LAW PANEL

## DIGITAL ECONOMY CONUNDRUM:
## CHALLENGES FOR THE NATIONAL ECONOMY

*21 November 2024, 11.00 – 16.00 / AULA MAGNA*

### SESSION I – CHAIR: PROF. DR. ELVIN MEKA

**EDVINA KAPLLANI**
AI-Driven Business Models and Workforce Transformation in Albania

**NEVILA ÇINAJ & ERMIRA QOSJA & MIRJAM DIBRA & ENIDA PULAJ (BRAKAJ)**
An overview of the literature on integrated tourism
product development and product diversification in destinations

**GERTI SQAPI & TEUTA XHINDI**
Income and Electoral Choices: Analyzing the Influence of Economic Status
on Voting Behavior in Albania's 2021 Parliamentary Elections

**LORENC GORDANI**
Harnessing Technology Disruption in Photovoltaic for Economic Growth in Albania

**EDLIRA MUKA**
Interpersonal Conflict Management in Albanian Organizations

**MIRDAIM AXHAMI & AGIM FJOLLA**
The attention of consumers on scarcity cues in hedonic goods: An eye-tracking study in
the retailing context

**ELVIN MEKA & KRISTINA PAPAJANI**
H2H marketing role in shaping consumer behavior

**AURELA BRAHOLLI & DENISON META**
Technological Disruption: A New Domain of National Economy

**MIMOZA ZENELI & ENKELEDA SHEHI & IRMA GUGA**
The Importance and the Use of Gender Statistics in Drafting
of the Public Policies in Albania

**DR. ANISA KUME & PROF. DR. VASILIKA KUME**
How Do Albanian Enterprises Lead and Manage? Reflections from a Survey

# PANEL I
# BUSINESS & LAW PANEL

## DIGITAL ECONOMY CONUNDRUM:
## CHALLENGES FOR THE NATIONAL ECONOMY

*21 November 2024, 11.00 – 16.00 / AULA MAGNA*

## SESSION II - DIGITAL ECONOMY CONUNDRUM:
## CHALLENGES FOR THE NATIONAL ECONOMY

**ERJON UKA & ELDIAN BALLA**
Influencer Marketing for Promoting New Tourist Destinations:
The Case of Albania

**ANI MBRICA & INA KECI & SIDORELA MARINI**
Students' Perspectives on the Circular Economy

**ANISA KUME**
SMEs and their Impact on Economic Growth

**SAMEL KRUJA, IRIS KRUJA, GERTI DAJÇI**
The Contribution of Small and Medium Enterprises to Albania's Economy:
Development Challenges in the Tirana Region

**REZART DIBRA**
Corporate Governance Practice in some Commercial Companies:
Trends after the Financial Crisis

**AURELA BRAHOLLI & SULGEN AVDULLA**
Brand Management and Green Consumer Behavior: An analysis of the Relationship
between Brand Management Green Practices and Consumer Behavior in Albania

**ELDIAN BALLA**
Consumer behavior towards energy drinks beverages (Case of Albanian market)

**RENEDA MEHMETAJ & ELVIN MEKA**
The Impact of Organizational Climate on Employee' performance in the construction
sector - The case of Startek sh.p.k.

**ERGA RUCI & ENKELEDA SHEHI**
Online shopping vs. Offline shopping. A case study of Megatek company

**FABIAN PJETRI & REZART DIBRA**
The Importance of Employee Motivation and Their Role in Business Performance

# PANEL II
# TECHNOLOGY PANEL

## INNOVATIONS IN INFORMATION TECHNOLOGY: DRIVING BUSINESS AND ECONOMIC GROWTH

*21 November 2024, 11.00 – 16.00 / A3*

### SESSION I – CHAIR: ASSOC. PROF. INDRIT BAHOLLI

**ERDET KËLLICI**
Challenges in the implementation of real-time data transmission in parliamentary elections using electronic voting machines

**LOURDES RUIZ S. & ESMERALDA KADËNA**
ICT and telecom Supply Chain: Threat Landscape and countermeasures

**ARDIANA TOPI**
Application of Machine Learning for Handwritten Text Recognition in Historical Collections: A Case Study on the Albanian National Archives

**LORENA MUHAMETAJ & ELVIN MEKA**
From Traditional Procurement into E-Procurement - Challenges and Advantages from the Perspective of ONE ALBANIA Company

**FLORENC HIDRI & BLERTA ABAZI (CAUSHI) & GLADIOLA TIGNO & INDRIT BAHOLLI**
Exploring Public Sentiment Towards Agile and Digital Transformation - A Twitter Sentiment Analysis

**EDA META & ELVIN MEKA**
GenAI - Transforming the Finance Industry and Reshaping Education

**EVIS SHURDHA & GERTI SQAPI**
The role of artificial intelligence in the identification and prevention of corruption in public procurement

**GENTIANA DUKA & ELVIN MEKA**
"Gen-AI" and Cards Payments Transformation in Albanian Banking System

# PANEL II
# TECHNOLOGY PANEL

## INNOVATIONS IN INFORMATION TECHNOLOGY: DRIVING BUSINESS AND ECONOMIC GROWTH

*21 November 2024, 11.00 – 16.00 / A3*

### SESSION I – CHAIR: ASSOC. PROF. INDRIT BAHOLLI

**KLAJD HETA**
Cybersecurity and International Partnerships - The Case of Israel

**ESMERALDA KADËNA & GENT GJYLBEGU**
The role of technology in the justice system: A technological and ethical approach

**GENTIAN HOXHALLI & ENDRI PLASARI & IRENA FATA & INDRIT BAHOLLI**
Student Attitudes and Perceptions Towards the Use of ChatGPT: A Study on the Ethics and Effectiveness of AI in Education

**XHEZMIJE PALUSHI & ELENI PAPAPANO**
Data Mining in Human Resource Management

**GERT METANI & DORJAN ISUFAJ & THOMA AXHA**
Leveraging Technology in Albanian Gyms - Client Insights and Economic Outcomes