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ELEMENTS OF ORGANIZATION IN TOURIST DEVELOPMENT ACCOUNTING AND ACCURACY OF ACCOUNTING STATEMENTS, IN ALBANIA AND KOSOVO

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Abstract

Tourism development can produce an inflation effect, especially in the early stages when the supply of goods and services often does not respond to rising demand. Often there is an inequality between the spending power of the tourist and the host population. Likewise, as a result of tourist demand for housing, house prices rise rapidly.

In recent years academic studies have focused on emotions to explain the behavior of investors and the performance of financial markets. It should be noted that "Traditional finance theory" is built on the assumption that investors always make rational decisions having a single objective, maximizing the benefit in a risk environment and insecurity. The application of financial models means that individuals include information in the decision-making process using rules and statistics in calculations, leaving aside emotions. However, it should be noted that investors experience a series of emotions as they make a decision, and the more important this decision is, the stronger the emotions.

Tourism development exerts direct economic effects on the activity of economic organizations participating in meeting tourism needs. Participation of these activities in meeting the tourist needs in different countries is different. The numbers for these budgets are not difficult to handle and most managers will give at least some confidence in their benefit. In the objectives of the paper, we will also consider how the internal user is oriented to use the accounting information and to use it straight to it.

Key words: Finance, Accounting, Kosovo touristic outputs, Ministry of Finance in Albania and Kosovo, Empirical Study Accounting Empirical studies, interest, risk, Accounting's politics,

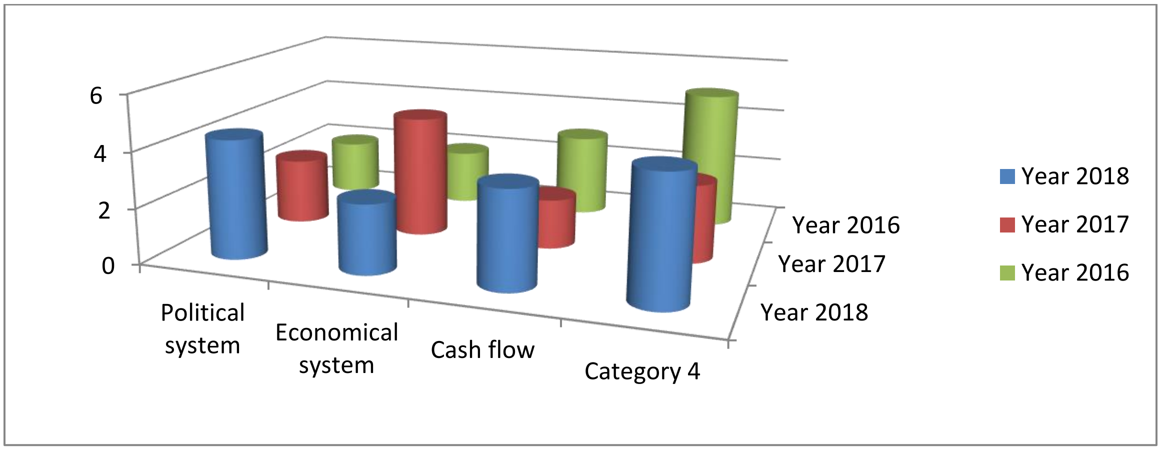
JEL Classification : N0, N1, N2, N3, O1, O2, O3.

1.1 Introduction

When we mention the connection between emotions and financial decisions, we have to deal with the impact of emotions on our money transactions, as a result of financial decisions, since money is among the few things in life that push us into deep emotional reactions and have an impact long-term behavior in the individual's behavior. Emotional aspect empowerment is important because money is one of the strongest motivators of people's behavior and explains how people feel about themselves, their work, and others. (Gouling A 1979)

Destination, or the terminus of tourists' holiday, is a complex link between geography (with all the resources -human and natural -it offers you) and tourism (with all the activities they can undertake and services they can consume during the stay). The services forming the tourist product/products offered/given at a destination, and which must be differentiated from those offered by competitors, are the ones "forming" the brand. By tourist destination one can understand a country, a region within a country, a city, a village or a resort. (Mazilu M, 2010) Whatever the type of destination, the marketing tasks are the same: creating a favorable image of the destination in the target segments of visitors, the design of tools to support and promote the image and, not least, promoting the image of the destination in the regions of origin. These topics will be covered in this article, focusing on elements that define a tourist destination, the functions of a destination, but also the items which define the image of a destination and its competitiveness, which offer extra durability given this concept, decision making gains a different meaning for different individuals, in countries with different economic and political systems. Investor emotional cycles in essence move into market cycles. Human emotions make investors feel bad about money investing that the market is back again. (Parkin 1996) Capital budgeting, however, does not fit well with many businessmen. This is partly due to the difficulties of preparing a capital budget.

Cash flow assessments should be further delayed in the future and unfamiliar terms such as cost weighted average capital and internal rates of return, creep into terminology.



Source: Financial analyzes that have been made in the field of rational economic behavior generally do not take into account the role of emotions. (Callonn, 2012)

2.1 Decision making process and importance of Constancy

Tourist destinations with limited financial resources for marketing activities face many difficulties in producing an impact on the tourist market. It is therefore vital for Romania to adopt a policy of marketing such as "hitting the bull's eye", thus directing the efforts toward clearly defined goals and using the most effective marketing tools. (Mazilu M, 2010) Decisions to rescue now to buy a desired product in the future, or not to save, but to borrow money and save later, are inter-temporal choices with consequences at various points on time.

	Should tourism become year-round?			
Type of organization	Disagree (%)	Neutral (%)	Agree (%)	Total (%)
Non-Tourism business	9.1	18	73	100
Accommodation	12.0	12	76	100
Tour provider/Attractions	0.0	0	100	100
Gallery, Craft, Gift or Clothing Shop	0.0	10	90	100
Food or Beverage services/Restaurants	9.1	9	82	100
Winery/Cider brewer	11.1	11	78	100
Agriculture	66.7	7	27	100
Government	0.0	100	0	100
Marketing/Industry Association	20.0	0	80	100
NGO	66.7	33	0	100

Note: $n = 115$; Pearson $\chi 2$ (Monte Carlo) = 50.1; $p < 0.001$

Opinions on tourism as a year-round industry

The rewards for possessing a commodity are immediately or in the future traded outside the cost of repaying borrowed money in installments or paying the price immediately in the future. It's almost like this the idea of logic is something we have done to hide the fact that emotions are heavily involved in how we make decisions. Choosing the product and choosing the financing method

2.2 The negative and positive emotions.

Major obstacles are encountered in the use of the territory and the presence in certain areas of tourism development, the polluting industry. Whereas, in some cases, special phases of industrial or artisanal processing increase the role of attractive motives for so-called industrial tourism. Existence in certain places of entities or organizations dealing with the organization of courses for the exercise of some craftsmen or to keep alive old traditions, such as engraving on wood and various crafts, are motives that are the cause of tourist flows.

	(%)	(%)	(%)	(%)
Preserve and promote nature	0.0	3.6	96.4	100
Conserve and promote culture	1.8	7.2	91.0	100
Promote historical attractions	1.8	7.2	91.0	100
Develop and promote wineries	9.9	9.0	81.1	100
Develop and promote agriculture	0.0	5.4	94.6	100
Develop and promote local food	0.9	3.6	95.5	100
Develop and promote outdoor activities	0.0	7.2	92.8	100
Develop new and upscale accommodation	29.7	17.1	53.2	100
Develop attractive transportation options	9.9	14.4	75.7	100
Develop and promote festivals	1.8	13.5	84.7	100
Develop and promote local artist fairs	9.9	12.6	77.5	100

These elements that are important for tourism development, source: https://www.researchgate.net/figure/Elements-that-are-important-for-tourism-development_tbl5_266141960

The most apparent aspects of tourism-industry interdependence appear to be the consumption by tourists of the goods produced by the industry itself. This consumption are divided into two groups: direct, related to the transfer of tourists, such as equipment for hotels, holiday homes, means of transport etc; and commonly used as clothing, food, postcards, souvenirs, gifts etc.

2.2 Decision making process and importance of Constancy

The multiplicative analysis deals mainly with the theory of income generated and jobs created by tourism development. The purpose of the multiplier analysis is to determine the impact created on a tourist destination for each dollar spent on purchasing the tourist product or its components.

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a) The greater the use of local / regional resources and the lower the ratio of the use of imported goods that are part of local consumption and production costs, the greater will be the multiplier effect.

b) Many debates about tourism's contribution to economic development in general relate to how to filter tourist spending between the economies by stimulating other sectors.

3. LITERATURE REVIEW AND HYPOTHESES

There are various theories that can be applied to optimize the economic benefits of tourism in an event or region. In national and regional plans policies aim to ensure that economic benefits will increase even if they are applied locally.In the absence of national and regional planning, the local community can often implement appropriate policies and strategies.

Less than one month (%)	1 - 3 months (%)	4 - 6 months (%)	7 - 10 months (%)	All year round (%)	Total (%)
0.8	3.3	8.3	16.7	70.8	100

$n = 120$

4.2 Importance of tourism development

To understand stakeholders perceptions about the development plans over the planning period to 2021 by the County of Prince Edward Official Plan (2006), respondents were asked how important they considered tourism in the future viability of the county. The majority of respondents felt that tourism is extremely important for the county (66%) (See table 4). Next,

Months of Business Operation

The basis for expanding economic benefits is the optimal use of domestically produced goods and services, region and locality as inputs to the tourism industry, thus increasing the local value added of tourism. This will reduce the amount of money spent on buying goods and import services.

CONCLUSIONS

Changing the lifestyle is a last resort, though it would be the most effective way of coping. Younger people are more flexible than older people. However, older people who have experienced economic recessions earlier are better able to cope than young people who do not have such experience

Many of the goods and services developed or created for tourist services are often tradable to the locals, as well as potential opportunities for direct exports, directly affecting economic growth by increasing foreign currency earnings. The total local ownership of hotels and commodities and other tourist services such as restaurants, travel agencies etc. will maximize the income from invested capital, giving the local population more opportunities to control development and operation in tourism.

The creation of tourism product and its diversity is an important aspect of the expansion and expansion of new tourist areas, especially in developing countries. To justify investments, the expansion of tourism activities should be based on a carefully studied market and analysis of the country's characteristics.

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CORPORATE ROLES AND RESPONSIBILITIES IN SOCIETY AND RESPECTIVE ETHICAL RULES

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Abstract

The purpose of CSR is to make managers, consultants, academics and many non-profit governmental organizations aware and focusing on the social, environmental and ethical responsibilities of business. It is important to understand that corporations are in business for profits, but in accordance with the environment and other respective ethical rules. Milton Friedman once stated that profits are the chief purpose of business. Profits do matter, but today we know more about how business contributes to society. Good firms bring innovation to the marketplace, which facilitates their growth. Innovative, growing firms generate economic growth and employment, which, in turn, greatly improves people's lives (Ahlstrom, 2010)[1]. The concept of CSR is a relatively new phenomenon started in the early 1970's. As companies have grown to understand the importance of CSR to them as an entity and to our society in general, the relationship between the company's and its stakeholders has evolved into an understanding of the importance of a comprehensive and meaningful CSR policy. The content of this paper will explore this relationship and the benefits that will accrue to all the parties involved in this partnership. The impact and benefits that CSR policies have on society; the environment; employees, the government regulation, and others related parties will be examined.

Introduction

In the early 1970s, the concept of corporate social responsibility (CSR) was introduced. Around 1989, the use of "stakeholder," those impacted by an organization's activities, was considered a more valid term to describe corporate owners beyond shareholders.

The purpose of this reflection paper is to describe some of the roles and responsibilities of the organizations in society. The purpose of CSR is to make managers, consultants, academics and many non-profit governmental organizations aware and focusing on the social, environmental and ethical responsibilities of business. It is important to understand that corporations are in business for profits, but in accordance with the environment and other respective ethical rules. Milton Friedman once stated that profits are the chief purpose of business. Profits do matter, but today we know more about how business contributes to society. Good firms bring innovation to the marketplace, which facilitates their growth. Innovative, growing firms generate economic growth and employment, which, in turn, greatly improves people's lives (Ahlstrom, 2010). As corporations pursue growth through globalization, they have encountered new challenges that impose limits to their growth, potential profits, and social responsibility. According to Dr. Younkins (2000)[2], the author of "*Capitalism and Commerce"*, the concept of corporate social responsibility can be traced to actions taken and pronouncements made by American business leaders as strategic responses to anti-business sentiments that developed during the late 1800s and early 1900s. The goal of these business leaders was to promote corporations as forces for the social good and thereby lessen the threat of government intervention and regulation. The environment has become a big issue for many companies because of the recent Copenhagen conference and the Stern report (Katz, 2010)[3]. Stakeholders are an important ingredient in the development of a corporation's CSR policies. Typically, the largest numbers of stakeholders are the employees. Companies have recognized over the

[1]Ahlstrom, D. (2010). Innovation and Growth: How Business Contributes to Society
[2]Younkins, E. (2000). The Free Radical. Individual Rights, Social Responsibilities, and Corporations
[3] Katz, M. (2010). CSR Strategy in Developing Countries. *CSR: Strategizing for the Future*

years that employees are a valuable asset and can bring a lot of experience, knowledge and innovation for the benefit of the company. Kantor and Wells (2004)[4], in their book "*Innovation"* stated the following:

"I'm often asked what the first step is toward creating a challenging, innovative environment. Don't try to mastermind it from the top. Put together a team of your most talented people. Give them a mission: to make the company a more exciting place to work. Unleash their creativity. They'll come back to you with dozens of ideas, and some of them will be brilliant. Ask for company-wide input on these ideas. You're liberating people's imaginations. That in itself creates a more challenging environment – and a momentum is started."

1. GENERAL INFORMATION AND PURPOSE OF THIS PAPER RESEARCH:

The company's shareholders are also the owners of the company and therefore they have an interest in making sure the company does well, financially and also deals appropriate with environmental and social issues that involve the corporation. Customers and vendors also have a vested interest in the success of the company and it is important that all of these constituents communicate with the other stakeholders and the company to address any issues or concerns that they may have regarding CSRs.

CSR is the integration of business operations and values, where the interests of all stakeholders including investors, customers, employees, the community and the environment are reflected in the company's policies and actions (Weltzer, 1994)[5].

Stakeholders include a corporation's employees, shareholders, suppliers, customers and their families in addition to people in communities where the corporation or its plants are located. Corporations provide jobs, which contribute to the health of local economies. Environmental issues, including pollution prevention and energy conservation, affect the health and wellbeing in communities in which an enterprise is located. Stakeholders also include those being educated in local school systems, sometimes for employment at the corporation. Additional stakeholders include local government & community leaders.

Over the years, the practice of corporate social responsibility has been debated and criticized. Some feel there is a strong business argument in favor of CSR because corporations' benefit by moving from short-term profit sensitivity to a longer-term outlook that incorporates other viewpoints and potential innovations that can contribute to desirable outcomes. These outcomes include innovation that leads to additional profitability, and successful recruitment and retention of talented employees.

Those who disagree feel that CSR distracts from the basic economic role of businesses. Some say it is superficial and can obscure unpalatable or underhanded corporation activity. Like anything, CSR programs can be beneficial if genuinely implemented with objectives that don't weaken the corporation. Or misuse can pervert the goals this concept was intended to achieve. Corporate social responsibility was intended to encourage fair practices with all of a corporation's stakeholders.

2. HYPOTHESES AND THE AIM OF THIS PAPER RESEARCH

There have been cases when companies like Wal-Mart have been criticized for underpaying its employees and not providing adequate health benefits, but Costco, in a similar business, has also received criticism for the opposite reason – for paying its employees a living wage and benefits. Critics say this practice is shortchanging shareholders.

Costco's founder Jim Senegal defended his company's wage and benefits practice, "We have a very low turnover in our company…we take great pride in the fact that people join us and they stay with us. Our attitude has always been that if you hire good people and provide good wages and good jobs and more than that – if you provide careers – that good things will happen to your company. I think we can say that that has been proved by the quality of

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[4] Kantor, R., & Wells, R. (2004). *Book: "Innovation: Breakthrough thinking at 3M (etc.)."*

[5] Wetzler, P. (1994). *History of Post-It notes - please read this, he's not only an inventor, he's a sales guy, too!*

people that we have and how they have built our organization." (Mcgreson, 2006)[6]. He also addresses the shareholder in a straightforward fashion, "In the final analysis the shareholders own the company and they are the boss…we have done a pretty good job of rewarding our shareholders. We sell for a very healthy price relative to the multiple on our stock. I think that criticism from the marketplace is not inappropriate. I think that is what keeps us all on our toes. We are not fighting the system. The system works pretty well for us and we think it has worked pretty well for our company and our shareholders." (Mcgreson, 2006).

Implementation of CRS

Community-based development projects are one way CSR can be implemented, leading to sustainable development both here and abroad. Instead of making a contribution to an existing organization, supporting community-based development programs in underprivileged areas with a focus on education and skill development provides both children and adults with the tools to become self-sufficient and good citizens (Maden, 2008).[7]

Encouraging a company culture of innovation gives employees the opportunity to be creative in the development of new services or products. Programs can provide financial incentives to employees for contributions that contribute to the company's profitability. In this way, shareholders are happy with a greater return on their investment. Employees are happy working in an innovative environment, and recruiting and keeping the best employees is easier.

3. LITERATURE AND REVIEW

In television commercials, the head of S.C. Johnson talks about using trash from a nearby landfill to power its manufacturing plant, an obviously powerful statement about sensitivity to the environment. This very possibly started with a speech made by H.F. Johnson, Sr. in 1927, where he stated, "The goodwill of the people is the only enduring thing in any business. It is the sole substance...the rest is shadow." (Johnson, 2007)[8].In 1976, the company stated its guiding philosophy, a statement of expectations for operations around the world, in "This we believe," a CSR statement from a company that consistently ranks in the best companies to work for. From their website today:
"In this we believe: we express our beliefs in relation to five groups of people to whom we are responsible and whose trust we must continue to earn:

- *Employees: We believe our fundamental strength lies in our people.*
- *Consumers:* We believe in earning the enduring goodwill of the people who use and sell our products and services.
- *General Public: We believe in being a responsible leader in the free market economy.*
- *Neighbors & Hosts: We believe in contributing to the well-being of the countries and communities where we conduct business.*
- *World Community: We believe in improving international understanding."* *http://www.scjohnson.com/family/fam_com_phi.asp(2)*[9]

Auditing and reporting

Some countries around the world require CSR reporting, but determination of social and environmental performance is difficult. Many companies now produce outside audited annual reports that cover CSR issues but the reports vary widely in evaluation methodology. Some critics dismiss these reports, remembering the CSR reports of Enron and tobacco corporations.

As corporations pursue growth through globalization, they have encountered new challenges that impose limits to their growth and potential profits. There are many Governments regulations that assist the consumers and organizations. Governmental policy that assists consumers and the organization is the Public Company Accounting Reform and Investor Protection Act of 2002 also known as the Sarbanes-Oxley Act of 2002. This Act was enacted in

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6 Mcgreson, P. (2006). *Costco story*
7 Maden, J. (2008). *Wikipedia definition of CSR*
8 Johnson, S. C. (2007, April 11). (IV). Retrieved from <http://www.scjohnson.com/community/default.asp>
9 Johnson, S. C. (2007, April 11). (IV). Retrieved from <http://www.scjohnson.com/community/default.asp>

response to corporate accounting scandals that has caused millions of investors, consumers, and most organizations to lose their life savings and investment portfolio. This Act was also enacted to "protect investors by improving the accuracy and reliability of corporate disclosures made pursuant to the securities laws, and for other purposes." (Sarbanes-Oxley Act of 2002)[10]. Government should set the agenda for social responsibility by the way of laws and regulation that will allow a business to conduct them responsibly.

In 2002, the Sarbanes-Oxley Act was enacted in the United States in response to corporate and accounting scandals at Enron, Tyco and WorldCom, among others. Because of these scandals, stakeholders lost billions of dollars and the public's confidence in the capital markets took a beating. (Atkins, 2006)[11].

Business benefits

The benefits of CSR for corporation vary from company to company. There are reports that find correlation between social/environmental performance and financial performance. But evaluation strategy and timeline differ widely, with some companies unable to get beyond a short-term outlook while others see clearly that addressing long-term issues can long-term benefits, too.

Many businesses encourage charitable efforts and community volunteering among their employees, and are able to take advantage of the improved public image without allocating company resources. Other companies set the example with established programs that benefit the community, and where on occasion, employees join the effort. A Midwest company, Barr Engineering, covers the wages of employees who help build Habitat for Humanity homes. Both the company and the employee contribute something for the mutual benefit of giving back to the community. Quite a difference from watching a company build its good will on the shoulders of employees pressured to volunteer on their own time (Michels, 2008)[12]. It is companies where a CSR program is carefully thought out and supported at the highest levels that achieve the best results in these areas.

Human Resources

A strongly supported CSR program can aid recruitment of the best employees, especially in competitive job sectors. Potential recruits frequently want to know about a company's social responsibility practices, and having a good program in place can provide a distinct advantage. (Hetzog, 2004)[13]

Risk Management

Managing risk is an important part of any company's long-term viability. A company's reputation and good will, built up over many years, can be ruined in a flash through environmental accidents, corruption and sabotage (Hetzog, 2004).

Often it takes a crisis to precipitate attention to CSR, like the Exxon Valdez incident in Alaska in 1989. Lead poisoning in paint used by Mattel required a global recall of toys and forced the company to develop new risk management and quality control processes. (Atkins, 2006).[14]

A proactive example would be Tylenol. In 1982, Truetv reported that Tylenol products were randomly poisoned with cyanide by an individual who tried to extort $1 million from the company (truetv, 1982)[15]. Several people died. In response to the deaths, Johnson and Johnson immediately issued a nationwide alert to the public, doctors and distributors of the drug. They also issued a recall of 31 million Tylenol bottles, costing about $125 million. They established a crisis hotline, so consumers could obtain the latest information about the poisonings, safety measures and any other information concerning the drug. Around the same time, the company inspected the factories where the tainted bottles were produced to see if the cyanide was somehow put into the capsules during production. They ultimately instituted safety packaging for new products. Their quick and ethical reaction to the crisis allowed them to regain 98% of the market they had before the crisis (Atkins, 2006). Building a genuine culture of 'doing the

10 Sarbanes-Oxley Act of 2002, Public Law 107-204
11 Atkins, B. (2006, November 16). *Forbes: "Is Corporate Social Responsibility Responsible?"*
12 Michels, D. (2008). *From genetic engineering & biotechnology news (a shot at the idea):*
13 Hetzog, W. (2004, March 16). *3M*. Retrieved from http://solutions.3m.com/wps/portal/3M/en_US/businessconduct/bcmain/ceo/ceochairma n/
14 Atkins, B. (2006). *Forbes: "Is Corporate Social Responsibility Responsible?"*
15 Truetv (1982). Tylenol Case

right thing' within a corporation can offset risks and deflect unwanted attention from regulators, courts, governments and media.

Brand Differentiation

Companies look for a unique selling proposition which makes them memorable in the eyes of those who use their products or services. CSR can help build customer loyalty by promoting ethical values system-wide and earning a reputation for best practices in all areas of their business. (Kantor & Wells, 2004).

Ethical Consumerism

As global population increases, so does pressure on limited natural resources required to meet rising consumer demand. Consumers are becoming more aware of the environmental and social implications of their day-to-day consumer decisions and are beginning to make purchasing decisions related to their environmental and ethical concerns. While this practice is far from consistent or universal, it does tend to favor companies with an active CSR program.

Socially Responsible Investing

The role among corporate stakeholders to work collectively to pressure corporations is changing as shareholders and investors themselves exert pressure on corporations through socially responsible investing. (Wetzler, 1994). Others leverage the power of the media and the Internet to impact corporate behavior. Through education and dialogue, the movement to hold businesses responsible for their actions is growing. Companies could bring business and society back together if they redefined their purpose as creating "shared value"--generating economic value in a way that also produces value for society by addressing its challenges. A shared value approach reconnects company success with social progress (Porter & Kramer, 2011).[16] It is certainly within the responsibility of an organization's leaders to develop socially responsible practices, but the nature of industry and the institutional environments in which organizations exist jeopardize the competitiveness of organizations that implement such practices (Delios, 2010).[17]

The Global Market

Corporations encounter new challenges when pursuing growth in the global market, which sometimes limit growth and potential profits. From a CSR perspective, international competition forces an examination of their own company's labor practices in addition to the entire supply chain. In such an environment global politics, geo-politics, does tend to intrude as we make our arrangements to take our businesses to new national audiences, to work in different countries, to invest in different parts of the world, to dispatch our staff around the world, or care for overseas staff in our own domestic firmament. The child labor, speech and press restrictions, executions and imprisonment without trial, beatings, government expropriation of property and countless other rights violations, which are part of daily life in non-Western culture, will not go away—not until reason, individualism and worldly happiness are admired and pursued, at least implicitly (Peikoff, 2010).[18] Government regulations, taxes, environmental restrictions and differing labor standards are problems that can come with price tags in the millions of dollars. While some view ethical issues as a costly barrier, others use CSR methodologies as a way to gain public support for their presence and a competitive advantage by using their social contributions to provide a subconscious level of advertising.

Government Regulation

Governments have an opportunity and the responsibility to assume a leadership role in creating a more sustainable environment in which sustainable business can thrive, building conditions that promote sustainability (Bell, 2005).[19] Aaronson & Reeves (2002) compare Europe (mainly European Union) and the United States in terms of their approach and acceptance of the government's role in promoting CSR. According to the authors Aaronson & Reeves, European companies have a greater possibility of accepting the governmental policies and collaborating with each other (Aaronson & Reeves, 2002).[20] European firms are more comfortable both working with government to

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[16] Porter, M. E., & Kramer, M. R. (2011). Creating shared value.
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improve social conditions and in a regulated environment. In other hand, North American organizations demonstrate more commitment, communication, and action (CBSR 2001).[21] These facts state that governmental policies differ throughout the world in many ways. The value of governmental regulation for the consumers differs from one industry to another. So, it is in the insurance industry. Consumers in the end pay all costs of government involvement – as taxpayers, as buyers of services, as employees and as stakeholders in the companies involved. Evidence to date indicates that consumers are not being well served by a wide variety of insurance regulations. There are numerous beneficiaries of course, but they are not consumers. Developments in economic analysis and a host of empirical evidence accumulated in recent years leave no doubt that consumers' interest and the nation's overall economic welfare would be served by systematic and targeted reforms of out-of-date regulations. The rules of the marketplace sometimes fail and warrant government entry. Governmental regulations should encourage market efficiency, service innovation, lower industry costs, and lower prices for consumers.

Independent mediators, particularly the government, are causing a move to CSR policies in order to ensure that companies are prevented from harming people and the environment. Some argue for regulation that outlines how businesses should conduct themselves responsibly, but this presents problems as laws are unable to cover all details and issues of a corporation's operations. The road to universal CSR acceptance is rocky, but worth the effort. Betsy Atkins (2006) wrote an article for Forbes Magazine, "Is Corporate Social Responsibility Responsible?" She ends with a concise argument based on common sense that isn't so common any more:

"What the investing and consuming public really means by 'social responsibility' is:

- Be transparent in financial reporting
- Produce a quality product, and don't misrepresent it
- If you know something about the product that endangers the consumer, be forthright and let the public know (Tylenol)
- Do not use predatory practices in offshore manufacturing, such as child labor
- Do not pollute your environment or other environments, and adhere to laws and regulations
- Be respectful, fair and open in your employment practices

In other words, corporate social responsibility actually refers largely to what the company does not do. I think this is a clarification that should be understood by all constituencies" (Atkins, 2006).

Summary and Future Recommendations

During the preparation of this paper on CSR and related issues, this researcher realizes that a company's efforts in this area require a real partnership with their stakeholders and the society in which they function. It is very obvious to me, that firms that invest the time and resources to develop a comprehensive CSR policy are really investing in a social, economic, and environmental agenda. This will, in the long term impact the company, their stakeholders and society in a positive way. With this type of commitment from business it will also positively impact the perceived role of business in our society, and most important of all, the participants will have to communicate on a regular basis to allow for the ever-changing world that we all live in.

CONCLUSION AND RECCOMENDATIONS

We believe that CSR is going to be a part of our culture and our evolution as a society for a long time to come. Businesses have to recognize that they must be an active and willing partner in this process to survive. The increase of information and the globalization process creates a different business environment. In such an environment global politics, geo-politics, does tend to intrude as we make our arrangements to take our businesses to new national audiences, to work in different counties, to invest in different parts of the world, to dispatch our staff around the world, or care for overseas staff in our own domestic firmament.

Responsability.

[21] CBSR. 2001. Government and Corporate Social Responsibility. An Overview of Selected Canadian, European and International Practices

It is important to note that companies and shareholders relationship will evolve. All the parties in the CRS process need to continually educate themselves regarding societal concerns with environmental issues and other CSR concerns.

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INTERNET PROMOTION

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ABSTRACT

When we talk about the internet, we can say that the internet was the first to lay the foundations in the field of entertainment, communication and commerce. People communicate online every day, order products and sell them. When we look at it from a global level, life without the Internet would be unthinkable. In this paper, we will focus on online promotion, how much it affects shopping, product demand, whether and how important it is to show products to the world, and how much simpler today's promotion is than when the Internet did not exist. One of the most important forms of promotion is reflected in the promotion through social networks such as Instagram, Facebook, Twitter and many others. They are not far behind the numerous sites that have just been created for promotion. In the next title of this research, we will discuss the theoretical framework of the paper, clarify the unknown concepts that we will mention. As for the third part, we will process the subject, the goal of the research and the hypotheses that we will process. This is followed by a case study which presents a discussion of the hypotheses to be put forward. There is still a conclusion and literature that we used and with that we will finish the work. Before the theoretical framework of the paper, we will also say that in relation to the previous 50 years, the use of the Internet, that is. since 1969 when the internet was created, the percentage of people using the internet has increased by more than 70 percent which tells us a lot about the importance of promotion on the internet.

Keywords
Internet, Digital Marketing, Promotion, Social Networks, Brand, Company

Theoretical framework

We will start with the very definition of the Internet, which is the basis of promotion on it. *The Internet* is a publicly available global network that connects computers to computers via a protocol (IP). It is a "network of all networks" consisting of numerous academic, business and other networks and facilitates the transmission, communication and transmission of documents via the "*Word Wide Web*". *The Word Wide Web* is a way of connecting documents such as starting stations on remote Web computers. The main definition we need to give is "*Digital Marketing*". *Digital marketing* involves the promotion of products and services using digital communication channels in order for a certain message to reach a certain audience. So, the key words in this paper are digital marketing, social networks and the use of the Internet. Social networks are networks through which people in 21. century mostly communicate, exchange data, products and services. They are most often formed over the Internet because it is the easiest way to form a larger group of people. Related to this is an explanation of Internet use.

Methodological operational part of the research

SUBJECT AND OBJECTIVE OF THE RESEARCH

The subject of research in this paper is the importance and influence of the Internet on product promotion. E-commerce which is also important especially in the last year since the appearance of the Corona virus. A large number of people locked up in their houses, reading numerous surveys, expressed that they used e-commerce when shopping. So, in order to attract customers and leave a good impression of online shopping, it is necessary to have a good promotion, which will be discussed further. Social networks, which are also very important as we mentioned, are also the subject of this research. The question also arises as to how important the brand is when it comes to online promotion. Do companies and companies that have a more famous brand do quite well without promotion on the Internet? Is online promotion something really important to be able to do business in the market of goods and services at all? Is online promotion more important than traditional promotion? All these questions represent the subject and goal of the research.

HYPOTHESES
• Without good online promotion there is no positive result of online shopping
• Social networks make a significant contribution to it
• Consumers identify with the brand through social networks and digital marketing
• Online promotion has completely replaced traditional promotion
• Companies with a better brand have no need for internet marketing

RESEARCH METHODS
This research work was done on the basis of the following research methods: descriptive, qualitative, research, statistical and comparative. Descriptive and qualitative analysis run through the descriptions throughout the paper, and are mostly reflected in the individual description of social networks and advertising tools. Statistics on the use of social networks are reflected by comparing data over time, and data on tools for advertising content on social networks and channels belong to the domain of statistical comparative methods. These methods have also been used to monitor consumer attitudes towards the brand. The research method is represented throughout the paper by collecting data through various literature and professional papers. Qualitative analysis is represented through descriptive data conducted through interviews to explain the importance of social media in marketing and the importance of the brand.

Research and research results

HYPOTHESIS RESEARCH: "WITHOUT GOOD PROMOTION ON THE INTERNET, THERE IS NO POSITIVE RESULT OF ONLINE BUYING"

In order to start and present a text about research on this topic in general, there are important concepts that affect the promotion and what it will look like. We'll start with the Sales Page. A sales page is a page created to better present a product or service. There is a lot of information on it, but it is important that it looks as attractive as possible to a potential buyer. After getting acquainted with the product, potential customers can click on the purchase or leave information as interested. This term is used in digital marketing for sites that deal with selling as fast as possible. It is crucial for sales and the degree of communication depends on it. For example, if we made a colorless page and set up a product without a description and a tidy page, we can conclude that by the very nature of things, not many people would be interested, but if we had a tidy and attractive side that would give us all the necessary data, information and price and if it was done professionally when looking at the page, it is certain that our interest would be greater in favor of this hypothesis that we presented.

The next term we researched and gave a case study about is the term Copywriter. Copywriter is an extremely important person in internet marketing. When doing a product campaign, it consists of many segments? One of the most important is to write a story that sells, and certainly not everyone can do that, and this part of the job is taken too lightly. Copywriter writes a lot of things. From the text on the Internet, product descriptions. It is not to be expected that small companies can afford this, but it is certainly important to be aware that after the internet promotion page, it is important to have good text that would attract more customers to whom you sell your goods and services, which also supports the above hypothesis.

Something that is unavoidable and that is necessary to mention when we talk about internet promotion is the title itself. Every website or post on Facebook with a link must have a title. Often people are not aware of how important that title is. It also serves to make site visitors decide whether to read on or not. For example, there is an ad on the Internet with a picture of a house by the lake. In the first case, it says: "Betrayal, house stove, fizider fan". In the second case, it looks like this: "Spend ten days like in paradise in a house by the lake that offers an exceptional view of the sunset." It is immediately clear to us what would lead us to rent a house. So, the title as the second internet promotion is just as important as the text itself and the page we visited.

Until a couple of years ago, Taraba, as we popularly call it, was a symbol that almost no one noticed. Today, however, it is a sign used on all social networks. It was first used in 2007 on Twitter, later on other networks, and more recently, although it can be said unsuccessfully on Facebook. Used to tag and group posts on a topic. If you publish a post with the hashtag #nightlife on a network, firstly, everyone who sees that post will know what it is about, and secondly, everyone who types "nightlife" in the search will see the posts of everyone who used that hashtag. However, here we have a big problem that many fake profiles and make fake hashtags that can lead us to the wrong result and cannot help us find what we are interested in. In this case, the hashtag is not an important component for promotion on the Internet and it makes it very difficult for us to find a result that interests us, but also for someone to find us if they are interested in some of the products and services we offer.

As a conclusion about this hypothesis and all the above, we can say that it is then fully justified and that without good promotion it is really difficult to achieve a positive result and attract a potential buyer of our product or service.

HYPOTHESIS RESEARCH, "SOCIAL NETWORKS MAKE SIGNIFICANT CONTRIBUTION TO INTERNET MARKETING PROMOTION"

When we talk about the importance of social networks for internet marketing, its importance is more than visible. Today, everything takes place through social networks. As we mentioned before, people mostly communicate over the Internet, exchange opinions, views on something, post their photos, comment on others. The most popular social networks today are Facebook, Instagram, Twitter. According to a survey from 2007, over two million users registered on Facebook, for comparison, an entire Belgrade. When companies get it, they focus on the individual. They want each of their clients to feel unique and special. They do this by affirming topics of mutual importance, with the aim of creating more of a partnership than a commercial one. "The result is products and services that satisfy the strictest consumers, but also market standards and norms. "The growth of the share of Internet social networks in the total communication with consumers corresponds to the advantages that this type of communication achieves in relation to other types of communication. The main reason for the commercial use of Internet social networks lies in their efficiency, accessibility and proactive composition. ”Based on the analysis conducted by the Executive group in the period 2012-2013, it was concluded that more than 90% of respondents in this study confirm that their organizations use Internet social networks and consider them very important, if not crucial for their own business.

Everything we have stated above speaks in favor of this thesis, because social networks today represent if not the most important system of communication of society, but also the exchange of products and services, which we saw in the above. types of promotion on the Internet.

HYPOTHESIS RESEARCH "CONSUMERS ARE IDENTIFIED BY BRAND THROUGH SOCIAL NETWORKS AND DIGITAL MARKETING"

Speaking of consumers in general, the digital age has made a big turnaround in the corporate world, which is increasingly turning to digital marketing, as well as maintaining control between the most important components, which is maintaining a relationship with consumers. Digital connectivity has become a major prerequisite for doing business, given the growing connectivity and dependence on the internet. Digital consumers are consumers that emerged in the late 1980s, when the use of the Internet became available to everyone. Thanks to the rapid development of technology, information is available through various devices. Consumers have access to information that is updated and verified so that it does not depend on the information placed by brands. Today, seventy-eight percent of consumers trust other consumers more than corporate announcements and propaganda. Consumers unite in consumer communities where they share suggestions and opinions, which significantly affects the affirmation of the brand and thus the loyalty and quality of the brand. In this way, the modern consumer is also a source of new ideas for brands whose purchase he is potentially interested in. Consumer behavior research is always a current project, in order to get a picture of which factors influence consumers in choosing products and services, more precisely their interests are the brand that identifies them, and which they express through the Internet and digital marketing, which confirms this hypothesis. There are three basic factors that identify the consumer and they are: personal characteristics, environmental influence and genetic heritage. What marketing is paying more and more attention to are the emotions of the consumer and the way in which the consumer values himself, that is, the concept of himself, and most people today express that through social networks. Especially when we talk about digital advertising of companies, they follow the comments, the psychological structure of their consumers and thus influence the emotional or rational reaction of consumers depending on the goal of the brand. Every man has two aspects of his personality, private and public. The challenge for any digital marketing manager is to discover which aspect leads to a particular behavior on a given brand. So, the confirmation of this hypothesis is more than evident in relation to everything previously written.

HYPOTHESIS RESEARCH, "INTERNET PROMOTION HAS COMPLETELY REPLACED TRADITIONAL PROMOTION"

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The basic division of marketing today is the division of marketing into the traditional form and the digital form of marketing. For years, there has been a struggle over which method is better. Both types of marketing are useful, so it is not necessary to opt for only one type. The most important thing is to understand the target market and act wisely in the distribution of funds. In both types, we need to know how to reach the target group, as well as to know the advantages and disadvantages of both types, and only then to give a conclusion on this hypothesis.

Traditional marketing is the marketing used before internet marketing, the so-called offline marketing. It involves a combination of many marketing tactics such as direct sales, television, radio, print ads and promotional material such as flyer catalogs and brochures. Regardless of the fact that the digital age prevails in today's world, there are certain advantages of traditional marketing. *Traditional methods are good for reaching traditional target groups.* If our target group is retirees, then in any case it is better to apply the traditional type of marketing. *We have direct contact, which can be an effective strategy of traditional marketing.* For certain types of products, this type of promotion is irreplaceable. For some products and services, it is important to see the person selling, in order to gain trust and perhaps test the product on the spot. When we turn to the shortcomings of this marketing, there are quite a few of them. *High costs*. When we look at advertisements, they are not very accessible to everyone, and printed material is not expensive, but we would have to pay people who would share it. *Inability to measure results*. It is very difficult to track the results of traditional marketing and generally distinguish which part of the strategy is responsible for a particular result. *It almost always requires outside help.* For the printing of materials, shooting of advertisements, it is necessary to hire numerous experts, which again represents a large cost. *Forced one-way message.* This way of marketing generally leads us to make purchases, which can sometimes bother potential customers.

Internet marketing has made it possible to bring more customers much easier and more affordable. The benefits of internet marketing are much greater than traditional. *Internet marketing results are easily measurable.* We can easily see which methods lead customers to business, and which to sales, and we can easily decide on the method that is most profitable for us. *Better identified demographics, to more easily hit the target group.* Communication with the market. Social networks allow us to communicate directly with groups or individuals who represent our potential clients. It is a great power to have a free opportunity to communicate that would help us learn about what works and what doesn't. *Accessibility*. Many marketing methods are now free. *Data and results are immediately available.* Ability to get feedback as soon as possible, which allows us to change tactics if necessary. *Availability to businesses of all sizes.* Even if you are the only employee in your company, you can advertise your business online. *Ability to build credibility*. It is up to us how we present our business online.

The report based on the research entitled "US Interactive Marketing Forecast, 2014 To 2019 (T1), which was conducted for the needs of the research house Forrester, predicts that investment in: search engine marketing, display advertising, social media marketing and email marketing will reach $ 103 billion by 2019 in America. Search engine marketing remains the largest part of the digital marketing mix, but the biggest increase is projected for social media marketing.

	2014	2015	2016	2017	2018	2019
Email Marketing	2,1	2,3	2,5	2,7	2,9	3,1
Social Networking	7,5	9,7	11,7	13,5	15,4	17,3
Display Advertising	19,8	23,7	27,9	31,3	34,5	37,6
Search Engine Marketing	27,9	31,6	34,96	38,5	41,9	45,4
Total	57,3	67,3	77,1	85,9	91,6	103,4
Million dollars $						

Based on all the above, we can conclude that internet marketing has not completely replaced traditional marketing. We cannot rely on just one aspect because each in itself has certain advantages. But given the development of technology, it is very likely that only internet marketing will be used in the near future.

HYPOTHESIS RESEARCH, "COMPANIES WITH A KNOWN BRAND HAVE NO NEED FOR INTERNET MARKETING"

When it comes to this hypothesis, perceptions about this may be different. In the following text, we will present some facts and try to come to a certain consideration on this topic. First, in order to be able to talk about this hypothesis at all, we need to first define the word brand. There is no single definition for a brand but in relation to many different ones we can make one. A brand is any word, name, symbol or means, or a combination of them that serves to identify and distinguish goods from those produced or sold by others.

That is why certain brands are better known, and some less so, and that is why we are dealing with the topic of whether good internet marketing is needed by brands that have existed for many years and represent a certain type of tradition.

Brands in the market, no matter how well-known and popular they are at a given moment, should not rely on short-term values, but should modify their value in the future. So, it is very important to be up to date with trends and the latest market demands. Already in the middle of the research on this topic, we see that the need for internet marketing is necessary regardless of the brand and how well it is known. Trends in the world are changing, technologies are advancing, and thus the needs of people and potential customers are changing as well as their way of buying, their way of finding products. Social networks have a lot of influence here as well. For example, let's look at the Prada brand. In today's world of fashion, it is an extremely well-known and respected brand whose existence is reflected back in about thirty years. On the internet, they are quite active when it comes to online marketing. The social network Instagram is full of their sponsorships and promotions of their products on the same, as well as their site through which online shopping can be done.

Compared to the previous example, I think we have completely refuted this hypothesis which makes it even clearer that the brand, no matter how famous it is if it is not in line with today's development of technology and forms of advertising for its products and services, will not survive long or at least not in the near future. of the future.

CONCLUSION

In the conclusion of this research, we will give a concluding opinion on the importance of promotion on the Internet, we will say something about the hypotheses we advocated and some other important facts to say about Internet marketing. First of all, the condition for using internet marketing are the consumers themselves, who consider using the internet every day. In 98% of respondents aged 15-21, regardless of the gender of the respondents, daily use of the Internet is the satisfaction of basic needs and greatly facilitates their daily activities. Such a large percentage of respondents shows that this target group is easily accessible to marketers in order to place a marketing message. The use of social networks is a frequently used means of digital marketing. This research shows that the target group aged 15-21 uses a large percentage (85.90%) of social networks every day or almost every day. We have given some statistics that show how many people use the internet and how much easier it is to reach a certain target group via the internet and thus make much better internet marketing than can be done in the traditional way. Almost 2/3 of marketers increased their budgets for advertising on social networks in 2016, making them the broadest base for increasing investments. Through influencers, advertising on Facebook, AdWords and thanks to internet marketing, information travels quickly and with quality, leaving behind reactions to users that encourage them to think about the brand and to sell. Strategies for advertising on social networks and through sites, ie digital marketing, prove the impact on the promotion and sale of products and services, which confirms the second hypothesis. Other hypotheses are clear in themselves how and why they are correct and refuted.

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GIVING THE NEWS AND THE EMOTIONS EXPERIENCED BY PARENTS WHO HAVE A CHILD WITH SPECIAL NEEDS

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It was the scream from the depths of my heart when I learned that my child would not be born normal, it was the cry of a parent that we all exhale after a great pain "why me ?!". There was no answer as there has never been.

Pearl Buck (The child who never grew)

The fear parents experience about the future often makes them like their own ingorance.

Mom Eda

Abstract

Parents of special need children are faced with lack of information to confront reality, contempt, and the unknown. During this phase they have to confront not only the condition of their child, but also their own emotional experience. Receiving the information on the condition of their specialneeds child is the beginning of a long journey that these parents have to probably face all their lifetime. This study tends to identify the needs that parents have at the moment they are communicated the disability of their child and the emotional condition these parents experience. The world is frightening, and special needs children who need to adopt to this world are even more frightened. Stress, anxiety, expectations and parents' emotions are a way to understand how they are precepting the story of their life, and these perceptions and experiences help the professionals to find ways and methods how to help these parents.

Key words: special needs children, parents, emotions, news communication.

Introduction

The structure of family and the concept we have for it are deeply modified compared to the last century. Family is not only a place where we grow up, but also a place where we experience pain, conflict and confusion. However, in the study of family as a structure from the special studies that describe family development, must be assessed not only the first or second generation but also more widened studies of generations. Bringing a child to life is surely a positive aspect for a young family, but it affects the balance of the couple. Giving birth to a special needs child is an event that deeply affects the disruption of family balance, furthermore shocking the condition of this family. The disability is able to challenge the family in its cognitive, emotional and behavioral levels. The couple expresses a worsening of the relation and family perception. Thus, coming of a child may put such pressure on parents, causing a series of psychological, emotive and social elements, constraining the parents to live in an unknown reality never seen before. The first moment after child birth is naturally the moment of getting the information of the disability, a moment which should happen in the presence of a professional, a medical doctor, a psychologist or a psychiatrist. The reactions of parents may vary, each has their own way of reaction. "The handicap" has a great value in the life cycle of the family from now on, as it will reduce and slow the development process.

Methodology

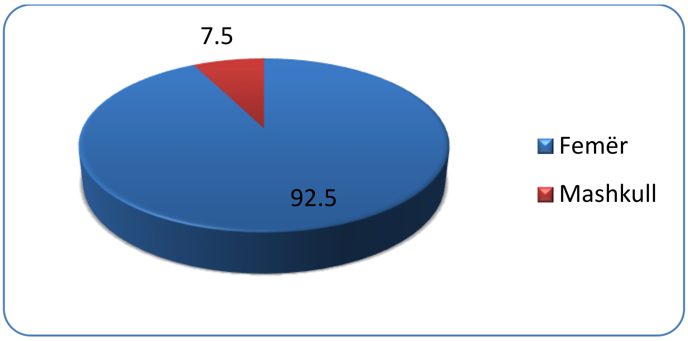
An important part of the study is the information received from the questionnaires filled by the parents whose children had special needs. There were more than 140 questionnaires filled, but only 120 were completed in total, as the other part did not contain the full information to be analyzed. The questionnaires were completed face to face with the parents and it took us eight weeks to finish. The area where we distributed the questionnaires wereAlbanian cities such as Tirana, Vlore, Berat, Fier, Lezha and Shkodra. The first section of the questionnaire had general questions about the gender, residence, education level and type of disability of their children. The second section of the questionnaire required from parents to express their opinion and view on their disabled children. Some of the questions used to get information were: Who communicated to you the news on the child's disability? How important do you think the communication is in relation to: *detailed information, psychological help* etc. How did you experience the emotions?

The study aimed to assess that the experience of emotion at the moment of receiving information about the child disability is really strong.

Results

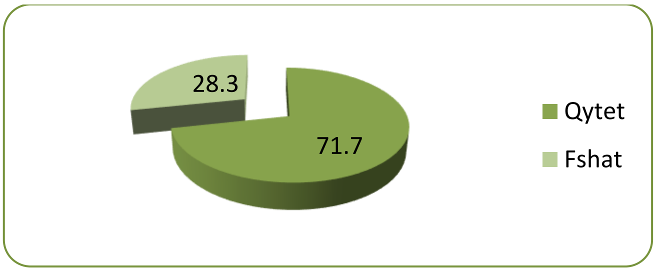
Analyzing of data collectedfrom120 parents with disabled children showed that 92.5% were female parents, and 7.5% e were males. Most of the participants stated that mothers were more involved in the education process, same as (Singler and Butler, 1987, pg, 146. Lipsky (1989) expresses the regret that various studies have not treated the participation of fathers in child education (Graph 1).

Graphic 1 Gender



It is known that children with special needs are found in cities and villages. The results of the questionnare showed that 71.7% come from urbane areas where the population is higher, and such cases of special needs children can be higher. 28.3% lived in the rural areas (Graph. 2).

Graphic 2 Place of living



Regarding the parents' employment, we noticed that 33.3% declared to be employed, while 37.5% unemployed, 17.5% were privately employed, and 11.7% stayed home, mostly mothers as they had to take care of their special need child (Graph. 3).

Graphic 3 Employment

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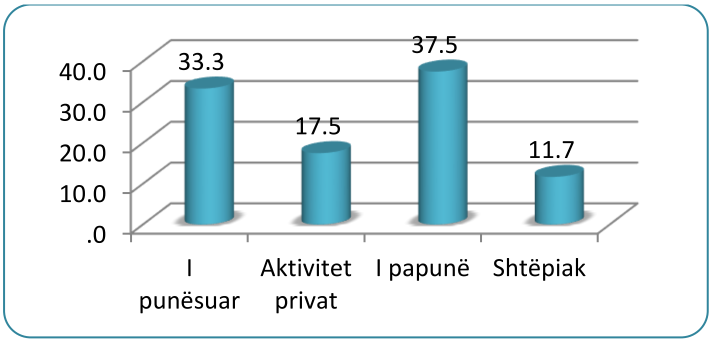

The question on education level, showed that 46.7% only finished middle school (eight years) and 50% of these participantslived in the city. 37.5% had a high school education level and only 15.8% declared to have earned a university degree.

Table 1 Education level of the parents

	Frequency	Percentage
Middle school	56	46.7
High school	45	37.5
University	19	15.8
Total	120	100.0

About the question **Who communicated the news?** In relation to the child need the parents stated that in 53.3% of the cases was the specialist who gave them the news, 20.8% of the parents stated that it was the family doctor, 13.3% stated that the news came from the psychologist and 10% and 2.5%, respectively from the family members or the midwife (Table 2).

Table 2: Receiving the information about the child disability

	Frequency	Percentage
Family doctor	25	20.8
Specialist	64	53.3
Midwife	3	2.5
Psychologist	16	13.3
Family members	12	10.0
Total	120	100.0

About the question **What is important at the moment of communication?** 57.5% of the participating parents stated that *Detailed information*is important, and for 17.5% this information is very important, "… *it is important according to me (parent) as in the beginning we do not know the problem that our child has…"* these results are similar to the results of other studies (J.M.Bouchard 2009)

The data on the future of the child disability 61.7% stated that it is important and for 7.5% is very important. " .... *I really need from the professional to explain to me what should I expect from the child and me as a mother…"*

About the information regarding the psychological help and the addresses of the societies of parents with special needs children, 67.5% of the participants state that these were important, while for 4.2% it was very important. The rest stated that this information wassomewhat important or had little importance. Some declarations of the parents were as follow: *"...why should I ask for help when my child will suffer all his life ...", a* mother states: "*I would prefer not to live than see my child in a wheelchair* *all his life …", "if I want to help my child, I should help myself, that is why I need the psychological help" expresses another mother.*

Table 2 The importance of information

	Not important	%	Somewhat important	%	Sufficient	%	Important	%	Very importan
Detailed information	1	0.8	18	15.0	11	9.2	69	57.5	21
Data on the future of disability	2	1.7	8	6.7	27	22.5	74	61.7	9
Psychological help	15	12.5	13	10.8	6	5.0	81	67.5	5
Addresses of societies of parents with special needs children	15	12.5	13	10.8	6	5.0	81	67.5	5

Knowing the problems and issues that the families of special need children have, we asked them about their emotive condition. More than half of them **55.8%,** declared to have felt **angry**, 23.3% of the cases this anger was normal. Other studies on this issue in other countries had similar results stating that these types of parents do experience angriness. (J.M.Bouchard, 2006).

Open ended questions where parents express their feelings, we noticed statements such as: *...the anger was endless, why me...? .... I dreamt a beautiful child, and now I see he has Down syndrome ..., ... how could I not be angry?! I get angry with anything, myself, the world, oh my soul knows ...!*

75.8%felt a lot of **pain** and this is reflected equally in both parents. Experiencing this emotion, the parents stated...*it hurts without ending, a ruined life, a destroyed dream, a paralyzed child forever...., ...the pain invades you even when you do not want to, it hurts just to see the child hooked to medical equipment, so little to face this problem and I am so powerless to help ...*

In 42.5%of the cases the parents were extremely **shocked**. Looking at the comments, the shock was experienced from the expectations that parents had for their children. In this phase the parents were in disbelief, searching for the social cause more than the biological one. In this phase there was also noticed denial of the child or the disability. Expressions such as "he is not my child", "give me my real child" are expressions that were very often seen in parents of such children (Fein & Dunn 2007), (Siegel 2003).

33.3%stated that they felt **very lonely** while in 44 cases or 36.7% called this normal. Refusal and withdrawal are protective behaviors from the unknown, used by parents to takes time to adopt to the new phenomenon which is already part of their life (Power 2000). Very often these parents chose to withdraw in themselves without accepting any therapy from various professionals (Milani. P. 2007).

20% felt **very frustrated**, 28.3% **very frightened,** both parents in general, and mothers in particular.

Experiencing these emotions is really high, this was noticed in the answers of the parents. Other studies on this topic resulted in similar data, where the emotions experienced by parents of special needs children were very high (J.M.Bouchard and J.M. Caloubi 2009 Canada, some centers in Emiglia Romagna 2011, Italy, A.Rada 2014 in Albania etc.).

Most of the parents in their comments stated that: ... *the greatest fear is that what is going to happen to my child when I die..., ... I feel the fear each day without knowing what tomorrow will bring ...*

Table 3 The experience of emotions

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	No emotions	%	Little	%	Normal	%	A lot	%	More than a lot
Anger	5	4.2	18	15.0	28	23.3	67	55.8	2
Pain	1	0.8	8	6.7	13	10.8	91	75.8	7
Fear	11	9.2	35	29.2	40	33.3	34	28.3	0
Frustration	13	10.8	52	43.3	31	25.8	24	20.0	0
Shock	15	12.5	29	24.2	19	15.8	51	42.5	6
Loneliness	10	8.3	23	19.2	44	36.7	40	33.3	3

Conclusions

The experiencing of emotions from the parents at the moment of diagnosing and receiving the news on their child disability is really strong.

Comparing the experience of each feeling we can conclude that the emotion that is felt more in parents is anger, followed by pain, shock, loneliness and fear. One of the emotions that accompanies the parent is fear that increases with the level of child's disability. Data of the study showed that fear accompanies the parents since the moment of diagnosing, and later too. More often parents feared the condition itself and also feared what the child would do when the parent was dead… what would happen to the child later.
To study the dynamics of a family with a disabled child is so beautiful, but so hard at the same time. This study identified and evaluated some of these situations making it possible for us to construct ways and find efficient methods in the relations and partnership with these families.

In general, when a child comes to life, he brings joy for the family, and in the case of a disabled child the experience is not normal, as the parents are not prepared for this situation. The study enabled to assess the feelings of the parents at the moment of learning the disability of their child. If we know these feelings of the parents, we can organize the communication methods and relations from the professionals that work with these families. Strengthening the family competencies makes it possible to increase life quality for the child and family. In this perspective, the professionals, family and community societies, the state should facilitate the families into knowing, capacities, and resources necessary to exercise their responsibilities and to be included in the independent life.

In order to include the families in the social services, education, health; to create a partnership between families and professionals and also for the families to get closer to the community is recommended:

Institutions especially state, health, education and rehabilitative ones, in collaboration with parents should develop formation programs to increase awareness of the professionals for the expectations and reality of the family members who have a special needs child and that the partnership with parents and family is the fundamental element in life programs and integration.

There should be more services for the parents by offering counceling and orientation for their rights and the states that parents go through.

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FOREIGN DIRECT INVESTMENTS IN THE REGION OF WESTERN BALKANS

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Abstract

Albania has adapted a liberal legal framework designed to create a favorable investment climate for foreign investors. It ranks among the countries with the highest level of foreign direct investments in the region after Serbia, but on the other hand has the lowest percentage of FDI-s in factories. According to data from the Regional Cooperation Council in 2016, only 10 percent of foreign investments in Albania were in factories, while in other countries of the region this number is higher. In FYROM, about 58 percent of FDI-s are concentrated in factories, in Serbia 35.2% and in Bosnia and Hercegovina 27.1%.

The six countries of the Western Balkans (Albania, Kosovo, Montenegro, FYROM, Serbia, Bosnia and Hercegovina) make up a market of no more than 20 million people, but their structure is much different because of their specific investment policies. In Montenegro, FDI-s are concentrated in the tourism sector, while in Albania the net inflows of FDI-s are related to major investment projects. In Serbia and FYROM investment inflows are in factories and mainly in the automotive industry, as well as in Bosnia and Hercegovina.

The Regional Coordination Council (RCC) has drafted a joint plan for attracting direct investments in the region. Infrastructure investments will be a pilot project to attract investments, but this will also be the basis for attracting future investments to other sectors of the economy, such as tourism and industry. In a detailed analysis of this issue, the RCC shows that some sectors of economy will be of interest to all the region economies, while some sectors may have less interest.

The paper focuses on six economies of Western Balkans: Albania, Bosnia and Herzegovina, FYROM, Kosovo, Montenegro, and Serbia, giving an overview of FDI in each country in the region and making a comparison between them.

Key words: Foreign Direct Investments, regional cooperation, country of origin, sectors of economy

1. Introduction

The importance of FDI-s is considered as a crucial priority for policymakers in the initial phases of transition process planned in the market economy, (Kukaj & Ahmeti, 2016:289). (Imtiaz & Bashir, 2017:291) claim that is noted that the improvement of economic openness by relieving barriers dhe obstacles for trade will attract more foreign investment in the region.

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One of the criteria that influences the FDI-s attraction is the tax cost. In this paper will be decribed six countries of Balkans: FYROM, Albania, Kosovo, Serbia, Bosnia and Herzegovina and Montenegro, as well as the opportunities and obstacles that these countries have for the FDI-s appeal.

2. Description of the countries

2.1 FYROM (North Macedonia)

FYROM's legal and regulatory framework is favourable to attract FDI-s. Moreover, the country adopted a new law in 2020 to create more favourable conditions for strategic investments. Investors benefit from a ten-year tax exemption personal and corporate income and free access to public services. Labour costs are low, but on the other hand there is often a shortage of skilled labour. The country has made significant efforts to harmonise its legal framework with the criteria, and practices of EU. Many challenges remain nonetheless, including corruption, lack of transparency, poor customer service, excessive bureaucracy, political interference in the judiciary, a lack of government capacity, communication difficulties and shortcomings in the rule of law and contract enforcement.

According to (ALTAX, 2018), from the ten countries of Balkans involved in the study (Albania, FYROM, Bulgaria, Serbia, Montenegro, Bosnia and Herzegovina, Greece, Romania, Kosovo and Croatia), FYROM is ranked as the country with the lowest tax costs in Balkans. This country has been following well-targeted strategies for the attraction of direct foreign investments. Its success has been in the appeal of large investitors in the automobiles production sector. FYROM is a member of WTO since 2003.

FYROM has signed three Multilateral Agreements of the Free Trade:

- SAA (The Stabilization and Association Agreement) with the members of EU
- EFTA (Switzerland, Norway, Iceland and Liechtenstein)
- CEFTA (FYROM, Albania, Moldavia, Serbia, Montenegro, Bosnia and Heregovina and Kosovo)

North Macedonia has also signed bilateral arrangements with Turkey and Ukraine. These agreements give to this country the opportunity to free access in a large market with more than 650 milion consumers.

Some of the weakest points of North Macedonia concerning FDI-s are:

- High structural unemployment and training deficit.
- Important size of informal economy.
- Inadequate transport infrastructure.
- Significant indebtedness of the private sector (93% of GDP at the end of 2014).
- Conflicting political landscape.
- Tensions between the Slavic majority and the Albanian minority.

2.2 Albania

The focus for the future development of the Albanian economy remains the attraction of FDI-s with priority in sectors where the Albanian economy has large potential both in terms of natural resources and in the development of sectors that are not yet performing with their full capacity. Such sectors are: the renewable energy sector, the tourism sector, the agribusiness sector, the infrastructure sector and the services sector.

Albania has set up reforms to icrease FDI-s. The country has adopted a tax reform that is advantageous to foreign investors and aims to reduce corruption and administrative difficulties which can be discouraging to investors. The long-winded procedures to obtain operating licences in the trade, construction and tourism industries have slowed down investment progress. A lack of transparency in public procurement and poor enforcement of contracts also hinder FDIs to Albania. In addition, investments continue to suffer from the lack of infrastructure and poorly defined property law.

Albania is a member of WTO since September 8,2000, and applies the WTO regime for the procedure of import licensing. According to the study of (ALTAX, 2018), Albania is ranked in the second place for the lowest tax costs. The crucial elements for this are the variety of fiscal policy and the continuous encouragement in orienting the investments toward the luxury tourism.

The Albanian government has approved the new law for Strategical Investments in the Republic of Albania. This law expressly predicts as "Strategical Investments": private investments, public invetments, and/or public-private investments in these economy's sectors: "Energy and Mining", "Transport, the infrastructure of electronic communication and urban waste", "Tourism", "Agriculture", "Technology and economic development area", and the areas with development priorities.

Some of the weakest points of this country concerning FDI-s are:

- An ingrained informal economy with a considerable weight on GDP (56.7% in 2019 according to the ILO, latest data available).
- A relatively poor population with below-European standards, and low public investment in education of 3.6% of GDP (World Bank, latest data available).
- An economy that is not very diversified and highly dependent on agriculture (18.5% of GDP and 36.4% of jobs in 2019 according to the World Bank, latest data available).
- High risk of corruption and organised crime undermining the rule of law.
- Fiscal and customs systems failing.
- A lack of modern infrastructure.
- Recurring energy shortages causing power cuts.

2.3 Kosovo

According to the World Bank, net FDI inflows represent 3.6% of GDP in 2019. In 2019, the net flow of FDI into Kosovo was estimated at $292 million. The stock of portfolio investments in 2019 totalled USD 2.05 billion, with equities worth USD 1.67 billion and debt securities worth USD 385 million. Real estate and leasing activities are the largest recipients of FDI, followed by financial services and energy. The food, IT, infrastructure and energy sectors are likely to attract more FDI-s in the future. The majority of FDI comes from Switzerland, Germany, Turkey, United Kingdom and Albania.

According to (ALTAX, 2018), Kosovo is the fourth country in the region regarding the lowest tax costs. One of the main advantages is that the dividend tax has a value of 0%, and this constitutes a benefit for everyone who is considering investing in Kosovo. Another benefit is the total value of social and health contributions from the employer and employee, which are only 10%. This is the lowest rate in the Balkans.

In June of 2013, the EU council gave the authorization to the European Commission to start the negotiations for the Stabilization and Association Agreement between Kosovo and EU, (Gashi& Pugh, 2015:15). The Stabilization and Association Agreement (SAA) was signed in Strasburg, on October 27, 2015, between Kosovo and EU, (Palokaj & Tuhina, 2016:8). This agreement became effective on April 1-st, 2016, Palokaj & Tuhina, 2016:5).
Some of the weakest points of Kosovo concerning FDI-s are:

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- Weaknesses in the legal system.

- Kosovo has a good legal framework for protecting intellectual property rights, but enforcement remains weak, largely due to lack of resources.

- Short electoral cycles and prolonged periods of caretaker governments in the country.

2.4 Serbia

According to the 2020 World Investment Report by UNCTAD, the inflow of FDI into Serbia rose to USD 4,3 billion in 2019, from USD 4,1 billion the previous year (+4.3%) as a result of the country's improved business climate and equity capital growth. In 2019 the total stock of FDI stood at USD 44 billion. Serbia is the second-largest recipient of FDI among economies in transition after the Russian Federation. The European Union is the origin of 70% of investments in Serbia, followed by Russia, Switzerland and Hong Kong. According to FDI Intelligence, over the past five years, 56% of all greenfield FDI projects to Serbia have been in manufacturing.

As reported by (ALTAX, 2018), Serbia is classified in the sixth plae for the lowest tax costs in the region. Economic openness that Serbia is going through as part of membership process in EU and the agreement with IMF, the cheap and qualified labor force, and the free trade agreements with EU, Russia, Turkey, and the members of Free Trade Agreement of Central Europe constitute the essential elements that favor FDI-s in this country.

Furthermore, Serbia has improved the processes for business start ups, tax payment and contract implementation. The Ministry of Economy plans to continue offering incentives for foreign investors to further improve the business climate in the country. Another essential advantage is the geographical position that gives the opportunity to attract investors mainly in the road and railway transportation sector.

Some obstacles that may discourage foreign investitors in Serbia are:

- Trade deficit and public debt level.
- Lack of transport infrastructure and access to the sea is detrimental to this country.
- High corruption level.

2.5 Bosnia and Herzegovina

According to UNCTAD's 2020 World Investment Report, FDI inflows amounted to USD 528 million in 2019, an increase from USD 473 million to the previous year. The total stock of FDI was estimated at USD 8,8 billion in 2019. According to preliminary data by the Bosnian Foreign Investment Promotion Agency (FIPA), FDI inflows in the period January–September 2019 amounted to EUR 440 million, marking a 29% increase compared to the same period one year earlier. The largest investors in Bosnia and Herzegovina are Austria, Croatia, Serbia, Slovenia and the Netherlands (Central Bank of Bosnia and Herzegovina). The sectors that attract the most foreign investments in the country are manufacturing (34% of total FDI stock), banking (25%), telecommunications and trade (12% each).

According to the studies conducted by (ALTAX, 2018), Bosnia and Herzegovina is ranked in the seventh place for the lowest tax costs in the region.

Bosnia and Herzegovina have signed or has ratified 42 investment agreements with these countries: Albania, Austria, Belgium, Belarus, China, Croatia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Netherlands, Hungary, India, Luxembourg, Jordan, Kuwait, Lithuania, FYROM, Malaysia, Moldova, Montenegro, Pakistan, Portugal, Qatar, Romania, Serbia, Lybia, Slovakia, Slovenia, Spain, and Sweden.

Bosnia and Herzegovina offer business opportunities for exporters and investors. This place is enriched in natural resources, providing potential chances in energy (hydro and thermal power plants), agriculture and tourism.

Some factors that have obstacled the development of FDI-s in this country are:

- Labor cost in Bosnia and Herzegovina, which is one of the highest in this region, because of high rates of social contributions.
- Political environment in Bosnia and Herzegovina, and the complicated structures that create large obstacles for the economic development and foreign direct investments.
- To get registered in a business, 7 to 14 days are needed in average. But, in practice businesses report that it may get a longer time.

2.6 Montengro

According to the 2020 World Investment Report by UNCTAD, the inflow of FDI into Serbia rose to USD 4,3 billion in 2019, from USD 4,1 billion the previous year (+4.3%) as a result of the country's improved business climate and equity capital growth. In 2019 the total stock of FDI stood at USD 44 billion. Serbia is the second-largest recipient of FDI among economies in transition after the Russian Federation. The European Union is the origin of 70% of investments in Serbia, followed by Russia, Switzerland and Hong Kong. According to FDI Intelligence, over the past five years, 56% of all greenfield FDI projects to Serbia have been in manufacturing. Data by the National Bank shows that the FDI influx increased by 14% y-o-y in the first four months of 2019.

As reported by (ALTAX, 2018), Montenegro is classified as the ninth country for the lowest tax costs. The adavantaged that this country possess are the geographical position, the flat tax of 9%, qualified labor force and low salaries, and the usage of euro as the national currency. Also, is worth to mention that formalities to create a company last till four days.

Some obstacles that may discourage foreign investors in Serbia are:

- Political instability.
- The trade deficit and the level of public debt remain problematic for the country's economy.
- The lack of transportation infrastructure and landlocked country.
- High level of corruption.
- Vulnerability of the exchange rate to price changes.

3. Economic rankings

Economies are ranked from 1-190 based on their ease to make business. A high ease means that the regulator environment is more favorable for the start and functioning of the local business.
In accordance with (Doing Business, 2020) for the six elected countries of this study, the following ranking is given:

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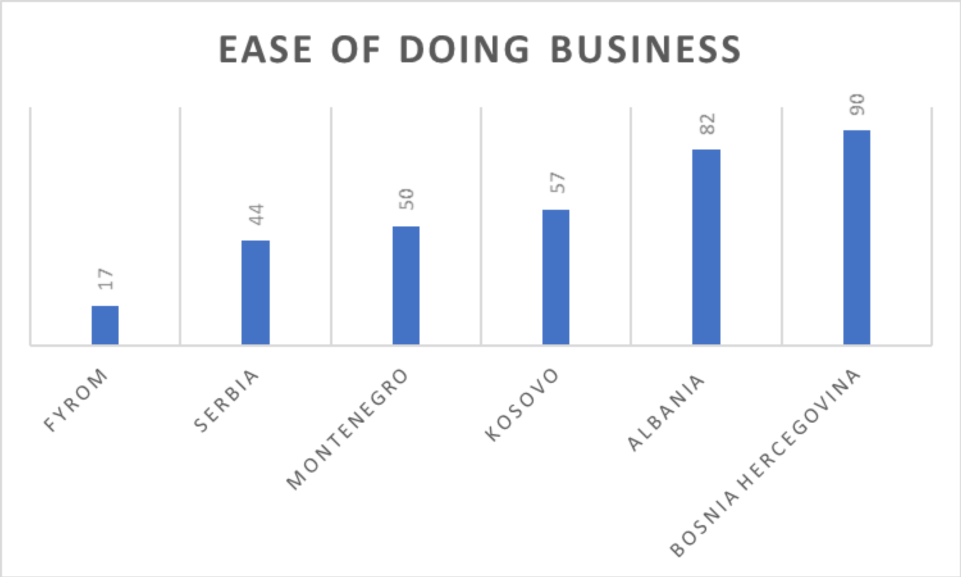
Figure 1- Ease of Doing Business Rank



Source: Doing Business, 2020

As it can be seen from the figure above, FYROM has a visible higher ranking than other countries of the Western Balkan's region. Serbia has a good ranking at 44th place among 190 countries. Kosovo and Montenegro have an approximate ranking from 50-57. Albania is classified in the 82th place, while Bosnia and Herzegovina is the last one from the countries involved in this study, ranking in the 90th place.

4. Conclusions

At the end of this study we came to the following conclusions:

- The improvement of international trade and the removal of the trade obstacles leads to a higher volume of FDIs.
- High level of corruption is one of the weakest points concerning attraction of FDI in the region of Western Balkans.
- Also political risk and instability in this region remains a very serious problem for FDI-s in the region.
- FYROM is the country with the cheapest tax costs in Balkans, but also represents the highest ranking on ease of doing business compared to other countries studied in this paper. It is focused on the attraction of large investitors in the automobile production sector.
- In the global rankings, FYROM is in 17th place for the ease of doing business meanwhile other countries of the region are ranked from the 44th to the 90th place that is Bosnia and Herzegovina.

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SECURITIES AND THEIR IMPACT ON THE JUDICIAL-CIVIL RELATIONS

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ABSTRACT

This work represents a concept of the judicial nature of the securities, the procedures for issuing the securities, the charatcteristics of the securities, legal basis of the securities, and the practical elaboration of some types of securities. In the contemporary countries there are attempts through securities to create a stability in the judicial-civil life, and in finances, as well, which do have influence in the economic development of the country in a direct manner. By this work we have reached to understand that the securities are very important for the judicial-civil and financial relations, have direct impact on the economic development of the country, through the securities is possible easier movement of the stock, the securities serve as financial means, and by this work we have understoodd that the securities represent an insurance in the aspect of doing judicial-civil an financial relations, because ther is no direct use of money, but the money are indirectly used through securities which do contain a property right. The securities have a payment, developing, planning and supporting, financial, property character, etc.

Key words: The securities, characteristics of securities, types of securities, legal basis of securities, and securities themselves contain a property right.

Introduction

By this work there are explained the main chronological characteristics of the securities in the theoretical aspect, during the period when the securities are applied or used in their practical aspect.
It is treated the legal basis and the aspect of the judicial nature of the securities in the Republic of Kosovo because it is of great importance to know the judicial nature of the securities, as we surely know from this derive the judicial effects of the securities.

The securities are of great importance in the contemporary countries because in the most of the cases serve as monetary means in exchanging valued stocks, and this is relevant in the judicial and civil sciences, because through these scientific disciplines are theoretically studied and analyzed the securities.

A very important role in using the securities represents the security aspect, because the higher use of the securities the lower is the possibility to adopt or put at risk the person which has this right.

Using the securities means to make a trade exchange or to make a monetary service by not having monetary means with you, and this means that a person is less at risk in the aspect of the physical security.

The securities have direct impact on the economic development of the country with regard to creating and applying the developing economic policies, because there is a facilitation of the procedures in the ascpect of making payments, there is less administrative bureaucracy, and facilitation of the trade communication between the various trading companies which are able to achieve big contracts in the international aspect.

The securities are very important in the judicial, civil and financial relations, have direct impact on the economic development of the country, by the securities it is enabled easier movement of stocks, the securities serve as payment means, and we do also understand by this work that securities represent an insurance in realizing the judicial and civil, and financial relations, since we do not have a direct use of money, but the money are used indirectly through the securities which themselves contain a property right.

The judicial meaning of the securities

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The securities in the contemporary meaning and in the judicial aspect have special importance for the judicial sciences, beause it is explained the meaning of the securities in the theoretical aspect, and it is also explained the practical application of the securities in the contemporary countries.

In the theoretical aspect the securities have various definitions and meanings, but in our country the securities are understood as written documents which do contain a property right. According to Prof. Dr. Mehdi Hetemi "*The securities are written documents in which can be determined some property right which is incorporated on a paper and it is necessary to have the security"*[1]. From this we come to the scientific conclusion for the necessary existment of the securities, and within this paper there should be a property right. Whereas according to Dr. Abdulla Aliu, "*The security is a written document, which contains a property value, the owner of which by representing the security can realize some right that is written on it*".[2] According to this concept the security is a written document which contains a property right, which can be used by the owner. The well-known researchers Vedrish and Klariq in relation to the securities have said: "*The security is able to be a subject of the real law , for instance subject of the property law and the martgage law*".[3] According to this the concept of the securities is a narrow one, and includes only the judicial and civil issues with the property character of the mortgage, but the contemporary concepts for this issue have a wider meaning including the trading and economic relations.

The securities have a judicial meaning when they are created in the form envisioned by the law, and in our country, the Republic of Kosovo the main and the only form in which are created the securities is the written form.

The judicial meaning of the securities in the Republic of Kosovo is determined by the law for judicial relations no. 04/L-077, in which article 217, section 1 says that: *"The security is a written document by which the issuer is obliged to fulfill the obligation (liability) written in this document to the legal owner of it"*[4]. The judicial meaning of the securities derives directly from this definition and this issue is regulated so every security is a written document which means that the securities should always be composed in a written form, and the one that issues the securities is obliged to fulfill the obligations (liabilities) deriving from the security to the legal owner of the security.

The role and the importance of the securities in the judicial, civil and financial relations

The securities are important in the work of the state institutions in the economic and judicial aspect because the judicial-civil and financial relations in the modern countries are necessarily for the good work of the country in the public sphere and the private one, as well. Through the securities we have the creation of the judicial-civil relations, and they are important since they have a multiple role in the judicial, civil and financial relations:

- ✧ The securities are presented as means for creditation or merely said the property right which is incorporated in the security represents some kind of a guarantee or a credit to realize some judicial, civil and financial work,
- ✧ The securities also have the importance since they can be used as payments means. This means that in the contemporary world it is of great importance that the judicial, civil and financial relations are done through a payment for the work done, and in this case the securities have the role of the payment.
- ✧ The securities also have a role in the security field, because there is no need to use the money in the physical aspect, but there are used the securities, which means that the realization of the judicial, civil and financial relations has an insurance because if someone wants to gain a security is not valid if the owner of the security is not the legitimate one, and

[1] Prof.Dr. Mehdi Hetemi, "E drejta në njohuritë themelore të së drejtës afariste", publisher University FAMA, Pristina 2006, p. 291.
[2] Prof. Dr. Abdulla Aliu, "E drejta civile, publisher University of Pristina, Pristina 2013, p. 284.
[3] Vedrish, Martin & Klariç, Petar, "Gradjansko Pravo, Narodne novine. Zagreb, 2003, p. 610.
[4] Law for liability relations no. 04/L-077, artcile 217 (Definition), section 1; date 10 May 2012, Pristina.

✧ The securities are important in the aspect of the circulation of means because through the securities we have the stock movement and the right to move in the judicial, civil and financial aspect. Through the securities there are done actions for buying and selling various stocks in doing judicial acts, which means the securities are important in the circulation of means and in the rights belonging to the real-judicial character, so the right derives from the value or the property right.

The categorization or the division of the securities

The categorization or the division of the securities is necessary for the theory because through this is given the meaning and the explanation in details what are the types of the securities. *The securities are divided in many types in accordance with the criteria set but according to Prof. Dr. Mehdi Hetemi the securities according to the official criterion that the security contains are divided in: securities according to the name, according to the order and according to the bearer*[5]. The primary reason why the securities are divided in these three groups is because every security contains some property right and that property right should be used by a certain person, and according to this division is known who has the right to use that security containing some property right. This identical division of securities is made in the legal aspect in the Republic of Kosovo, specifically by the law no. 04/L-077 for liability relations in article 219, where the securities are divided according to the name, order or bearer.

Securities according to the name – are the securities in which is exactly written the name and all the data of the physical persons of legal persons in relation to the property right that the security contains, and is decisively mentioned who is the person that has the right to use that security. The person mentioned in the security has the right to use the property right which is included in the security should be a legitimate person of that security.

Securities according to the order – are the type of the securities which in themselves contain a person who is authorized and legitimate to use the property right which derives from the security, but this right can be transferred by this person to another person and gives the possibility to the third person to use a security even that is not issued for him at the beginning, but this security later has taken this direction or status. The main characteristic of the securities according to the order is that this type of securities can be transferred to another person in the aspect of using the rights in a simple and uncomplicated manner.

Securities according to the bearer- imply that the legitimate person to use the property right deriving from this security is the person that owns that security, and to this possession has come in a legal manner. *The securities of the bearer are those in which the one that has the security, has the right to realize the right written in the paper (security)*[6]. According to this, in the securities of the bearer there is not written the name of the person that issues it, and the thing that who has the right to use this security is going in the direction that everyone that owns in a legal manner has the right to use it in accordance with the security.

Securities according to the legislation of the Republic of Kosovo

The securities beside the theoretical aspect by the intellectuals, lecturers, professors, and legal experts in the Republic of Kosovo, have the legal treatment, as well, by the Law for Liability Relations no. 04/L-077, adopted by the Assemlby of Kosovo on 10 May 2012, which regulates it in the legal aspect.

With the law for liability relations in Kosovo the securities are regulated in the subtitle 2, article 217, where the securities are specified as written documents which means that the securities cannot be in another form but only as written documents, and there should be respected the formality principle. The securities oblige the issuer to fulfill the obligations expressed in a security to the person who in a legal manner owns that security.

In order to compose the securities there should be respected some elements which are envisioned in the legal aspect in the Republic of Kosovo, with the law for liability relations, specifically article 218, which says that the securities must contain these essential elements:

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[5] Prof.Dr. Mehdi Hetemi, "E drejta në njohuritë themelore të së drejtës afariste", publisher, University FAMA, Pristina 2006, page 521.
[6] Prof.Dr. Nerxhivane Dauti, "E drejta e detyrimeve", publisher University of Pristina, Pristina 2004, p. 223.

1. *the designation of the security type;*
2. *signature, respectively the name and the living address of the issuer of the security;*
3. *signature, respectively the designation or the name of the person whith whose order is issued the security or the name of the designation or the name is payable to the bearer;*
4. *the liability written exactly of the issuer of the security;*
5. *the place and the date of issuance of the security, whereas for those being issued in a serie the serial number, too;*
6. *the signature of the issuer of the security, respectively the facsimile of signature of the issuer of the seciruty issued in a serie*[7].

According to the legislation, if the securities do not contain one of the envisioned elements, it cannot be considered as a security in the judicial aspect, because there is missing one of the elements in composing it, which is of essential importance according to the law. But, in order to compose a security in accordance with the legal criteria there should be a designation of the security type, to precise who is the legal or the physical person issuing the security, there should be identified in the personal data aspect the legal or the physical person benefiting from the security and there should be precisely emphasized as a characteristic what is the type of the property right in the security. It is important in the legal aspect for the securities that they should be issued decisively by having the date and place of issuance, because this characteristic in the judicial context means that from the moment of creating-issuing begin the deadlines and the legal competencies.

The securities according to the legislation of the Republic of Kosovo are divided: according to the name, according to the order, and according to the bearer. The property right for realization comes from these three types of securities, and belong to all persons to whom are issued these securities. Those that are responsible for realization of the right, deriving from the security according to the name and the order, are the persons mentioned in the security, who should benefit from this security, or this right should be transferred to the other person, whereas according to the bearer the legitimate person for realizing the right is determined by the security, the one that brings the security and is the legal owner, for instance, the one that has the bus ticket uses the property right deriving from this security, but in condition to be the legal bearer, and shoold not be gained it in illegal actions.

The legal basis of the securities is relatively consolidating in the Republic of Kosovo because the law for liability relations determines some basic principles and specifies the important details needed for the application of the securities. We, as a society and as a state, should create legal and practical conditions to increase the use of the securities because they do have a direct impact in the judicial, civil, and financial development of the country.

Conclusions

The securities basically are known by all, that in the theoretical aspect are written documents, where the issuer transfers a property right to a person seeking to undertake a security, and in the same time the issuer is obliged to respect that right designated in the security. According to the contemporary theory and the legislation of the Republic of Kosovo we have three types of securities, according to the name, according to the order, and according to the bearer, but it is important that the securities have some characteristics which are of great importance in the aspect of their theoretical treatmet:

- The securities have a payment character because through them the economical subjects which have a high economic credibility and have a high standard of the development are applying the securities as payment means, and this means that we have more insurance in the aspect of making the payments in the local level, and the international level, as well.

[7] Law for liability relations no. 04/L-077, article 218 (Essential elements), section 1; date 10 May 2012, Pristina, page 67.

- The securities have a developing character becase they directly have impact in the economic development of the country by helping the private sector, and they represent a big release for the public sector, as well.

- The securities have a planning character because the various trading companies which do develop economic activities are obliged in the judicial, civil and financial relations to plan them in a manner of using the securities.

- The securities have a supporting character because they do support the private sector instead of the monetary means, and this makes easier the use of the stock movement by the trading companies.

- The securities have a financial character because they do have a direct impact in the financial incomes and the expenditures of the various trading companies, because the higher the application of the securities the lower are the physical financial incomes, so there are more securities which are a property of the economic subjects.

- The securities have a property character becaue within the securities is hidden or is realized the right which has a property character, and by this is identified the security of the other common papers.

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THE IMPORTANCE OF VIRTUAL TECHNOLOGIES IN EDUCATION

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ABSTRACT

Students with their school bags are walking, smiling, and moving forward with the goal to reach the school. They enter school, sit on their chairs waiting for their teacher, who enters with books in his hands ready for the class to begin. These scenes seem from a long time ago, especially in the schools of North Macedonia where we live. The pandemic that the world is facing from 2020 has changed the way how we learn and educate our students. Distance learning has become the main way of teaching and learning, thus making us question our school methodologies and the way we provide and acquire knowledge. Digital platforms have become the new way teachers and students communicate. It is important to mention that there are schools that use a combination of physical and digital learning, but the important issue here is that schools may be going through a very important change, which will certainly be affected from how long the pandemic will last, but which will leave its mark even long after it ends. These are the aspects that this paper we deal in providing information about different platforms and how each one of them has affected the learning and teaching process, whether it is in our region or in the world as a whole. Things, of course, haven't been so smooth, because it seems that the world wasn't prepared for such a drastic change in this field, therefore education systems had to face many hurdles in order to find a middle ground to make the transition as successful as possible. Some countries have had better results, some not so much, but one thing is for certain, Tech companies have given us a large number of alternatives of which some may have suited best in one school, while some in another. Regarding this important transition, schools have faced technical and training problems, where some have lacked any proper knowledge about the digital platforms that exist for this purpose, while others in addition to that, have lacked adequate computer devices to make an effective teaching/learning process. We will try to explain why parts of the world weren't properly prepared for times like these and if there is some hope that there is a brighter future for the educational systems to provide the needed learning quality for the generations to come. But he most important thing is whether we as human beings who are in constant need for knowledge, are learning a lesson from these hard times and are preparing ourselves for possible similar times like these in the future. In one way we need to reflect on what went wrong and, at the same time, make important steps to improve tomorrow.

Keywords: virtual classroom, distance learning, digital learning platforms.

INTRODUCTION

Education is one of the most important pillars of any society; if it fails to provide the needed results the whole society is in trouble. As members of the human race, we all need to consider the fact we must keep the educational system going, no matter the time and hurdles. The Covid 19 pandemic has put this system in a great test, and different countries have had different approach in dealing with this occurrence. What is important in our paper is the fact that big tech companies such as Microsoft and Google have come up with various platforms in helping schools and universities face these difficult times. But we must mention that, schools have used these technologies way before the pandemic, therefore we need to emphasize the importance of learning to use these platforms in our classes no matter the conditions, because they can be extremely helpful in every classroom, pandemic or not. This is to emphasize the ways virtual technologies can be a useful asset in improving the way we learn and teach. These tools can help expand on other common and conventional methods, thus making a more effective classroom in all levels of education.

VIRTUAL VS TRADITIONAL

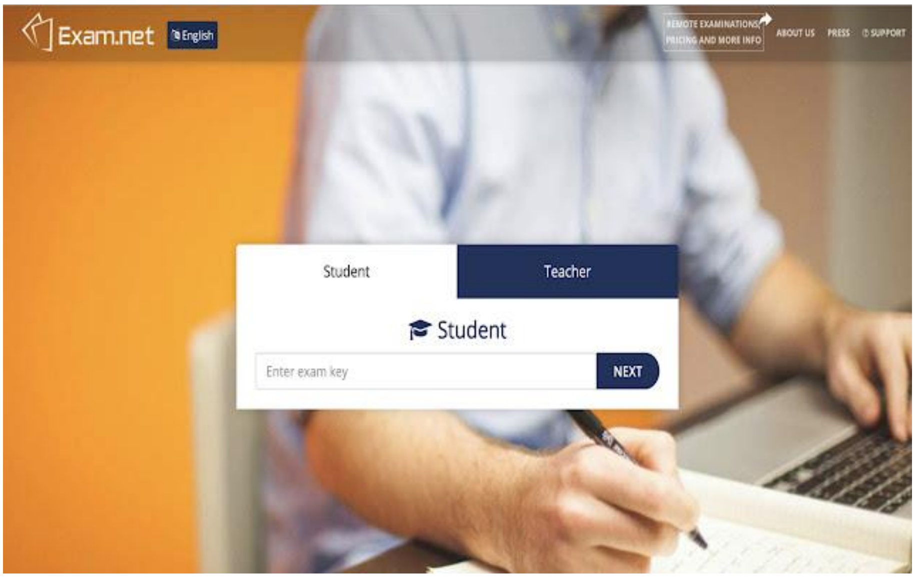
Humans have always strived to learn. Previous learning methodologies have been of various kinds, but mostly focused on teacher centered style of teaching. Nowadays things have started to change and the classroom has become a place where the student is the main focus.

Student-centered classrooms have become a reality and virtual technologies are helping shape this environment in such ways that it has facilitated the way teacher interacts with students in the classroom and more importantly in remote learning environments. These technologies provide the means for faster and more accurate assessment, and what is even more important, they provide unique ways of explaining the lessons in a practical way (Sirkko, R., Takala, M., & Wickman, K. ,2018).

If we are to consider the recent Covid 19 pandemic, where many schools around the world have begun using virtual classrooms and distance learning, their importance has become more pronounced. If we take for example the assessment part of the problem, we can testify that in the University of Tetova we have successfully used the exam.net platform for all faculties and in that way, we have never interrupted the learning and exam process.

The platform has provided us with enough tools, especially when we have combined it with other platforms such as Google Meet, to have a qualitative teaching and learning approach. It is clear that in the beginning we had some issues, as with any other platform that is established for the first time, but with proper training and experience things have moved very smoothly.

Fig. 1 Virtual exam platform

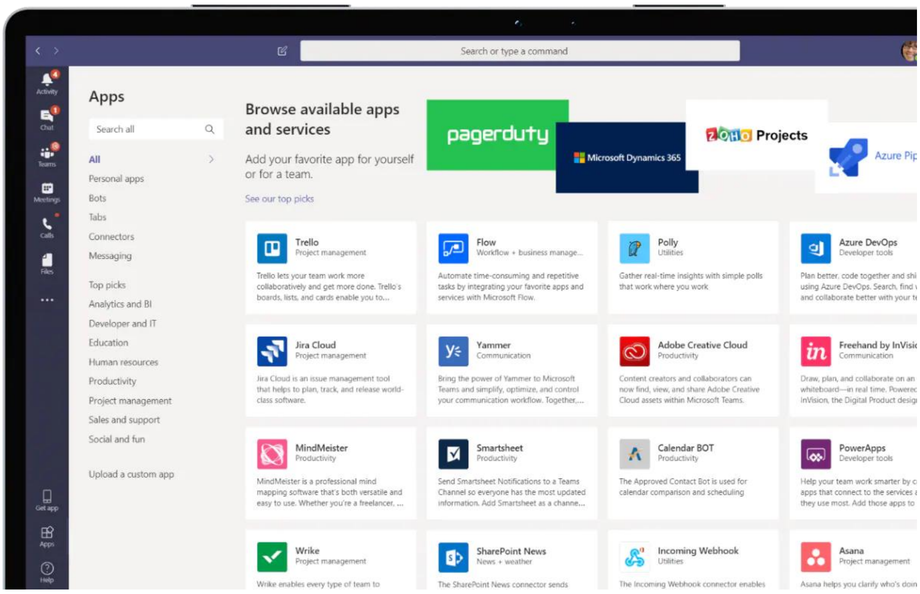


IMPORTANCE OF INTERACTIVITY

As we mentioned before, teacher interaction with the students is of utmost importance, therefore using digital platforms to move the process forward is of special importance. We should mention one other thing which we believe to be very important regarding this aspect of collaboration software or virtual classroom; many of these platforms were never meant for teaching purpose, although using them as such has never been an issue, but we should keep in mind that such platforms have been first and foremost made for business meeting or chatting rooms for social platform interaction (Suorsa, 2017).

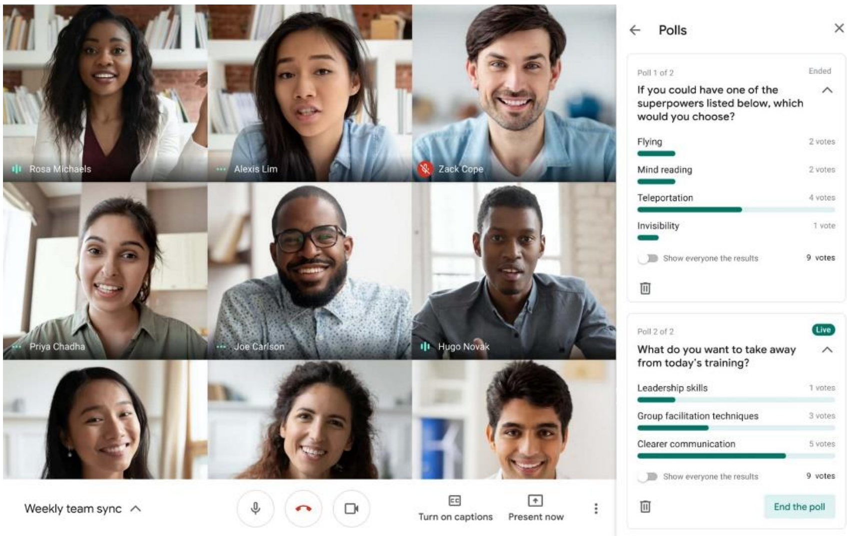
One such platform that has gained widespread usage is Microsoft Teams. This platform was initially made for busines teams so they can communicate when working from distance. Teams is one of the if not the most advanced platforms we can use for learning purpose. It provides video and audio communication, file sharing, chatting option, meeting schedules, and what makes it different from other platforms that we will mention next, it has the ability to be further advanced with a lot of plugins from other platforms and in such a way making it a great tool for teacher and students to use.

Fig. 2 Microsoft Teams



Another platform that has gained a lot of attention is Google Meet. Although not as advanced as Microsoft Teams, when combined with other platforms, Google Meet can be very helpful to move the learning process forward. This is the platform that we have used at the University of Tetova and it has provided us with a very easy and invaluable tool for communication and interaction.

Fig. 3 Goggle Meet



Zoom is probably the most famous distance collaboration software. Many schools and universities around the world, North Macedonia included, have used Zoom for virtual classroom environment for the simple fact that it is easier to use than other platforms. Compared to other platforms, Zoom, in its free version offers meeting up to 40 minutes, whereas Google Meet has been free, at least for the time the Covid pandemic is present, while on the other hand, Microsoft Teams does not have such limitations as meeting duration, although the paid version has some more advanced features.

Fig. 4 Zoom

QUALITY ALWAYS COMES FIRST

No matter the platform we choose, we should keep in mind that each one of them is provided by highly established IT companies, therefore, the only thing that we should keep in mind is to make the learning process as qualitative as possible. Quality will bring success, thus finding the tools which suit us best is important to make lessons more practical and avoid any possible abstraction. Nowadays, many schools use digital whiteboards to write tasks and examples because through them we can make better presentations compared to traditional blackboards (Tan, S. C., & Lee, A. V. Y., 2018).

CONCLUSION

Based on what we have written in this paper if there is one thing that is certain, it has to be the fact that education must continue, no matter how we plan to do it. New generations need to learn, children must learn to read and write; students must study and schools must operate. Things change, there may be times when everything goes smoothly, but there are also times when we may face things never seen before, therefore we must be prepared to manage our lives in general and our education system in specific. Virtual technologies can be a vessel on which education can move forward no matter the times and obstacles. Yes, we know that not always the results can be as we want them, but it is important that we learn and improve by each passing day. Thankfully, opportunities are many and alternatives are enough we believe, but platforms are insignificant if we are not ready to use them, or in a more serious note, if we don’t want to be able to use them, and this where things become problematic, because in such cases we always try to put the blame on other individuals or institutions by masking our unwillingness to make the needed step towards a better tomorrow.

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CONSEQUENCES OF COVID - 19 ON SMALL BUSINESS BUSSNESS IN SERBIA

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ABSTRACT

The importance of this paper lies in addressing the consequences of the Covid-19 virus on small business in Serbia. As small businesses are the most prevalent in the non-financial sector of Serbia with over 90% of the total number of enterprises, then it can be concluded that they are even more affected by the pandemic. Because Covid-19 found small businesses by surprise without any prior plan, as well as other areas of social life, its presence has been going on for more than a year. This has led businesses in general and small businesses in particular to face serious problems such as maintaining their liquidity. Therefore, addressing the consequences of the pandemic that these businesses in Serbia are facing today is more than necessary and identifying them would make the way to help them easier. Therefore, the paper uses secondary information from relevant research of local and international organizations with small businesses in Serbia during the pandemic in 2020, and analyzes them in order to identify the biggest challenges faced by these businesses in their business. as a result of the Covid pandemic - 19. The paper not only helps to access support for these businesses, it also indirectly helps to maintain social welfare given the large number of work force engaged in small businesses in Serbia.

Keywords: Covid - 19, small businesses in Serbia, the consequences of the pandemic.

Social sciences

INTRODUCTION

The introduction of Covid-19 caused shock in all areas of social life around the world, from which Serbia was not spared. Covid-19 in the world caused consequences from its multiple shocks. The first consequences were of a health nature that brought the illness of millions of people as well as the death of a considerable number of them. The blows were also of the social aspect as a result of numerous restrictions by the governments of the states, maintaining distance, self-isolation, etc. keeping us away from each other. But they were also economical with the imposition of restrictive measures such as reduced working hours, work from home that many businesses could not implement, the complete cessation of work in certain periods of time, which resulted in a significant decline in profit which was reflected in many aspects in the work of enterprises. Undoubtedly, the most affected in this situation in Serbia were small businesses as the most widespread businesses in the country. The fact that small businesses were hit hardest by the pandemic is confirmed by a number of researches in this field. While the factors are some of them. Firstly, because small businesses account for over 90% of the total number of businesses in the non-financial sector in Serbia, small businesses are most affected by the pandemic crisis also due to their way of financing and limited financial reserves, compared to medium and large businesses. Another very important factor is the restrictions imposed by the Serbian government as a safeguard measure to prevent the spread of Covid-19, which largely involved small businesses. For this reason, a number of studies have been conducted on the impact of Covid-19 on the work of small businesses by both local and international organizations, to see the effect of the pandemic on the work of these businesses, the consequences it has caused and the possibility of support. for overcoming their consequences. Serbia took a series of measures to support the economy during the pandemic in 2020, and continues to do so, in an effort to maintain economic stability from the effects of Covid-19.

1. CONSEQUENCES OF COVID-19 ON SMALL BUSINESSES IN SERBIA

Covid 19 caused great consequences both in terms of health and economy. In terms of health it caused great losses to people, while in economic terms it caused repairable clothing damage to the overall economy of Serbia.

From covid-19 the total number and infected worldwide has reached 110,224,709 people while from 2,441,901 have found death. In Serbia, the total number of infected is 439,536, while the number of dead is 4,351.[1]

According to research, in economic terms the pandemic hit small businesses the hardest. They hit them directly individually in different ways, while its consequences were also reflected in the overall economy of Serbia. The consequences were observed especially in those segments where small businesses contribute more, such as. employment rate, make their assessment, participation in BPSH etc. According to data from 2017, small businesses include: 99.2% of the total number of enterprises, 47.5% of the total number of employment, 37.4% of the value and a number of other contributions to the Serbian economy. (Министарство привреде, 2017)

The effects of Covid-19 are expected to be more negative for micro and small enterprises than for medium and large firms and says the research conducted by WORD BANK GROUP in order to research the economic and social impact of Covid-19 in the private sector According to this research, 35% of the interviewed managers of micro-enterprises in Serbia expect a drop in revenues of more than 80%, compared to 10% of medium-sized enterprises with the same expectations (World Bank Group, 2020). But how much Covid-19 and harm small businesses in Serbia we will try to extract through the analysis of the results of some research on this issue. Smart Team and Your Business Forum conduct a search on 209 companies from 25 - 29 March 2020 (at the beginning of the pandemic), of which over 92% of businesses have up to 10 employees, a survey in order to identify the consequences of Covid-19 in the business of micro and small enterprises in Serbia (FORUM ZA ODGOVORNO POSLOVANJE, 2020). According to this research 63% of respondents stated that before the outbreak of pandemic businesses and tire were in the period of empowerment and control. Over 85% of respondents think that the pandemic will have a negative effect on these businesses but 50% of respondents think that the number of employees in this period will not change. About 51% think that the economic consequences of the pandemic will last up to a year in their businesses, and only 12.4% characterize that they can overcome without any additional help. Because with the reserves they possess about 87.5% think that they will be able to survive 1-3 months.

From the above mentioned displacement we notice that over 80% of the surveyed businesses are aware of the negative effects of the pandemic on businesses and tire even though the pandemic outbreak and found them in the required stages. They stated that to repair the consequences of their pandemic you would have to arrive in a year, while half of the respondents characterize that the number of workers will close in a long time for connections to the negative effects of the pandemic. Given that the presence of Covid-19 has entered its second year, the time to repair the economy of these businesses will be much longer than a year.

[1] Data are taken from the website https://covid19.rs/ dated 22. 02. 2021.

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The abovementioned research brings the challenges with these small businesses in Serbia expect to be faced during and after the Covid-19 pandemic, and according to this list in 5 spaces and before are listed these challenges: 80.4% of the assessments assessed as their consequences pandemic there will be a reduction in demand for their products and services. 61.2% think that they will not be able to pay their debts to the state, while 45.9% express concerns about liquidity due to the reduction in the number of buyers (44.5%) and lack of fixed assets (41.6%), (Graph1). The problem in general is the lack of financial resources that are now reflected in various forms in the business of these businesses.

Graph 1. Most business challenges during the Covid-19 pandemic

Source: odgovornoposlovanje.rs, 2020.

Also, the USAID Economic Cooperation and Development Project presented in November 2020, which includes a survey of 1000 businesses in Serbia, of which over 90% are small businesses, once again confirms that business financing is a major problem during the pandemic. This was stated by 69% of respondents, although the authors of the research state that the Serbian economy has been resistant to Covid-19, given the preservation of the number of employees. From this research it appears that compared to the previous year (2019) even though the number of employees has been maintained (only 11% have reduced the number of employees) the crisis has had a strong impact on the work of these businesses. Compared to the previous year, in 2020 revenue reductions have marked 50% of surveyed businesses also 50% of them have marked net profit reductions. But according to this research, in addition to the negative effects of Covid-19 on the business of some small businesses, there are also positive effects such as e-commerce, in those small businesses that offer online sales. According to this research more than 80% of companies that have online stores now believe that their online sales are the same or more important than their traditional business, compared to 55% in 2019. Even in this research like that above, half of the surveyed businesses say that it would take them up to a year to return their business to its previous state (USAID, 2020)

The financial problems faced by small businesses in Serbia as a result of the pandemic are also told in the report published by WB and CEVES in August 2020, which deals with the pandemic crises in the SME sector (CEVES & WBG, 2020). According to this report, about 64% of small businesses have stated that they rely on their own reserves, while this figure for large enterprises is half as small, about 34%. While only 5-7% of small businesses count on credit, this figure is half as small compared to large businesses (14%). (Graph 2).

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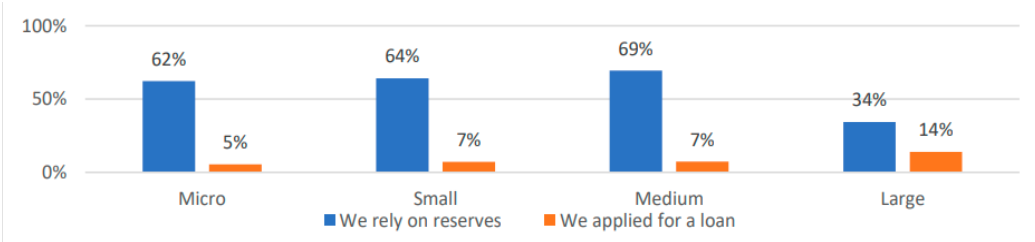
Graph 2. Businesses financial support



Source: ceves.org.rs, 2020.

According to the report, 11% of micro-enterprises would reduce the number of employees in the absence of government assistance, this figure for medium-sized enterprises is 14%, while for large enterprises it is only 4%. Given that small businesses have stated that with their reserves they could only

Survive for up to 2 months, and that only 7% of them count on credit, the only alternative to external financing remains financial support from the government, otherwise it would lead to a reduction in the number of employees but also to the risk of their liquidity.

Another survey by the Union of Employers of Serbia regarding the expectations and challenges from the Covid-19 pandemic in business activities in Serbia, conducted in 462 enterprises in 2020, of which 40% are up to 10 employees, we extract the following information: 26% of businesses with up to 10 employees at the time of the interview did not work at all, 35% worked part-time, 19% worked fully but outside the enterprise premises and only 20% of all interviewees worked fully in the enterprise premises . While according to the sectors with the highest percentage that have not worked at all is the sector of hotel (22.03-01.05.2020), tourism and gastronomy services with 72%, textile industry 41% and real estate trade 35%. While the enterprises of the food industry 50% worked the most, and the enterprises of agriculture, forestry and wood processing 42%. Also 88% of these companies stated that they have changed the working model or the provision of services to protect the business from Covid-19. 1/3 of these companies think that it takes up to three months to completely rebuild their business while this time of the larger companies is smaller, up to one month. Regarding the insurance of companies, only 18% of enterprises with up to 10 employees claim that they were insured before the crisis. Also 65% of the mentioned businesses state that the level of influence of Covid-19 on them is high. 63% of businesses with up to 10 employees state that they do not have their own financial means or access to other external financing alternatives for which they would help revive the enterprise (Унија послодаваца Србије, 2020) As for the challenges they face as a result of covid-19, they have said; hitting buyers and reducing demand as a result (65%), total revenues to maintain the existing level of employment and business (58%), hitting business partners and unusual cooperation with them (42%) etc. The consequences of Covid-19 on small businesses and of them in the entire Serbian economy are evident. And to prove them, in the absence of specific statistics for small businesses in 2020, we used statistics for general economic movements in Serbia in 2020 such as- in 2020 employment as young entrepreneurs or employed by them has increased by 2.0% compared to 2019. The same in 2019 compared to 2018 has increased by 3.6% (RZS R. Srbije, 2019) So in 2020 there is a decrease in employment growth of this type by 1.4%- BPSH in 2020 has marked a real decline of 1.1% compared to 2019.- Also Gross Value Added in 2020 compared to 2019 has decreased by 1.5% (RZS R. Srbije, 2020). All macroeconomic indicators have declined in 2020 compared to the previous year as a result of the crisis caused by Covid-19.

2. **GOVERNMENT ECONOMIC SUPPORT PROGRAMS DURING COVID-19 PANDEMIC**

Due to the major negative impact of the Covid-19 pandemic on business in Serbia, and consequently on the overall economy during 2020, the Government of Serbia has approved and implemented two packages of measures to support the economy and conservation. of jobs in which small businesses have been involved and supported. The first package in order to reduce the effects of the pandemic was approved in March 2020 and includes a series of assistance to small businesses, worth 608.3 billion dinars or 11% of GDP (ING-PRO, 2020).

The second package approved in July 2020 is worth 66 billion dinars. This package includes two payments of 60% of the minimum wage for all employees in economic entities and the postponement of payment of taxes and contributions for one month (MINISTARSTVO FINANCIJA R. Srbije, 2020).

On February 12, 2021, the government approved the third package of assistance to citizens and the economy worth 249 million dinars, with direct assistance to all businesses, including small businesses of all sectors in order to maintain the liquidity of the private sector. (Razvojna agencija Srbije, 2021)

Also, the Ministry of Economy in February 2021 has published the public call for three support programs for the SME sector and the enterprise for maintaining liquidity, in the form of non-repayable assets and loans, with a total value of 450 million dinars (Ministarstvo privrede, 2020).

CONCLUSION

From the analysis of the research results included in this paper during 2020 in a pandemic situation it can be concluded that small businesses were the most affected by the medium and large ones, due to their greater extent in all sectors, limited financial resources and lack of adequate financing alternatives.

The hardest hit sectors were the hotel and tourism, gastronomy, textile and real estate sectors. The sector that grew was the food industry and online commerce.

Given that among the biggest challenges facing small businesses in Serbia precedes the reduction of demand for products and services due to the decline in the number of buyers, as a result of this liquidity risk, lack of fixed assets and decline and cooperation with partners, the request for financing of these businesses is the only alternative for maintaining business. Since only 5% of small businesses can count on financing through loans, the only alternative remains external financing, respectively financial support from the state. State strategies for supporting small businesses must first be oriented towards maintaining the number of employees in these businesses. Maintaining the number of employees reflects on maintaining purchasing power, while this reflects on maintaining profit, respectively maintaining liquidity .The Serbian government managed, through economic support programs, to maintain the number of employees within it. But, as we enter the second year of the pandemic, economic support programs need to be both more planned and financially rich. They should especially be oriented to the most affected sectors but without overlooking other sectors .Small businesses, on the other hand, should try to adapt to the circumstances. Since online commerce has borne fruit in these circumstances, businesses that can set up online stores should create and use that site as the only opportunity in these circumstances. Adequate planning by both the businesses themselves and the state would enable sustainability until the pandemic is overcome, because the demand for goods and services, although reduced, cannot be stopped. Adequate coordination of circumstances, small businesses and the state is therefore the only solution in dealing with the consequences of the pandemic.

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ENVIRONMENT PROTECTION IN KOSOVO

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Abstract

Protecting the environment is a fundamental challenge for humanity around the world. The living environment is an important value and asset of man for his biological, psychological, intellectual, economic development and is subject to legal regulation, both at international level by means of international laws, but also at national level in respective states. Our society has considerable envionrmental issues.
This paper uses methodologies commonly used in social sciences. Narrative, observation, description, comparison and historical method was used to pursue the objectives. This paper was developed to study more thoroughly the ecological awareness related to living environment.

The paper seeks to answer the following questions:
Q1: What is the role and impact of the human factor in raising social awareness on protection of the living environment in Kosovo?
Q2: What are the responsibilities of key actors and institutions such as: (MESP), legislature, agencies and self-government bodies, i.e. local government on environmental protection in Kosovo?
Q3: Does education affect ecological awareness in Kosovo?

Environment protection and care is not merely a social obligation; it is, above all, an individual responsibility, therefore ecological education is paramount in protecting the environment. It makes people aware of their living environment and environmental issues, as well as teach them to prevent issues that destroy the environment.

***Key words**:* environment, environmental awareness, education, ecological education, society, etc.

Introduction

Our living environment is very important to us, because it is the source of human life. Environment protection and ecological awareness are important for the development of life on our planet. The Dictionary of the Albanian Language defines environment as: "Environment - the totality of natural conditions in which a person or another being lives or develops, where an object is located or evolves, or where a phenomenon occurs, etc. (Dictionary of the Contemporary Albanian Language, 1981, p. 1158).

Protecting the environment is a fundamental challenge for humanity around the world. The living environment is an important value and asset of man for his biological, psychological, intellectual, economic development and is subject to legal regulation, both at international level by means of international laws, but also at national level of respective states.

-Declaration of the United Nations Conference on the Human Environment, Stockholm, June 1972, defines the human environment in the following terms: "*Man is both creature and moulder of his environment, which gives him physical sustenance and affords him the opportunity for intellectual, moral, social and spiritual growth".*

-United Nations Environment Program (UNEP) - The United Nations Environment Program is a program that coordinates organization's environmental activities and assists developing countries in implementing sound environmental policies and practices, and provides technical assistance for a range of international conventions, including the Montreal Protocol on Substances that Deplete the Ozone Layer (1987), the Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal (1989), and the UN Convention on Biological Diversity (1920).

- **Global Environment Facility (GEF) -** The facility was established on the eve of the Earth Summit in Rio de Janeiro in 1992 to help solve the most pressing environmental problems of our planet. The GEF

brings together 183 countries in partnership with international institutions, civil society organizations and the private sector to address global environmental issues by supporting national sustainable development initiatives. Humanity is facing many challenges, one of which is the environment protection awareness.
The most important human endeavor is the conscious effort to avoid causing disaster to our living environment; in fact, our inner balance depends on it.

Environmental awareness

Awareness and commitment of human forces to improve the state of the environment is among the most important issues of our lives on this planet. Our society has considerable environmental issues. Environmental protection should be practiced at the individual level, but also at organizations and government level, for the benefit of the natural environment and human beings. Society might do better if our human organizations were less rigid and more flexible and interactive as in nature`s. (Odum, 1998, p. 23).

As human rights related to the environment are receiving a great deal of attention in the world, we remain waiting for a "magic wand" that will fix all our problems. We seem oblivious to the fact that it is our basic right to have fresh air, to drink clean water, and to eat safe food. (Murati, https://sbunker.net/ ,January 30, 2018, 11:30). Ecological awareness consists of knowing, behaving and exhibiting views about the environment that surrounds us, therefore must be wary of the environmental destruction and preserve the basis of nature such as: land, water and air. Human society must be required to use every opportunity to protect our environment and nature. The protection of the living environment begins with each individual, as every day we hear and see how our environment is destroyed: how forests are cut down and burned, water is polluted, landfills opened at every corner, climate changing, and our ozone depleted, etc.

Protecting the environment from pollution is already an obligation that countries must implement to protect their citizens. It is the international organizations, which are supporting many countries in the region on issues of environment protection, as well as the responsible local bodies that are being supported through funding by European Union projects. On the other hand, it is precisely these organizations that will make assessments on how far these countries have managed to meet the environment protection standards and facilitate raising environmental awareness, through awareness campaigns and initiatives for cleaning habitable spaces. This is best evidenced by the campaign through social networks to unite against a major cause, such as the case of Greta Thunberg, a 16-year-old activist who uses the social network Twitter. She attended the UN, where during her emotional speech she called on world leaders to take more action on climate, and many other useful activities like this to protect the environment.

The importance of ecological education

It is known that man is part of nature and that he should love, preserve, be ashamed to destroy nature, because nature can live without man, but man cannot live without nature.
The environment is the bedrock of man's life activity and without it, he could not exist. Environment care and protection is not only a social obligation, but it is, above all, an individual responsibility. Environmental education is of great importance for environment protection because it makes people aware that they care about their environment and about environmental issues, but also helps him become aware and recognize environmental issues and ways to prevent their devastating impact on the environment.
Dr. Kiril Temkov in ETHICS FOR GRADE VI book where, among other, things the book educates children about the value and importance of nature, such as: In addition to health, care for nature and the environment is also important for humanity. Environmental science is called ecology, while

ECOLOGICAL ETHICS teaches people to care for nature, as well as to have a good living environment. Due to overcrowding and technological evolution, nature and the environment are damaged; there are fewer trees, water is more polluted, the air quality is worse, people generate more waste and find it difficult to cope with the dirt, the climate is changing, with very dire consequences. Chemicals cause disease and many other health problems. Nuclear weapons are very dangerous. Wise people are concerned about such dangers and suggest that people show restraint, act seriously, and care for nature. It is the basic idea of today's and tomorrow's morality. (Temkov, 2010, p. 34). This ecological ethics is very meritorious, if the children are actually taught to care about the environment since their early age.

Ecological and environmental education provides many definitions, such as: Ecological education is the acquisition of contemporary knowledge, skills, sciences and attitudes on ecological features, processes and laws on the environment, knowledge on human actions / impact on the environment in various forms and dimensions; understanding the goals and opportunities of science, technology, social sciences and arts for complete protection and enrichment of the environment; formation of good habits of students for maintaining personal hygiene and aesthetic regulation of school environments, as well as the formation of habits for a right attitude towards objects in nature, or for cultural values in general.

Environmental education is a learning process that fosters people's knowledge and awareness on the environment, associated challenges, and develops skills and experiences needed for change and for forming attitudes, motivations and commitments to be informed and to take responsible action. Ecological consciousness or morality which reflects commitment and responsibility for the environment, including plants and animals, as well as current and future generations of people. It is oriented towards human societies that live in harmony with the nature, their survival and well-being are dependent upon. Or, the search for moral values and principles in man's relationship with the natural world. (Potera, 2002, p. 22).

The necessity of law enforcement on environmental protection in current society

Each individual or institution is responsible for environment protection, however, most competent are defined by the laws of the executive institutions of central and local government, as well as government agencies for environmental protection. “The environment, according to contemporary dictionaries, represents the totality of external physical and biological conditions in which living organisms live (Veselaj & Mustafa, 2007, p. 10)

We have different definitions that portray different approaches, however, they are quite similar in terms of defining environment. In addition to executive bodies, such as Ministry of Environment and Spatial Planning (MESP) and environment protection agencies, laws are also issued in Kosovo in order to ensure environment protection and establish environmental standards in harmony with European Union standards and in accordance with the Constitution Republic of Kosovo, . The Assembly of the Republic of Kosovo has adopted 10 special laws on environmental protection. According to a report: "Environmental risk in Kosovo is the result of uncontrolled construction of large areas, inadequate urban planning and industrial urban areas, old and obsolete industrial technology, increased number of vehicles, lack of wastewater treatment, waste accumulation, as well as uncontrolled deforestation.**” (**www.mmph-gov.net, Annual Report 2005/2006).

There are also authors who have given very short but very generic definitions. The following is an excerpt of such definition: It is a conclusion of world experts that the best way to solve problems related to the state of the environment is to create adequate instruments, set out policies, laws and establish institutions for addressing them at global, national and local level (Kadriu, 2018, p. 7). In order to have a clean and sustainable environment, it is the responsibility of the competent authorities to implement laws that regulate the protection of specific areas of the environment, to invest in protection and addressing environmental issues and to cooperate with all structures and organizations, non-governmental organizations to prepare and raise awareness on dangers posed by pollution and the destruction of the living environment. In this respect, the awareness campaigns on environment protection play a role, as they have and will continue to have an impact on raising the awareness of citizens on environment protection.

The environment is a shared issue of both rich and poor countries, both developed and developing, because environment protection is closely linked to the human factor. Another challenge is the rational and sustainable use of natural resources, shifting towards existing available resources and towards renewable resources. Another challenge is to avoid all detrimental actions, converting them instead to economic activities that have the least impact on the environment. Our citizen is still behaving as a "forgiveness" on the environment where he lives, with all the "rights" to degrade without fear of law. This city needs to be conscious that everything I do environment in fact I do myself and one day in the near future will turn boomerang.(Veselaj https://botapress.info/ 02/01/2017)

When talking about the challenges of environmental protection, we must also take into account some factors that may bring about improvement, regeneration or even preservation of the environment itself in its natural state. Areas for the use of natural resources, and activities in those areas, should not endanger the environment beyond the prescribed norms, while construction of building should be done based on specific plans, following assessment of the impact of such plans on the environment. It is also necessary to plan waste disposal facilities, which must be in line with European standards, so as not to cause ecological pollution during their activities.

The impact of education on social awareness for environmental protection

The right to awareness and environmental education is also prescribed by by the Aarhus Convention on 25.06.1998 in Aarhus, Denmark. This Convention concerns the "right of the public to information, to participate in decision-making and to the right to seek court redress in matters relating to the environment." The Aarhus Convention includes:

- Acceptance of the right to information, participation and the ability to go to court, based on the right to an environment conducive to health.
- A broad definition of responsible public authorities, including all central and local government bodies, as well as the private sectors actors.
- A broad definition of environmental information, including environmental health information.
- Ensuring the public's right to participate in environmental decision-making, including the drafting of environmental policies and legislation,
- Supporting the right to information and to participate in decision-making, with recourse to judicial redress.
- Involvement of the European Union institutions within the purpose of the Convention and the need to promote the implementation of the principles of the Convention in international bodies on environmental issues.

Man has always had an impact on the living environment, whether good or bad. Man, consciously or unconsciously, exploiting these environmental goods destroys it: throwing waste in open spaces, polluting the air with various harmful gases, polluting water in various ways, destroying forests, etc. Through his actions, man has caused major imbalance to virtually all environment elements, even though he knows very well that nature can live without man but man cannot live without nature. Therefore, the creation of morality and consciousness should be deemed necessary, to ensure that parallel with the rise of human material power, man also develops his moral abilities and his relationship with nature in a way that will not create hostility, exploitation, but above all, cause no major consequences. (Kadriu, 2012: 119).

Conclusions

Our environment today is overloaded with many different pollutants, such as: they affect human health, sometimes leaving behind major consequences, although on the other side, the man himself has significantly contributed to the deterioration of this otherwise difficult situation through the use of tobacco, alcohol, drugs and other poisons, as well as through various activities he undertakes for his own personal or collective needs. To prevent this, educational education and awareness are essential to help future generations live in a clean environment.

It is necessary to establish better cooperation between central and local bodies in the future, so that relevant laws on environmental protection are implemented fully and achieve environment protection standards. Building competent and capable institutions, equipped with tools for the implementation of environmental policies, such as decision-making, monitoring and supervisory and inspection institutions, are priorities for maintaining a safe and sound environment.

Social media, press and television also play an important role, by creating a greater space for educational programs. The main task of our current society should be to protect the environment. In order to have an environment in which a person lives a peaceful, ecologically ethical life, we must ensure its protection, in cooperation with state institutions, environmental organizations. Electronic media, televisions must work in the educational and moral process, so as to raise awareness and education of younger generations on environmental issues. The campaigns carried out through TV commercials, social networks, manufacturers' notice about the degrading effect that various products have on the environment, the living environment must be clean and protected from degradation that can come from the human factor.

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ANALYZING INNOVATIVE TEAMS THROUGH A PRODUCT INNOVATION PROCESS

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ABSTRACT

Edgett and Jones [1](2009) state that "introducing a product innovation process is a critical step in improving the ability of your organization to achieve its organic growth targets" (p. 3). The idea of involving the most intelligent employees in your innovation process is becoming popular in many companies, which are often trying to find various ways of success. In order to be successful, many multinational organizations select the top performing employees with abilities of technical communication, diversity and inclusion, cross-functionality, and creativity. This approach is to make sure that the all-organization's management is also involved in the innovation process. Organizations have to recognize that they must be an active and willing partner in this process to survive. The increase of information and the globalization process creates a different business environment and many opportunities for innovation. As companies grow and expand globally, they need to apply ethical concepts, as related to innovative processes and have the right processes in place where culture difference adds even more complexity to the organization, and, as a result, companies are making teams and groups increasingly more important in solving cultural issues (Stewart & Barrick, 2000; West, 2002[2]). By focusing on the analysis, some successful organizations know that developing individuals who can truly lead in the global economy gives them an opportunity and great competitive advantage.

Keywords: Business Administration, Corporate Culture, Team Innovation, Ethics, Corporate Culture, Diversity, Morality, Social Responsibility, Sustainability, Diversity, Social Responsibility.

Analyzing Innovative Teams through a Product Innovation Process

Introduction

Analyzing Innovative Teams Innovative Teams: Requirements of Leadership, Individuals, Technical Communication, and the Effects on Diversity and Market Changes

Armstrong (2005) determined self-managed team leadership defines a different role for the leader. The leader is not responsible for making decisions, developing action plans or giving orders. In these situations, the team is given the responsibility, authority and accountability for managing a defined area of responsibility. When the work group is given control over one or more defined areas of team responsibility, it is the leader's role to use

[1] Edgettt, S. J., & Jones, M. L. (2009). *Ten Tips for Successfully Implementing a Stage-Gate Product Innovation Process.* Retrieved from Product Development Institute, Inc.: www.stage-gate.com

[2] Stewart, G. L., & Barrick, M. R. (2000). Team structure and performance: Assessing themediating role of intra-team process and the moderating role of task type. *Academy of Management Journal, 43,* 135–148

self-managed leadership skills and systematic processes to help the team to operate effectively and efficiently. Everyone in the group is encouraged to contribute by communicating and promoting their ideas and the ideas of others and by exercising judgment to narrow down ideas or options. Everyone recognizes that since the group makes decisions and develops action plans, the group will also be held accountable for the outcomes of their management actions (Armstrong, 2005).

Monczka and Trent (1993) determined individuals selected for team membership must have the proper skills and the ability to support a team's assignment. Each member must also bring something unique to the team. This is what helps make the team process powerful. When organizing an innovative team, a leader must consider each group member's skills, personal chemistry between members, willingness to participate, and how they will represent the organization should all be factors in the selection process.

Townsley (2011) suggested that for individuals to work effectively in teams they must be able to clearly communicate their ideas, to listen, and be willing to disagree. Although it is difficult, learning to appreciate each other's differences reflects a team's ability to manage conflict. When conflict occurs it must be tolerated because well-managed conflict can be the source of change and innovation (Townsley, 2011).

Linda Naiman (2010) determined creativity is a core competency for leaders and managers and one of the best ways to set your company apart from the competition. She felt corporate creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions. Naiman (2010) suggested generating fresh solutions to problems, and the ability to create new products, processes or services for changing markets, are part of the intellectual capital that give a company its competitive edge. Creativity is a crucial part of the innovation equation.

Organizational Cross-Functionality

Kotelnikov (n.d.) suggested cross-functionality is essential to innovation and creativity within an organization. He felt interplay among individuals is essential to the innovation process. In addition, while individual creativity is important, and even crucial to business, the creativity of groups is equally important. The creation of today's complex systems of products and services requires the merging of knowledge from diverse disciplinary and personal perspectives. Innovation, whether it be revealed in new products and services, new processes, or new business models is rarely an individual undertaking. Creative cooperation and cross-pollination of ideas is critical (Kotelnikov, n.d.).

In addition, Kotelnikov (n.d.) felt in cross-functional teams, individuals from different backgrounds draw upon their pools of tacit, as well as explicit knowledge, to contribute. The tacit dimensions of their knowledge bases make such individuals especially valuable contributors to innovation projects; perspectives based on such knowledge cannot be obtained any other way except through interaction. Just hearing a very different perspective challenges the mindset of others sufficiently that they will search beyond what initially appears to be an obvious solution. This is a reason that intellectually heterogeneous cross-functional teams are more innovative than homogenous functional ones (Kotelnikov, n.d.).

For example, Shore (n.d.) found 3M Corporation has been very successful in regards to new product development using cross-functional teams. The changes the cross-functional teams are creating in 3M's business culture are currently causing the greatest excitement among 3M managers because they encourage higher levels of innovation within 3M's organization. Most importantly, the collaborative approach takes the company away from viewing innovation as an individually practiced art that takes place primarily in the lab. Innovation is becoming viewed as a cross-functional market-focused collaborative discipline, completely dependent on activities and relationships that cross the company's boundaries (Shore, n.d.).

Leadership Affects on Cross-Functionality

Mind Tools Inc. (2012) determined it's not enough to simply manage a cross-functional team, you must lead it. Strong leadership creates and fosters team unity, and that leadership is essential to organizational success. Because of outside pressures, this type of team must have internal strength and commitment to survive. At the same time, the team leader has to know when and how to allow functional experts to take the lead. When an organization brings together a group of highly talented people, many individuals within the team may know more about the problem, from their own perspective than the team leader. This situation requires a careful leadership balance. Tasks must be tightly coordinated and organized, and yet people must be free to use their talents and expertise as needed. Additionally, being able to adopt an appropriate leadership style is a key element in leading a cross-functional team effectively (Mind Tools, 2012).

For example, The Human Resource Development Council (n.d.) research found the Internal Revenue Service created a cross-functional team to plan all the human factors involved in a change to a new information system. Individuals with expertise in job analysis, organizational development, change management, training, facilities, ergonomics, and industrial psychology comprised the team. The combined expertise and shared learning resulted in an enhanced planning process and results (Human Resource Development Council, n.d.)

Inter-Organizational Network: Innovation and Creativity in Multinational Organizations

Provan, Fish, and Sydow (2007) suggested inter-organizational networks are essential to innovation and creativity within multinational organizations. They determined a whole network is viewed as a group of two or more organizations connected in ways that facilitate achievement of a common goal. Kilduff and Tsai (as cited in Provan and Fish, 2007) suggested inter-organizational networks are often formally established and governed, and goal directed. Their research also determined relationships among network members are primarily non-hierarchical and participants often have substantial operating autonomy. Network members can be linked by many types of connections and flows, such as information, materials, financial resources, services, and social support that may not be available to the separate entities (Provan, Fish, & Sydow, 2007).

Paruchuri (2009) suggested an organization’s innovation outputs are influenced by the firm’s position in inter-firm networks. He determined firms that form collaborative ties with other firms have more opportunities for learning, knowledge transfer, and innovative ideas. For example, Powell, et al (as cited in Paruchuri, 2009) research showed that pharmaceutical and biotechnology firms that in inter-firm networks are more innovative, because the locus of innovation in this industry lies in the network of firms (Paruchuri, 2009).

Most research on inter-organizational relationships focuses on the formation of new relationships, often using small, entrepreneurial firms as the research context. Beckman, Burton, and O'Reilly (as cited in Paruchuri, 2009) suggested new firms form such relationships to acquire resources or gain legitimacy for adaptation and survival. For example, the multi-decade relationship between Intel and Microsoft repurposed their relationship to develop multiple new generations of technologies for their Wintel platform and take advantage of inter-organizational technology.

Intra-Organizational Networks: Ethical Innovative and Creative Processes in Diverse Organizations

Intra-organizational networks influence ethical innovative and creative processes within diverse organizations and Katz and Lazer (as cited in I Thinking, 2009) argue that diversity does affect how teams’ function, specifically along dimensions such as co-operation, creativity, cohesiveness and decision making. The reason for this is that a diverse team brings together unique skills, heritage, culture, training, approach and certainty to problem solving. However, the complexities of putting people from diverse backgrounds together generates other challenges such as racial tensions, cultural misunderstandings, language communication challenges and sexism (I Thinking, 2009).

Voelpel and Kearney (2008) determined that if companies aim to earn the trust of customers, the general public, and employees, they must first establish a culture of trust and ethical innovation within their own organization. From an intra-organizational perspective, trust has many benefits, including reduced transaction costs and the propensity of individuals to volunteer ideas. A thus far overlooked benefit may lie in the effects that trust has on the relationship between demographic diversity and intra-organizational outcomes. Voelpel and Kearney (2008) also suggested that due to demographic changes, globalization, and other forces, increasing diversity is not only inevitable, but also constitutes a potential competitive advantage, as it broadens the range of task-relevant knowledge and perspectives.

Trust and ethics is likely to be one factor that helps to unlock this potential. For example, by enhancing the degree of intra-organizational trust and knowledge sharing among dissimilar individuals, the organization may foster increased innovation and performance (Kearney & Voelpel, 2008). At the same time, by fostering intra-organizational trust and ethical practices an organization will establish trust in their company on the part of customers and other stakeholders to include employees who are more apt to submit ethical innovation and process ideas (Kearney & Voelpel, 2008).

Leadership and Resistance to Change

It is important for leaders to develop ways to know that resistance to change is occurring within their organizations. Changing Minds (2012) suggested that if leaders can catch resistance early, then you can respond to it before it takes hold. Leaders must understand gossip may be a sign of resistance to change. When the change is announced, everyone may start expressing negative opinions to each other. Leaders should be aware of what is being said around the organization and listen particularly for declaration of intent and attempts to organize resistance. Grumbling and complaint are natural ways of airing discomfort, so leaders should not try to eliminate it, but provide education on the issues. The biggest danger is when it is allowed to ferment in an information vacuum. Leaders should respond to gossip by opening it up, showing they are listening to concerns and taking them seriously, and providing lots of valid information that will fill the vacuum (Changing Minds, 2012).

A leader must also be aware of resistance to change in regards to passive and active resistance. Changing Minds (2012) described passive resistance as when people do not take specific actions. At meetings, they will sit quietly and may appear to agree with the change, but refuse to collaborate with the change. In passive aggression, for example, they may agree and then do nothing to fulfill their commitments. This can be very difficult to address, as resisters have not particularly done anything wrong. One way to address this is to get public commitment to an action, follow up publicly if necessary, and ensure they complete the action (Changing Minds, 2012).

Active resistance occurs where people are taking specific and deliberate action to resist the change. It may be overt, with such as public statements and acts of resistance, and it may be covert, such as mobilizing others to create an underground resistance movement.
Overt active resistance, although potentially damaging, is at least visible and you have the option of using formal disciplinary actions (although more positive methods should normally be used first) (Changing Minds, 2012).

Also, Changing Minds (2012) determined just as a high school class will test a teacher's ability to maintain discipline, so also will some employees test out what happens when they resist change. They may, for example, not turn up to a meeting or openly challenge a decision. Leaders who understand how you deal with such early resistance will have a significant effect on what happens next. For example, rather than jump on the person, a leader can take a positive counseling position, describe what they have done and assertively question their motives.

Conclusion

After analyzing the information above, in conclusion we can say that it is important for organizations to recognize the innovative processes that they must be an active and willing partner in order to survive or succeed further. The increase of information and the globalization process creates a different business environment and many opportunities for innovation. As companies grow and expand globally, they need to apply ethical concepts, as related to innovative processes and have the right processes in place where culture difference adds even more complexity to the organization, and, as a result, companies are making teams and groups increasingly more important in solving cultural issues (Stewart & Barrick, 2000; West, 2002). By focusing on the analysis, some successful organizations know that developing individuals who can truly lead in the global economy gives them an opportunity and great competitive advantage.

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RECOGNITION AND EXECUTION OF FOREIGN CRIMINAL DECISIONS

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Abstract

One of the forms of judicial cooperation with foreign authorities is the recognition and execution of foreign criminal decisions, which, more than any other form, is based on solidarity between states, strengthening and facilitating international relations, increasing trust to each other's authorities.
Within the Council of Europe, there are two important Conventions in this field, the European Convention on the International Validity of Criminal Proceedings, The Hague, 1970 and the Council of Europe Convention on the Transfer of Sentenced Persons, 1983.

These conventions are also the main acts for the regulation of international relations in this field, which have also served as the main basis on which our legislator has relied in the formulation of the provisions of Chapter III, Title X, the Code of Criminal Procedure, Section I "Execution of foreign criminal decisions", as well as the approval of law no. 10193, date. 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as an attempt to approximate legislation with the acquis communautaire.

This article will address the provision of national and international legislation in the field of recognition and enforcement of foreign criminal decisions and its implementation in practice.

The methodology used in this article is the legal analysis of international cooperation in this field, focusing on national legislation and its application in case law, regarding the execution of foreign criminal decisions in Albania and the execution abroad of Albanian criminal decisions.

Keywords: *Convention, execution, criminal decision, court, prosecutor, cooperation.*

1. Introduction

Today, more than ever, the need for peace and security has become a top priority. New forms of crime and its global consequences have led states, in response, to intensify cooperation between them and in addition to existing forms of cooperation, to find new instruments and mechanisms to increase the effectiveness of their relations in the international criminal arena.
One of the forms of judicial cooperation with foreign authorities is the recognition and execution of foreign criminal decisions. This form of judicial co-operation has had a significant impact on strengthening and facilitating international relations between states, making co-operation between them more effective on the one hand and increasing trust in each other's authorities on the other. Recognition and execution of foreign criminal decisions is a form of cooperation, which more than all other forms, is based on solidarity between states.

As for the application of other forms of cooperation, in the application of this form states are free to conclude bilateral or multilateral agreements at the international level. In the framework of the Council of Europe, there are two important Conventions in this field, which are:

- European Convention "On the international validity of criminal trials", The Hague, 28.05.1970, which was ratified in Albania by law no. 9068, dated 15.05.2003;
- Council of Europe Convention "On the Transfer of Sentenced Persons", dated 21.03.1983, ratified in Albania by law no. 8499, dated 10.06.1999.

These conventions are also the main acts for the regulation of international relations in this field, which have also served as the main basis on which our legislator has relied in the formulation of the provisions of Chapter III, Title X, the Code of Criminal Procedure, Section I "Execution of foreign criminal decisions".

Unlike extradition, which is limited to the nature of the crime and its punishment, these criteria are not essential conditions for the implementation of this form of cooperation. The application of this form of co-operation is closely linked to the simultaneous expansion and narrowing of the jurisdiction of the states participating in the co-operation. Thus, the State seeking recognition and enforcement of a sentence or security measure in another State extends the jurisdiction of its judicial authority, while the executing State acquires jurisdiction over the enforcement of a decision not taken by the authorities of the he thus loses jurisdiction over the matter when he executes the decision of another state.

2. Execution of foreign criminal decisions in Albania.

The judicial authorities of the Albanian state become competent to implement a criminal decision given by a foreign court when two conditions are met: the convicted person is in Albania and has a request for the execution of the decision by the competent authority of the foreign state.
The application of cooperation in this field is related to three important elements:

a) The decision must have been given in relation to a criminal case;
b) The sentence must be the result of a criminal proceeding (the fine or seizure must have been imposed by the court as a criminal sentence and not as a civil obligation);
c) The decision must have become final according to the law of the state that requires its recognition and execution in Albania.

Another case of recognition of a foreign court decision is the one under the Strasbourg Convention "On the Transfer of Sentenced Persons" (21.03.1983), according to which a person who is serving a prison sentence in a state, a citizen of who is not, may request to serve the remainder of the sentence in his country of origin.
The application of this form of cooperation aims at two main objectives:

1. preventing the convicted person from escaping punishment;
2. facilitating the process of its rehabilitation.

It is clear that serving the sentence in the country of origin by the convicted person is more favorable for his faster rehabilitation, as the sentence in this case is served in his family and social environment.
By state of origin is meant not only the state of which the person is a citizen, but also the state where he resides and has spent most of his life, ie the state with which the person has the strongest affective connection. Consequently, the subject of these relations will be the Albanian citizen who has committed a criminal offense outside the Albanian territory, ie in the territory of the requesting state, or a foreign citizen who is resident in Albania and has committed a criminal offense punishable under the law of the requesting state.

These two cases are expressly provided in Article 53 of Law no. 10193, date. 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.
The decision of a foreign court on imprisonment can be recognized:

a) at the request of the sentencing state, when the convicted person is an Albanian citizen and has a residence or domicile in Albania;
b) at the request of an Albanian citizen serving a sentence in the sentencing state, for transfer and continuation of serving the sentence in Albania[1].

Regarding the procedure followed, the Code of Criminal Procedure and the law stipulate that the Ministry of Justice, when it receives a criminal decision given abroad to Albanian or foreign citizens or stateless, but residing in the Albanian state, or to persons proceeded criminally in the Albanian state, sends to the prosecutor at the court of the judicial district of the place of residence or stay of the person, a copy of the decision and the relevant documentation, together with the translation into Albanian[2].

The Ministry of Justice, when it receives a request for recognition of a foreign criminal decision by the sentencing State in a foreign language, may request the sentencing State to translate it into Albanian. If the translation is performed by the Ministry of Justice, the translation costs are recorded to be included as part of the procedural costs[3].

The Ministry of Justice has the obligation to send the acts to the prosecutor of the judicial district of the place of residence or stay of the person within 30 days from their receipt, through the General Prosecutor.

The prosecutor submits the request to the court within 10 days from the receipt of the acts. If the court that received the acts finds that it has no jurisdiction to make a decision, it declares its incompetence and sends the acts to the competent court, notifying the Ministry of Justice at the same time.

As a rule, based on the principle of solidarity between states and international obligations arising from the ratification of international conventions, states have agreed to recognize and enforce each other's court decisions, having mutual trust in the respective authorities and considering to welcome the decision of the requesting state. However, the conventions themselves provide for some exceptional cases, which are also reflected in the domestic legislation of states. Thus, Article 514 of the Criminal Procedure Code of the Republic of Albania provides certain conditions for recognition, stipulating that the decision of a foreign court cannot be recognized when:
a) the decision has not become final according to the laws of the state where it was given;
b) the decision contains dispositions contrary to the principles of the legal order of the Albanian state;
c) the decision has not been rendered by an independent and impartial tribunal or the defendant has not been summoned to appear at trial or has not been granted the right to be questioned in a language he understands and to be assisted by counsel;
d) there are reasonable grounds to believe that considerations relating to race, religion, sex, language or political beliefs have influenced the outcome of the proceedings;
e) the fact for which the decision has been given is not foreseen as a criminal offense by the Albanian law;
f) for the same fact and against the same person, in the Albanian state a final decision has been given or a criminal proceeding is conducted[4].

In addition to the above conditions, Article 6 of the European Convention on the International Validity of Criminal Proceedings sets out some other conditions which may make it completely or partially impossible to recognize a foreign criminal judgment. These conditions, although not included in the content of Article 514 of the Code of

[1] Article 53, Law no. 10193, dated 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.
[2] Article 512, The Code of the Criminal Procedure.
[3] Article 53, Law no. 10193, dated 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.
[4] Article 514, The Code of the Criminal Procedure.

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Criminal Procedure, are reflected in the entirety of the provisions of the chapter on jurisdictional relations with foreign authorities.
Also, in view of Article 122 of the Constitution, which provides that any international agreement ratified by the Republic of Albania is part of its domestic legal system, it is worth noting that the other conditions provided by this Convention after its ratification, become mandatory for implementation and must be taken into account when applying in practice by the competent Albanian authorities.

Thus, the conditions provided by the Convention and binding for implementation are those related to the fact that the requested execution cannot be refused in whole or in part, except when:

a) the execution would be contrary to the fundamental principles of the legal order of the requested State;
b) the requested State considers the criminal offense for which the sentence has been given of a political or entirely military character;
c) the requested State considers that there is good reason to believe that the sentence was provoked or aggravated on grounds of race, religion, nationality or political belief;
d) the execution is contrary to the international commitments of the requested State;
e) the offense is the subject of proceedings in the requested State or when the latter decides to initiate proceedings in connection with this offense;
f) the competent authorities of the requested State decide not to proceed or to close the proceedings for this offense;
g) the offense was committed outside the territory of the requested State;
h) the requested State is unable to execute the sanction;
i) the request is based on Article 5 letter "a" and none of the other conditions provided in that provision has been met;
j) the requested State considers that the requesting State is itself capable of enforcing the sanction;
k) the age of the convicted person at the time of the commission of the criminal offense was such that he could not be prosecuted in the requested State;
l) the sanction is already provided for under the legislation of the requested State;
m) the decision determines the revocation or restriction of one or more rights[5].

In addition to the conditions provided in Article 514 of the Code of Criminal Procedure, the foreign criminal decision is recognized and executed even when the following conditions are met:
a) if at the time of submitting the application for recognition to the Ministry of Justice, the convicted person has at least six months of imprisonment left to suffer;
b) if the execution of the sentence decision, based on domestic legislation, is not prescribed[6].

Regarding the procedure followed for the implementation of a request for the recognition and execution of a foreign criminal decision, it follows the same path as other forms of international cooperation. Thus, the request of the foreign state must be submitted to the Ministry of Justice, which sends the request, together with a copy of the decision and the accompanying documentation, to the prosecutor at the court of the judicial district of the person's place of residence or stay.
The request of the sentencing state must be accompanied by the following documentation
a) the original or a single copy of the criminal decision with the determination that it is final;

[5] Article 6, of the European Convention "On the international validity of criminal trials", The Hague, 28.05.1970, ratified in Albania by law no. 9068, dated 15.05.2003.
[6] Article 54, Law no. 10193, dated 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.

b) the generalities of the convicted person, including data on citizenship, place of residence and stay, place of birth, as well as other data that may be relevant for the determination of the competent court that will decide on the request;
c) data on the execution of the given decision, including information on the time spent in detention and / or serving a prison sentence;
d) a copy of the legal provisions on which the requested decision is based;
e) a summary of the progress of the criminal proceedings.

The Ministry of Justice, in case it ascertains that the request does not contain the documentation defined above, has the right to submit to the sentencing state the request for completion of the documentation, without forwarding the acts to the local judicial authorities.
Both the Ministry of Justice and the local judicial authorities, in cases where they deem it necessary during the review of the request, may request additional information from the foreign authority.
If the sentencing State fails to submit the required documents within three months, the request and the acts shall be returned to the sentencing State. However, the procedure is resumed in case of re-submission of the request and completed acts by the sentencing state[7].

Regarding the manner of proceeding by the court and the deadlines that apply, Albanian law has determined that the judge of the case sets the date of the court session within 10 days from the filing of the prosecutor's request, and orders the notification of the parties in the process. The court takes into account the facts found in the foreign decision, when making the decision on the request. When recognizing a foreign decision, the court determines the sentence to be served in the Albanian state, converting the sentence determined in the foreign decision into one of the sentences provided for the same fact by the Albanian criminal legislation.

When the decision has become final, the General Prosecutor forwards to the Ministry of Justice, within 15 days from its final decision, a copy of the court decision for the recognition of the foreign criminal decision, while the Ministry of Justice, within 10 days from taking the decision of recognition by the General Prosecutor, notifies the sentencing state.

Not only the legal provisions, but also the case law has already shown that it is clear that the Albanian court when recognizing the decision of the foreign court, does not review the merits of the case and does not verify the evidence administered in the process by the foreign court. It verifies only if there are any of the conditions that prevent the recognition of the foreign decision and further, converts the sentence determined in the foreign decision with one of the penalties provided for the same fact by the Albanian criminal legislation.
The requirements that must be respected by the court when recognizing a foreign criminal decision are provided in Article 516 of the Code of Criminal Procedure, which are:

- This punishment must be responsive in nature to the one given in the foreign decision.
- The sentence can not exceed the maximum limit provided for the same fact by Albanian law.
- When the foreign decision does not specify the measure of punishment, the court imposes it on the basis of the criteria set out in the Criminal Code.
- When the execution of the sentence given in the foreign state is suspended on condition, the court has in the decision of recognition, among others, the conditional suspension of the sentence. The court does the same when the defendant is released on parole in a foreign country.
- To impose a fine, the amount imposed on the foreign decision is converted into an amount equal to Albanian Lek, applying the exchange rate of the day in which the recognition is established.

[7] Article 55, Law no. 10193, dated 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.

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- In the decision of recognition for the execution of a confiscation, the execution of the confiscation is also ordered[8].

Judicial practice had a period when it provided numerous examples of misunderstanding and misapplication of the above provisions. Courts of fact have often recognized and converted foreign court decisions, not only by erroneously applying the provisions on how to convert a sentence, but often by getting to the heart of the matter and undertaking to re-evaluate the facts. On the other hand, a wrong practice was followed in relation to the right to appeal against the decision of recognition and conversion of the foreign criminal decision, denying the parties the constitutional right to appeal against this decision.

These situations were regulated by the intervention of the Joint Colleges of the Supreme Court, which in the unifying decision no. 154, dated 15.04.2000, with the object *"Termination of the punishment for the criminal offense of production and sale of narcotics and illegal border crossing"*, has ascertained that:

"............Holding the above position, the United Colleges reach the conclusion that Law no. 8202, dated 27.03.1997 "On amnesty", does not extend its effects to Albanian citizens who have committed criminal offenses outside the Albanian territory and for which they have been convicted with a final decision by the foreign judicial authority at the time of its entry into force, neither directly, nor after their transfer to Albania.

According to this Law, are excluded from criminal prosecution and further serving of punishment all persons who have committed criminal offenses for which that law states. Law no. 8268, dated 22.12.1997 amended the time extension of the above law until 30.1.1998 for those persons who voluntarily appeared before the competent authorities. According to the above reasoning, the Panels consider that the Law on Amnesty of 1997 does not extend its effects to the applicant both during his stay in the territory of the Greek state, and when he was transferred to the execution of the decision of that authority to continue the execution of the foreign sentence in Albania. Since Law no. 8202 dated 27.03.1997 "On amnesty", does not extend the effects to persons transferred to serve the sentence given by a foreign judicial authority in the Albanian state, the request of the convict A.H. should not be accepted and for this reason, the decision of the court of first instance is vulnerable ...."[9].

Also, in the unifying decision of the United Colleges of the Supreme Court, no. 5, dated l0.10.2002, with the object *"Recognition of the criminal decision of the Court of Appeal of Thessaloniki (Greece) no. 651, dated 21.09.1999, in charge of the Albanian citizen L. D. "*, among others it is emphasized that:

".....Both the prosecutor and the defense counsel of the convict for whom the conversion of the foreign sentence is converted, can not be denied the right to appeal against the court decision on this issue, although this type of trial is not a basic trial but a special trial (sui generis)……

……….The transfer of the convict to serve in his country the sentence given by a foreign court does not constitute a relief in terms of reducing the sentence, but a relief for the effects of his faster rehabilitation in accordance with the conditions the most favorable that the Albanian legal order can offer in this regard, but in any case, without allowing in any case the aggravation of his position in comparison with the position held in the decision of the foreign court………"[10].

These conclusions of the Joint Colleges of the Supreme Court are reflected in the provisions of the new law "On Jurisdictional Relations with Foreign Authorities in Criminal Matters", as amended, already explicitly sanctioning them.

If a foreign criminal decision has also been expressed for the civil obligation, the interested person has the right to ask the Albanian court, with the validation decision to oblige the civil convict against him. The Albanian court in this case has limited jurisdiction and the interested person cannot file a separate lawsuit regarding his request to a civil court. His only option is provided by Article 513 of the Code of Criminal Procedure, according to which:

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8 Article 516, The Code of the Criminal Procedure.
9 Unifying decision of the United Colleges of the Supreme Court no. 154, dated 15.04.2000.
10 Unifying decision of the United Colleges of the Supreme Court no. 5, dated 10.10.2002.

i. At the request of the interested party, in the same proceeding and with the same decision, the civil dispositions of the foreign criminal decision regarding the obligation for the return of the property or the compensation of the damage can be declared valid.
ii. In other cases the request is made, by the one who has an interest, in the court where the civil dispositions of the foreign criminal decision would be executed.

Regarding the possibility of imposing security measures at the gate procedure for the application of this form of cooperation, given the fact that one of the main purposes of this form is to prevent the person from escaping punishment, our criminal legislation has provided the possibility that in cases when there are conditions and criteria for its implementation, to take a coercive measure against the person or even a property security measure.
The court then has the obligation that within 5 days from the execution of the measure, take measures to identify the person and notify him of the right to have a defense counsel. The coercive measure is revoked when 3 months have passed from the beginning of its execution, without being given the decision of recognition by the district court or six months without taking the final decision.
Regarding the execution of the Albanian court decision that recognizes a foreign criminal decision, the decisions with imprisonment are executed by the prosecutor at the court that gave the decision, calculating for the effects of the execution also the time of the sentence served in the requesting state. While the amounts derived from the execution of fined decisions are deposited in the Bank of Albania and the confiscated items are transferred in favor of the Albanian state, except in cases when we are in conditions of reciprocity, when the obtained values are transferred in favor of the requesting state.

3. Execution abroad of Albanian criminal decisions.

The right to request the recognition and execution of a court decision also applies to the Albanian state in cases where the Albanian court has given a sentence to a person who has committed a criminal offense, but who is not in Albania. In these cases, the Ministry of Justice may address the state where the person has his residence or domicile, with a request for recognition and execution of the Albanian criminal decision. Such a request can be made in cases when the sentencing decision in Albania was given in absentia, when the requested state has rejected the request for extradition of the person, when extradition is impossible in full, or in cases where there is an international agreement. As a rule, the execution abroad of an Albanian court decision is required for foreign nationals residing or residing in another state, but it can also be required for Albanian citizens or stateless persons who have their domicile or residence in one foreign state.

As mentioned above, another case of the request for recognition and execution of the foreign court decision, is also the one initiated at the request of the convicted person himself, who is serving the sentence in the place where the sentence was given. The convict has the right to request that the remaining part of the sentence be served in his country of origin. The conditions and procedures for this request according to the Albanian legislation are provided in the provisions of the Code of Criminal Procedure.
To the conditions provided in Article 519 of the Code of Criminal Procedure, the law "On jurisdictional relations with foreign authorities in criminal matters", as amended, has added two other requirements.
Thus, the Ministry of Justice requests the recognition and execution of criminal decisions by a foreign state even when:
a) the criminal decision given by a local judicial authority cannot be executed within the Albanian territory; or
b) the execution of the criminal sentence abroad can serve a better social rehabilitation of the convicted person.

In submitting this request, the Ministry of Justice is based on the information and documents provided by the General Prosecutor [11].

The Code of Criminal Procedure provides two conditions for requesting the execution abroad of a criminal sentence handed down by an Albanian court:

i. the necessary consent of the convict, which must be given before the Albanian court and if he is abroad, the consent can be given before the Albanian consular authority or before the court of the foreign state (Article 520);
ii. prohibition of the Ministry of Justice to request the execution abroad of a criminal decision punishing a restriction of personal liberty when there is reason to consider that the convict will be subjected to persecuting or discriminatory acts due to race, religion, sex, nationality , language or beliefs or punishments and cruel, inhuman or degrading treatment (Article 521).

At the moment when the sentence decision of the Albanian court begins to be executed in the foreign state, the execution in Albania is suspended and it cannot be re-executed if the sentence is fully paid according to the law of the foreign state. It is important to note in this regard that, while serving the sentence, the person may benefit from the amnesty or pardon granted under the legislation of the state where he is serving the sentence. In this regard, the law provides that, in case the sentence is reduced, pardoned or amnestied by the sentencing state, the Minister of Justice, based on the principle of reciprocity with the sentencing state, forwards the acts sent by the sentencing state to the execution prosecutor, through the General Prosecutor. The execution prosecutor submits a request to the court that issued the recognition decision, which declares with a decision, as the case may be, the reduction or termination of the sentence.

4. Criminal judicial cooperation in the European Union. Mutual recognition of court decisions.

The functioning of the European Union is regulated by a treaty signed by all the member states of the European Union, which very clearly defines the competencies that the member states have given to the European institutions.
The Maastricht Treaty provided for the revision of the treaties, in order to ensure a better efficiency of the community institutions in the context of the forthcoming EU enlargement. It was followed by a difficult period for European integration, a period which, however, was overcome little by little and with sacrifices. When the provisions of the Maastricht Treaty were finally accepted, work began on the creation of a new treaty, which would mark a new step forward on the path to integration.
Thus, in Amsterdam, on 16-17 June 1997, the heads of state and government of the 15 countries of the European Union reached a political agreement on a new treaty for Europe, the Treaty of Amsterdam.
The Amsterdam Treaty of 1997 stipulates that the EU must maintain and develop an area of freedom, security and justice within the European Union.
In the framework of intergovernmental cooperation, the countries will strengthen their actions in the fight against terrorism, organized crime, pedophilia, drug and arms trafficking, fraud and corruption.
The realization of these aspirations requires as a necessary premise, a common judicial space, in which European citizens can address the judiciary of a member state in the same way as they address the state of which they are citizens. On the other hand, the possibility for perpetrators of criminal offenses to benefit from the chaos created as a result of changes between the legal systems of the member states should be eliminated or minimized as much as possible. Therefore, a mutual recognition of judicial decisions, recognized and enforceable even outside the borders of a member state, was urgent, without the need to implement the classical conventions governing international cooperation in the criminal field.

[11] Article 62, Law no. 10193, dated 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", as amended.

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In the framework of the Tampere European Council 1999, the participants concluded that mutual recognition of judicial decisions is the cornerstone of judicial cooperation between EU member states. Judicial cooperation in the criminal field within the EU is based on several Community instruments adopted under Title VI of the Treaty on European Union, which is increasingly based on the principle of *mutual recognition*[12].

The legislative technique used to pass the provisions governing the criminal field has undergone a real evolution. Conventions were initially preferred, while framework decisions and Council decisions regulate the area of judicial co-operation within the EU.

It is easily understood that the purpose of this transformation has been and remains the simplified procedure for the implementation of such decisions in relation to that of a convention, which in order to be implemented, must be ratified by the member states. On the other hand, the time required for the entry into force of a framework decision is much shorter than that required for the entry into force of a convention.

In this context, the most important development in European legislation can be considered the adoption of framework decision no. 584, dated 13.06.2002, which regulates the European Prohibition Order (EPO). As a result of this Framework Decision, extradition procedures applied up to that point between Member States are no longer applicable. The extradition procedure (surrender according to EPO) is now a more flexible procedure, similar to the arrest procedure used by local authorities.

The framework decision on the European Prohibition Order is seen as a more efficient instrument in relation to extradition, which requires a longer time and a stricter procedure. It represents the first concrete instrument in the criminal field, which applies the principle of mutual recognition. The EPO is issued in the form of a judicial decision by a judicial authority of a Member State, with the aim of detaining or extraditing from other Member States persons wanted for the purpose of prosecuting or punishing them. The decision of a judicial authority of a Member State regarding the detention and return of a person should be executed as quickly and easily as possible in other EU Member States.

National courts may issue an EPO to detain or extradite a person wanted by a Member State, with a view to:
(i) the conduct of a criminal proceeding;
(ii) the execution of a decision on a measure of imprisonment;
(iii) the execution of a restraining order.

The State to which the EPO is addressed does not have the right to discuss the reasons or causes on which the extraction of the EPO is based, due to the principle of mutual trust between the judicial systems of the member states. This makes the execution of EPOs very fast.

The Framework Decision for the EPO brought some innovations in relation to previous extradition procedures within the Council of Europe:

1. Simple procedure: without formalities and excessive bureaucracy. The application of the principle of double punishment for the category of 32 serious violations has been avoided, which includes offenses such as: participation in a criminal organization, terrorism, trafficking in human beings, sexual exploitation of children and child pornography, illegal trafficking in weapons , ammunition and explosives, corruption, fraud including fraud related to EU financial interests, money laundering and counterfeiting of money including the international currency Euro.
2. Accelerated procedure: The state in which the person is detained must deliver it to the state in which the detention order was issued, within a maximum period of 90 days from the detention. If the person consents to the delivery, the decision must be made within 10 days.

[12] http://data.europa.eu/eli/dec_framw/2002/584/oj
2002/584/JHA: Council Framework Decision of 13 June 2002 on the European arrest warrant and the surrender procedures between Member States - Statements made by certain Member States on the adoption of the Framework Decision.

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3. Depoliticization of procedures: The part of "political decision-making" has been avoided, making the execution of an EPO a mere judicial process.
4. Extradition of its nationals: Under the 1957 Extradition Convention, the extraditing State may refuse the extradition of its national. Meanwhile, member states cannot refuse the surrender of their citizens. The surrendering state during the surrender procedure, may request that its citizen, after being tried, return to his country to serve the sentence, in order for the rehabilitation function to be achieved more quickly.

It is important to note that, both during the extradition procedure and during the execution of an EPO, states and national courts must ensure that the provisions of the ECHR are complied with. The framework decision reflected the jurisprudence of the ECHR regarding trial in absentia, bypassing the legal provisions of the countries. It stipulates that if the individual has been tried and subsequently detained on the basis of an EPO, he has the right to be extradited to the requesting country, to undergo a trial, in his presence.

5. Albanian legal framework in the integration process.

As it is already known, one of the main tasks of Albania in its EU integration process is the approximation of its legislation with the *acquis communautaire*. In the field of criminal judicial cooperation, as we have mentioned above, one of the most important laws adopted by the Republic of Albania is the one with no. 10193, date. 03.12.2009 "On jurisdictional relations with foreign authorities in criminal matters", which has undergone some changes in 2013.
The provisions of this law will apply:

a) in proceedings related to criminal offenses, which at the time of filing the request, are under the jurisdiction of the judicial authorities of the requesting state or in the Republic of Albania;
b) in proceedings that are under the jurisdiction of the European Court of Human Rights or other international courts, whose jurisdiction has been accepted by the Republic of Albania.

The above law has been able to regulate all forms of judicial cooperation in the criminal field and the procedures followed by the relevant authorities in their implementation.

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2002/584/JHA: Council Framework Decision of 13 June 2002 on the European arrest warrant and the surrender procedures between Member States - Statements made by certain Member States on the adoption of the Framework Decision.

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REGISTRATION OF PROPERTY RIGHTS WITH SPECIAL EMPHASIS ON THE RIGHT OF OWNERSHIP AND THE RIGHT OF REAL SERVITUDE OVER IMMOVABLE PROPERTY ACCORDING TO LEGISLATION AND LEGAL PRACTICE

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Abstract

Property rights, both property rights and servitude rights and other property rights, can be acquired but those rights must first be created. This created right comes from a legal title that can be a valid legal work (contract, will), from a state decision (court decision or administrative decision) as well as definition by law. In all these cases, the right of servitude is created, as well as the right of ownership, which means that with the legal title (iustus titulus) it is declared only that the right has been created, but it has not been acquired (constituted) yet. In order to acquire the property right, not only the legal title (iustut titulus) is enough, but also the registration (modus purchase) of the right must be done. So that right must be recorded in the public books of real estate. But not all legislations of countries gain the right of servitude and ownership by registration, because unlike the legislation of Kosovo, the legislations of other countries allow the right of servitude as well as the right of ownership and the rights of other real estate, can be created only with a valid legal title, while the legal provisions are not defined for the registration of the created right. Thus, in the content of this paper, the way of gaining property rights over immovable property is presented. And specifically by clarifying the progress of the procedure of registration of the right in the book of real estate, based on the legislation and legal practice of the Cadastral status.

Keywords: Keywords: property rights, Servitude right, creation, and registration of rights;

Entry

Well-defined and enforceable property rights are a prerequisite for the functioning of a market economy. As long as these rights are weak, a market economy cannot serve effectively and economic progress is severely hampered. The Albanian experience is not unique in this field. After the fall of communism, many Central and Eastern European countries faced similar challenges, including the former German Democratic Republic. The German experience has shown some elements: From a legal point of view, it seemed logical to return the confiscated properties to the former owners and a large majority voted in favor of their return. At that time, the possibility of compensation was associated with a heavy financial burden. In practice, deciding on the rightful owner of a property proved to be extremely difficult in many cases. The industrial structure of East Germany had completely changed. It was difficult to distinguish between owning a company and real estate. Land registers were neglected by the GDR authorities and were incomplete, and in most cases the former owners were no longer living, so property issues were also subject to unresolved inheritance issues. Not only property rights but also other property rights such as servitude rights, pledge rights, encumbrances and construction rights. As a result, there were many applicants for a large number of properties. As long as property rights were not clearly defined, it was difficult to attract potential investors, enterprises lost many investment opportunities and had difficulty financing their business.

I. Registration of property rights over immovable property according to the legislation in Kosovo

The Register of Immovable Property Rights (hereinafter: the Register), has been established as a mechanism that recognizes and implements the validity of immovable property rights in Kosovo in accordance with applicable laws.[3] Kosovo Cadastral Agency (hereinafter: "ACA") is authorized to make the general administration of the Register in accordance with the provisions of applicable laws. Municipal Cadastral Offices (hereinafter: "MCO") register the rights

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[3] Law no. 2002/5, On the Establishment of the Register of Immovable Property Rights, Article 1, paragraph 1.1.

over the immovable property and that in the Immovable Property Register, under the authority of the KCA and in accordance with the provisions of this law and administrative instructions issued by the KCA.[4]
For the registration of property rights, such as the right of servitude over immovable property, in order to acquire that right, a written request must be made to the MCO in which the immovable property is located. The MCO will confirm the time and date of receipt of the registration request.
The application for registration can be submitted by[5]:
• the owner of the property or by a person authorized by the owner;
• the person who has the right to claim ownership of the property through the transaction for it
• real estate and with the prior written consent of the owner.
The applicant seeking to register the immovable property right must attach the application documentation to support the immovable property right. The MCO will register the immovable rights only on the basis of the listed legal documents
Requests for registration of immovable property rights are submitted in writing to the MCO in the territory where the immovable property is located. The MCO will confirm the date and time of receipt of the registration request. The applicant requesting the registration of immovable property rights must attach the relevant documentation to the application to support the immovable property right as required by applicable law.[6] The MCO will review the submitted documentation and if this documentation is not sufficient under applicable law, the MCO sets a deadline for the Applicant to complete the documentation.[7] The MCO refuses to register if the submitted documentation is not sufficient to prove that the applicant is the holder of:
(i) the right to immovable property required for registration;
(ii) if the request and supporting documents contain obvious irregularities;
(iii) whether the validity of the claim or any of the supporting documents is in question; AND
(iv) if the documentation is incomplete and does not provide a basis for registration.[8]
After review and evaluation, the MCO will make a written decision and thus register the immovable property right, within fifteen (15) days from the date of receipt of the application for registration and will notify the applicant. The registration takes effect when the decision to register the MCO is entered in the Register.

I. 1. General description of the process

The land cadastre contains textual and graphic data on cadastral parcels, area, culture, solvency and their class and data on buildings, parts of buildings, conductors and underground facilities in Kosovo.[9]
Registration in the cadastre or re-regulation of the cadastral border requires cadastral survey by a staff certified by the MCO,[10] a licensed company or a surveyor.[11] In the first case, all registration and measurement is done by the MCO in which the cadastral zone is located. In the second case, the company acts as an agent of the applicant who makes all the measurements and collects all the necessary documents for registration. The company submits the data to the MCO, which performs cadastral work and registers.

I. 2. Request for cadastral survey

In case the application is submitted through a licensed company or through a surveyor, the applicant must submit to them:
• authorization from a lawyer who authorizes the company or surveyor to represent or
  • to act on his / her behalf during the registration process; all necessary documents for property transfer and registration.
The request submitted to the MCO must also contain a request for registration in the cadastre.

[4] Ibid. Article 1. paragraph 1.2.
[5] Law no. 2002/5, On the Establishment of the Register of Immovable Property Rights, Article 3. Paragraph 1.
[6] Ibid. Article 3, Paragraph 2;
[7] Ibid. Article 3, Paragraph 3;
[8] Ibid. Article 3, Paragraph 3;
[9] Ibid. Article 3, paragraph 5;
[10] Law no. 2002/5, On the Establishment of the Register of Immovable Property Rights, Article 3. Paragraph 5.
[11] Ibid.

Official procedure applied by the Immovable Property Registration Offices. Document files required for each property category. The initial registration of real estate is done by preparing real estate cards and documenting the boundaries of these properties in the Registration Indicative Map. The property rights as well as the boundaries of each immovable property are verified by submitting the following documents to the Immovable Property Registration Office. In each case, the legislation is given where all those citizens who want to carry out an initial registration of the real estate they own should be based for further procedures. For all those who want to register the real estate that has received this property thanks to Law no. 7501 need as a document the deed of acquisition of land in use or ownership.[12]

I. 3. Preparations by the Surveyor

For every application submitted by citizens for registration in the cadastre, adjustment of cadastral boundaries, marking, etc., the surveyor is obliged to:[13]

• check the surface differences between the graphic and textual database;
• check vector data against old cadastral plans (raster);
• analyze cadastral plans by introducing first, second and order checkpoints
• third and other points with known precise coordinates;
• compare the cadastral map with the original terrain measurements
• check the cadastral map against other relevant maps.

After completing the above analysis and concluding that there are discrepancies, the MCO should inform the KCA in writing and submit all documents produced by this study.

I. 4. Preparation of data for the surveyor

On behalf of the applicants, the surveyor requests from the MCO all graphs of information and texts in use for a cadastral personality / ability.

Text data is retrieved and exported by KCLIS-T. For this rule, the registrar processing a Case for a system, and selecting "Data Service of the Selected Cadastral Unit for Surveyors" from the drop-down menu - Case Type.[14] He / she then enters a Case Placement page, where the case is on that to-do list, and exports the CSV file with the text data.[15]

Graphic data are exported by KCLIS-HK. For this reason, the official and the processor enters the Current Status presentation and generates the Cadastral Unit Report, if the Map of Adjacent Parcels in PDF format is required. In presenting the current state, he / she uses the polygon selection to export border points and lines (or other necessary features) in CSV, GML, form, DWG or ITF format.

I. 5. Registration request

The request for registration must be made in writing to the MCO in which the cadastral unit is located. The MCO must confirm the time and date of registration of the receipt of the request.

The applicant must attach to the request cadastral measurements for registration in the cadastre, as well as other relevant documents to support the request, according to the provisions of applicable law included in Chapter 3 of this publication. The request must be submitted within 60 days of cadastral measurements.[16]

I. 5. 1. Request review

The MCO should review the submitted documents. If the request or cadastral measurements do not contain all the data required by law and this administrative instruction, the MCO will set a deadline for the applicant to rectify this issue.[17] The

[12] See: Law No. 2003/25 on Kosovo Cadastre; Article 6, paragraph 1;
[13] Municipal Cadastral Office. Municipal body responsible for registering data in the Cadastre. MCOs may also be responsible for cadastral procedures and measurements. MCOs carry out their cadastral activities under the supervision of the KCA.
[14] Hereinafter "licensed MCO staff, licensed company or surveyor" is called "surveyors".
[15] See: https://www.shqiperia.com/ Mortgage-documents-needed-for-initial-registration-of-property, p, 7431;
[16] See: Law no. 04 / -L-013 on Cadastre, Article 13, Paragraph 3.
[17] Ibid. Article 13, Paragraph 4.

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MCO has the duty to notify the Applicant in writing about the deficiencies found. If the Applicant does not complete the required documentation within the deadline, the MCO will refuse to register the property unit.
The MCO will refuse registration if:
• the submitted documentation is not sufficient to prove that the applicant i the claimant is the holder of the right to that immovable property.
• The request and supporting documents contain obvious irregularities.
• The validity of the request or any of the supporting documents is debatable.
• If the documentation is deficient and there can be no basis for registration.

The MCO must make a decision and make the registration within 3 days from the date of the request.[18] The applicant must be notified immediately upon completion. Registration is effective upon entry of the MCO decision into the register.

I. 5. 2. Review

Within 30 days of receiving written notice from the MCO on the refusal to register the immovable property right, the Applicant may request the MCO to reconsider the decision.[19] The MCO will confirm the time and date of receipt of the request for reconsideration. The MCO will make a decision regarding the registration of the immovable property right within 15 days from the day of receipt of the request for reconsideration.[20]
When the MCO considers that the Applicant has met the criteria for registration, it will keep a record of such a decision and register the immovable property right accordingly. Within thirty (30) days from the date of receipt of the written decision of the MCO on the refusal to register the right of immovable property, the Applicant may request the KCA to review the decision of the MCO.[21]
The KCA must review the decision of the MCO within 30 days from the day of receipt of the request. The MCO must implement the decision of the AKM. If the MCO does not implement the decision, then the KCA will implement that decision. The aforementioned decision of the AKM will be subject to judicial review in accordance with applicable law.

I. 6. Procesimi dhe regjistrimi

Upon receipt, the application is registered with KCLIS-T through the Case Registration page. The case receives an automatic number from the system and the correct date is recorded. The type of issue chosen depends on the application (for example: "Merge", "Subdivision", "Sporadic measurement", etc.).
The supervisor assigns the matter to the processing officer who will do the processing and send it to the verifier to verify the results of the process.
The processing officer decides the matter at KCLIS-T based on the documents submitted directly by the applicant or by geometry. Once verified, the issue is considered valid and should be sent for verification.
Prior to verification, Cases requiring a public notification procedure must be included in the list of public notices through the KCLIS-T verification page.[22]

These cases include:
• ownership and possession transaction;
• lease contract over 3 years, lease contract over 10 years and lease contract over 99 years.

The public notice list should be generated, printed (using KCLIS-T), and then displayed in the municipality on the bulletin board for 5 working days. After the expiration of the notice period, the verifier is notified that the Case is ready for decision through the Verification page.[23]

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[18] Ibid. Article 13, Paragraph 5
[19] Ibid. Article 27, Paragraph 1.
[20] Ibid. Article 27, Paragraph 2.
[21] Ibid. Article 27, Paragraph 1.
[22] ACA / 2011Using User through Business Processes using KCLIS-T, Case Management Module, Part 2.
[23] Ibid.

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Other rights, e.g. mortgages, easements, tax liens, etc. They are not the subject of a public announcement and KCLIS does not require the submission of a list of public announcements.

KCLIS allows the verifier to accept or reject the Procedures. If the applicant has not submitted all the necessary documents, or if the case cannot be processed for various reasons, the verifier may also reject the case.

The verifier sets a deadline of 15 days for the applicant to submit complete documentation (see 14.6). If you do not submit them within this deadline, the matter is rejected. Once accepted, the case will be closed and the cadastral records modified during the processing of the case will be permanently stored in the KCLIS-T database.

I. 7. Registration of real estate

During the process of reconstruction of the Cadastre, the documentation for the formalization of informal transactions that for some reason, until then have remained outside the cadastral system should be requested and reviewed. Registration or changes in KCLIS may be based only on documents provided by entities wishing to register. First, the economic operator must ask the owner / user to submit the legal documents for the registration of property rights. These documents must be accepted from the beginning of the work of the EO until the end of the Public Viewing.[24] The real estate register is a mechanism, which is administered by state bodies in which all data on real estate are kept. Registration is the act (action) by which are recorded in these special registers, some legal actions related to real estate and aimed at the transfer of any real right related to these properties.[25] The initial registration of any immovable property is done by preparing a card and an indicative map of the registration in accordance with the provisions of this law and in accordance with the provisions of any act that determines the ownership or agreements or obligations that exist for immovable property. Failure to register a property purchase agreement can put you at great risk.[26] Any document that is required to be registered but is not registered cannot be admitted as evidence in any court.

There are two main systems for the consequences of registration:

1- The system that requires registration for the purpose of gaining ownership or other real right. This is called the cadastral system.

2-The system that does not require registration for the purpose of gaining the right, as a cause of preference. This system is called the transcription system;[27]

An example of the latter, which relies on the transcription system is the French system. The cadastral system has been accepted and from the Kosovo system we can clearly distinguish this in the form of legal action, where registration is required as an element for the validity of the legal action and the acquisition of ownership.[28] The cadastre can be defined as a register, a general inventory of real estate in a given territory, as a set of documents that accompany real estate, whether land or buildings that exist within a state. The cadastre as a concept has evolved and perfected to the form it has today as a register of real estate. In the past it has not only been specified for real estate, but has generally been a form of registration for both movable and immovable property, for keeping a record for the purpose of paying tax.[29] The tax purpose has been the basis of the cadastre, precisely the need to determine taxable income. The legal purpose today consists in the possibility to provide cadastral documents with legal value, to prove the rights registered in the cadastre through cadastral documents. The administration of the cadastre in the Republic of Kosovo is done by the Kosovo Cadastral Agency in accordance with the provisions of applicable laws. It is the highest authority for Cadastre, Geodesy and Cartography in Kosovo that deals with the maintenance of all official records of immovable properties based on land surveying and cadastre data. Given the difficulties that existed in Kosovo before 1999, the registration of assets today is a challenge as a result of difficulties coming from the past. The non-registration of real estate has occurred for many main reasons, among which: the lack of a complete legal infrastructure, the lack of urban plans and construction plots. There is also a lack of registers in the

[24] Shih: http://www.qbz.gov.al/botime/PasuritePaluajtshme.pdf;
[25] Shehu, Avni, Property, Tirana, 2000, p, 100;
[26] See: The Law. No. 7843, dated 13.7.1994, on the registration of immovable property. Article 13, paragraph 1;
[27] See: https://housing.com/news/laws-related-registration-property-transactions-india/;
[28] Such a thing is provided in the Law on Property and Other Real Rights of Kosovo.
[29] See: http://geomatica.como.polimi.it/corsi/catasto/storia.pdf vizituar për herë të fundit më datë 01.06.2017;

municipalities which were obtained during the war. Regarding the realization of the civil purpose of the cadastre, in this period the information is made available through cadastral documents and especially the detailed detailed planimetry of the entire national territory, and the analysis of each parcel of agricultural and urban land.[30] The basic unit of the cadastre is the land parcel, buildings, parts of the building or conduits. Each municipality is divided into Cadastral Zones. Cadastral Zone means a part of the land area defined geographically, usually a village in rural areas or a city or part of it in urban areas. The cadastre consists of two main parts, the register of real estate data and technical data, which relate to the graphic maps of the basic unit of the cadastre, whether it is a plot of land or a building as part of real estate.

To register immovable property in the cadastral register the main documents that must be submitted are:

• a valid document from a competent body whether judicial or administrative.

• decision of the competent court.

• legal transaction, evidenced by documents in accordance with applicable laws.[31]

Characteristic of the cadastral system today in Kosovo is the digitization of data and the use of the database in addition to the manual books used in the previous system. During a research conducted in two municipalities of the Republic of Kosovo for the purpose of verifying manual and digital cadastral data, it was noticed that there was a discrepancy between the data passed from the manual books to the electronic database.[32] In the case of the Cadastre, the principle of publicity applies, which means that everyone has the right to receive information - data provided by the Cadastre - except as regulated in paragraph 2 of Article 22 of the Law on Cadastre.[33]

I. 8. 1. Manner of Registration:

The registrar, a person or any group charged by the registrar requires that the ownership as well as the boundaries of each asset to be registered be documented using the following criteria:

a) Ownership and limits of immovable property are determined by acts of acquisition of ownership,[34]

b) Individuals, families and legal entities, private or state, who own ownership documents, according to letter "a", but do not have defined in them the area of immovable property, have the right to submit to the registrar a request for registration of ownership. , which must be accompanied by the ownership document, a plan or master plan of the property, the notary declaration of the neighboring owners, certifying the content of the request for ownership and the boundaries of the claimed property, as well as notarized copies of various documents , which support the application for registration. The registrar, within 30 days from the submission of the request, must return the answer to the applicant after the payment of the expenses, which are prepaid by the applicant. Against the decision of the registrar or in the absence of a response, after this deadline, the applicant may appeal to the court. In litigation the court summons all owners, whose properties are adjacent to each other and who have a legitimate interest in the trial.[35]

So the application for registration of ownership must contain:

• ownership document;

• a property survey plan, prepared by a licensed entity for topographic works, at the request of the interested party or by the Real Estate Registration Office;

• notarized statement of the border owners, certifying the content of the request for the boundaries of the property that is claimed to be registered. The registrar, within 30 days from the date of submission of the request, must return the answer to the applicant, after payment of the costs, which are prepaid by the applicant. Against the decision of the registrar or in the absence of a response, after this deadline, the applicant may appeal to the court. In the court process, the court summons all the owners, whose properties border each other, and who have a legitimate interest in the trial.

c) For the transfer of ownership of the surface, when the ownership document is marked "yard in use", the applicants must address the bodies for restitution and compensation of property. For cases, which are not subject to the law on restitution

[30] See: http: //www.delhi.gov.in/wps/wcm/connect/doit_revenue/Revenue/Home/Services/Property+Registration.
[31] See: Law on Cadastre, Article 7 Units in Cadastre;
[32] See: http://www.qbz.gov.al/botime/PasuritePaluajtshme.pdf;
[33] Meha, Murat, Analysis of Cadastral Data in the Perspective of Land Administration in Kosovo;
[34] See: http://www.qbz.gov.al/botime/PasuritePaluajshme.pdf
[35] See: Civil Code of Albania. Article 193;

and compensation of property, applicants turn to the institution authorized by the Council of Ministers. The procedure for the transfer of ownership of this area, in these cases, is determined by a decision of the Council of Ministers.[36]

I. 8. 2. Public announcement

The temporary registration must be posted for 45 days in a convenient place for public consultation within the geographical area where these assets are located. An announcement will also be made for this 45-day period in a public manner to notify individuals who may make any real estate claims. All errors or allegations must be reported to the registrar at the time of posting. No claim submitted after this 45 day period will be accepted for consideration.[37] Information on the registration, according to Article 25 of this law, must be posted for 45 days in a place suitable for public consultation, within the cadastral zone where these assets are located.[38] This posting should also be accompanied by a public announcement to notify individuals who may have a claim to the registered real estate. All errors or allegations made during the posting must be reported to the registrar. Any claim submitted after this 45-day posting period will not be accepted for review by the registrar. At the request of the owner of the immovable property or the lessee, to whom no certificate of ownership or lease has been issued, the registrar shall issue to the owner a certificate of ownership or lease, as the case may be, in writing reflecting all information contained in card of this property and which have effect on the immovable property or on the lease contract.[39] For each immovable property, registered in the respective card, for ownership, mortgage or for various contracts that have been realized on this property, only one certificate is issued. The certificate of ownership, lease or mortgage is valid evidence for the issues indicated in it, while the real estate lease or mortgage contract is subject to all those that are written on the card both in the case when these are recorded in the certificate and when are not marked. The date of issue of the certificate of ownership, lease or mortgage is recorded on the card.

Conclusion

Land rights (immovable property) are sometimes also called land interest, because when a 'land transfer' occurs, what actually happens is that the land interest is transferred from one person to another. Land ownership implies a certain interest in land (immovable property). This interest in land may include the right to buy it (in some countries foreigners may not acquire this right, while in some other countries there are special restrictions on border areas) and the right to sell or sell it. rented to someone else. They may include servitudes (such as rights of way and other third party interest), profits (such as the right to take minerals (mines), cut or harvest fruits such as are olives), and restrictions such as mortgages, in which rights are transferred to a third party temporarily in exchange for the loan or the right to sell is transferred in the event that the loan is not repaid on time. They also include exploitation rights, many of which are controlled by physical planning regulations, such as the right to build on land or to perform certain functions such as selling products. In such cases, the lack of right is a restriction, which is in fact a negative right. In some legal systems there is an assumption that if the right is not provided by law, it does not exist; in others, the right exists if it is not removed by laws and regulations. Rights can also be revoked by the owner himself in the form of restraint agreements; eg 'A' sells the land to 'B' with the condition and restriction that 'B' does not use the property for a specific purpose, such as raising the building above a certain height to protect (not cover) its appearance 'A' s. Limited (real) property rights (except for some special rights such as the eternal right to live in a certain part of the building) can be sold separately from the main property right. After the death of the owner, the limited rights are transferred to the heirs and ‘go with the land’, which means, they will continue even if the main property right is sold.[40]

In most countries, the whole set of property rights is not documented. Moreover, the interest in agricultural land is very different from the city and in terms of administration, it is recorded in the land books and cadastral registers and is usually a small subset of the rights which exist in reality. There are many more important interests which have legal force even though they are not registered in land (immovable property) registers, such as traditional rights of way (road) or light.

[36] See: Law no. 33/2012. Law on Immovable Property Registration. Article 25;
[37] See: http://www.ikub.al/Ligje/1204200123/Article-PeR-REGJISTRIMIN-E-PASURIVE-Te-PALUAJTSHME.aspx;
[38] See: http://80.78.70.231/pls/kuv/f?p=201:Ligj:33/2012:21.03.2012;
[39] See: Law no. Nr. 33/2012. // On the registration of immovable property of Albania. Article 32, paragraph 1.
[40] See: Ligjin.Nr.7843, datë 13.7.1994, për regjistrimin e pasurive të paluajtshme. Neni 28;

Recommendation

For the legislature:

• The normative framework related to immovable property needs to be channeled and harmonized with local laws and international human rights standards. Property laws must be kept in a minimum number of legal texts and the language must be clear.

• Any new law addressing immovable property should specify by a provision that immovable property may not be transferred without (1) a written contract (2) officially verified and (3) subsequently registered in the cadastre.

• Legislation should directly address the issue of how courts should deal with situations where the parties have not entered into a written contract for real estate transactions because discriminatory legislation in force at the time of the transaction prohibited them from acting in that way. The Supreme Court of Kosovo should instruct the lower courts how to address such cases.

• Evidence rules should be developed which address the admissibility and relevance of evidence. Specific guidance on which parts of the evidence carry more weight than others, e.g. documents issued by a government agency are presumed to be valid and have more weight than the testimony of a witness, which can help address the lack of reasoning in many court decisions.

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MOTIVATION AND EMPOWERMENT OF EMPLOYEES AS IMPORTANT FACTORS FOR THE SUCCESS OF THE ENTERPRISE

Labeat Mustafa[1]

Abstract

Motivation of the employee is seen as important factor that impacts on growth of enterprise success. Link between employee motivation as well as performance seems to be very clear, thus relation between them in fact is very complex.

To motivate employees' managers should find creative ways as much as possible.

Good relations among working staff impacts in growth of motivation which makes them active, giving the maximum of themselves to perform at work and resulting success of the enterprise. A favorable climate and environment at the ambience where work is being done is very important for success of enterprise.

Employee's empowerment is considered a new style of managing which could affect the increase efficiency and effectiveness at the enterprise.

Empowerment creates for employees feeling of autonomy which increases their satisfaction at work, makes them feel more comfortable and feel good at work because it will develop feeling of trust and value.

Key words: Motivation, empowerment, working staff, success, enterprise.

Jell Codes: M12 – Personnel Management, Executives, Executive Compensation; M11 – Production Management; M59 – other; 01 – Economic Development

Introduction

In terms of contemporary economics, most enterprises are making efforts to survive due to changing environment and fierce market.

Employee motivation is an important factor for increasing employee performance and enterprise success. Many researchers point out that there is a positive relationship between employee motivation and success of the enterprise.

A company can achieve its full potential only by making use of all the financial, physical and human resources available. This is achieved through employee motivation to fulfil their duties. In this way enterprise begins to reflect positively, because everyone is doing their best to fulfil their duties.

The concept of employee empowerment has been given greater attention since the 1980s, due to its high impact on organizational effectiveness and innovation. (Spreitzer, G. M., 1995)

Empowering employees can be a powerful tool for organizations. This new management style can increase efficiency and effectiveness within the organization and employee productivity.

Goal of this study is to show importance of **motivation** and **employees' empowerment** as independent variables for achieving **success** (as dependent variable) at the enterprises in Republic of Kosovo.

Literature Review

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I. Employee motivation and enterprise success

Aim of all enterprises is to be successful in current highly competitive environment, under these circumstances' enterprises strive to receive and retain best employees, given their importance to effectiveness and success of the enterprise. Enterprises should establish strong and positive relationships with employees in achieving successfully their goals.

Because all individuals are not the same, managers need to implement different strategies to motivate them. For example, some employees may be motivated by financial incentives, while others may be motivated by job satisfaction or a better working environment. Knowing that people have different needs, some are driven by achievements, others focus on security so if managers are able to understand, feel, anticipate and control needs and behaviors of employees, they should also know what do employees want from their jobs. So, for a manager it is essential to understand what really motivates employees without merely making assumptions. (Good, I., O., 2013).

At first link between employee motivation and performance seems to be quite clear. The relationship between these two things is actually much more complex. Realistically duties of employees in most of the time can be tedious, repetitive and quite boring. (Silberman, J., 2013). For this reason, managers need to find creative ways to keep their employees motivated as much as possible.

Motivation facilitates employees to achieve goals for their own development. Since employee meets some initial goals, he understands clear link between efforts and results, which will further motivate him to continue at a higher level.

Employee satisfaction is important to any enterprise and therefore is factor that leads to progress or regression. In absence of a stimulus plan, employees will not be willing to meet their objectives, so managers should look at how to encourage them through promotion opportunities, monetary and non-monetary bonuses, etc. (Silberman, J., 2013)

In order to achieve best results, employees must have a perfect balance between ability and readiness to work. Such equilibrium can lead to increased productivity, lower costs and overall efficiency improvement so all of this can be achieved through motivation.

Some ways to motivate employee staff

According to Charles P. Garcia (2009) strong leader is the one who gives the maximum of himself and encourages employees to do their best, more than when they are rewarded with money. Some of the ways of motivating employees in the enterprise according to him are:

- *Giving energy to the employee team.* Rather than manager taking energy from others, he should make effort every day to deliver positive energy and encourage passion of employees in the workplace.
- *People are in the first place.* No organization is more important than people working on it.
- *Acting with integrity*. It is very important that when talking about the organization, employees or managers feel proud of their organization.
- *To be excellent in communication.* Leaders have influence to impact others and this cannot be achieved without effective communication.
- *To be a careful listener.* It is very important to have patience to listen carefully and still make decision that you think is best by convincing others that you are ok.
- *Solve problems.* At the door of the leader should be hanged an inscription "Do not bring me problems but bring their solutions".
- *Guide by experience and competence and not by the title or position you have in the enterprise.* Guide your employees, encourage them and become a partner with them, enterprise will be secured in achieving success. If you want your enterprise to survive in the tough economy, this is exactly the kind of leadership that motivates employees and is needed to your organization. (Charles P. Garcia, 2009 cited according to Zwilling M., 2012)

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II. Empowering employees and enterprise success

Empowering employees is giving a certain degree of autonomy and responsibility to employees to make decisions about their specific organizational tasks. Empowerment enables decisions to be taken from low levels of an organization in which employees have a specific view of issues and problems organization faces at a certain level. (Grimsley, Sh., 2016) Some empowering researchers have identified it as a form of decentralization involving transfer of important decisions to subordinates (Corsun & Enz, 1999) and implies fall of traditional hierarchical structure. (Javanmard, H., & Havasi, S., 2013).

Challenges, such as changing environment, sophisticated technology, need for rapid decision-making and frequent changes and have created the need among organizations to change their traditional management practices (leadership and control) into democratic structures that employees get greater autonomy, trust and freedom to make decisions. Such democratic structures will not be effective if employees do not have a feeling of empowerment.

By empowering employees, leaders and managers have the freedom to dedicate their time to more important things. (Spreitzer, G., M., 1995)

Empowering brings many benefits to employees as well as to organization. This makes them feel better about their contribution to the organization, it encourages employees to think of finding better ways to carry out their jobs and this gives employees a sense of trust in themselves and their enterprise (organization). (Bourke, 1998)

According to Altizer (1993) some of empowerment benefits are: Rapid response to environmental change; Improving productivity and quality at work; Creating and strengthening a positive working culture; Encouraging employees to use talent to be more creative; The fastest solution to problems; Maintaining pride and morale of employees; It makes Employees more responsible; It creates flexibility and innovation; Facilitating knowledge exchange and Increasing job satisfaction. (Altizer, C., 1993).

Employee empowerment begins with the strategic concept between people, tasks, technology, information processes, bonuses and organizational structure for which all must be coordinated in one line so that organization can be successful.

Empowering employees leads to increased competitiveness, increased accountability, risk taking, increased innovation, reduced losses and encourages the desire to improve overall performance. Employees with strong organizational engagement are emotionally tied to the organization and have a great desire to contribute significantly to its success.

Empowerment increases individual engagement and dedication to working in groups or teams, contributes to improving group performance, affects interpersonal interaction, **enhances performance and degree of individual satisfaction.** Employee empowerment therefore inspires change and increases level of employee’s engagement in workplace, thus influencing achievement of enterprise's success. (Sahoo, K., Ch., & Das, S. 2011)

Empowered employees have responsibilities, they create feelings of ownership in their behaviour (Miles et al, 1987), see themselves as active persons who are able to undertake creative actions, independently decide and promote new ideas (Roberts, 1992). Employee empowerment factors are divided into two categories: **factors that increase motivation and improve employee skills and factors that offer ease to improve quality of customer services** (Shafi, 2006).

Empowering employees encourages and motivates employees to perform at an optimum level. If organization seeks ways to speed up processes and produce quality products or quality services, it should focus on empowering employees. When leader shows confidence in his employees, gives them timely information and gives them authority to find solutions, employees will be able to solve problems faster than employees without empowerment. (Anaejionu, R., 2015)

When an employee has a sense of achievement and feels appreciated, he is more likely to engage in critical and creative thinking. He will feel more capable and inspired to set in unconventional situations in a creative way, which leads to success of the enterprise. When an employee is empowered to think for himself and to take initiatives, he can find creative and unique ways for quality services, to make processes or policies effective by influencing success of the enterprise market.

Empowerment creates employees a sense of autonomy, which increases their satisfaction at work. They will be more comfortable and feel better at work, because they feel sense of trust and value. A happy employee provides better customer service and gives a better impression to organization with anyone who communicates. **This turns into personal or career growth for employees of organization and achievement of the enterprise's success.** (NOA Human Resources, 2008[2])

In a world where technology changes every day and consumers can find information, products and services in ever-changing ways, employees need to make quick decisions that are in the best interests of organization. If management has spent time and effort by providing trainings in decision-making, employees are more likely to respond to changes quickly and find new ways to meet customer requirements.
Employees show loyalty if they are well-trained, supported, respected, heard and evaluated within an organization. They are more likely to work hard and promote company when given the opportunity. They are also less likely to leave the company and are more likely to recommend other qualified individuals if they have new jobs. (Anaejionu, R., 2015)

Methodology

For the realization of this paper was used empirical method, based on the experiences of managers and operational employees of various businesses in the Republic of Kosovo.
Was used quantitative method and were presented the results from the analyzes made in commercial and manufacturing enterprises. Data collection was done through a questionnaire.
The sources of secondary data are various international articles and journals, which represent valuable studies of authors who have dealt with these topics. Theoretical books were also used which were important for the realization of this work.
The literature review is divided into two parts which explain motivation and empowerment as important factors in achieving success in the enterprise.

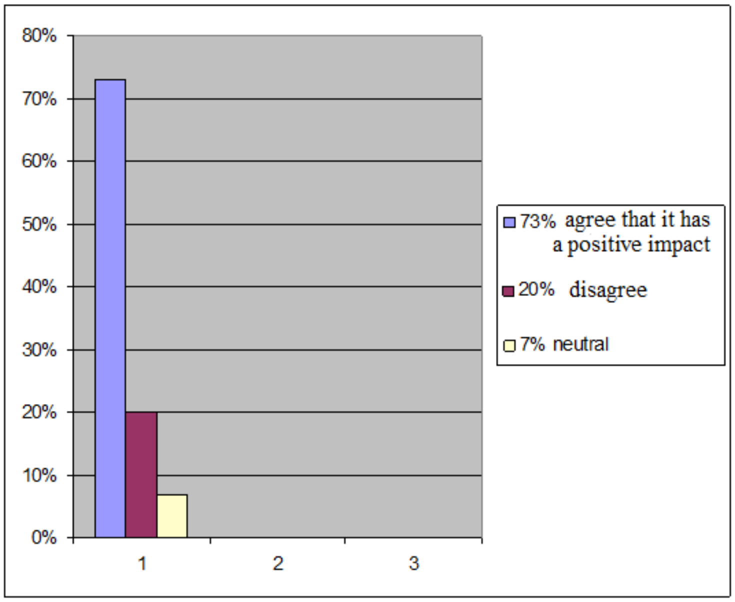
Results

In order to assess the role and importance for motivation and empowerment in success of the enterprise, 220 questionnaires were provided to managers and entrepreneurs (in August - December 2020) in 110 small and medium-sized commercial and manufacturing enterprises in the seven main cities Kosovo: Prishtina, Peja, Gjakova, Prizren, Mitrovica, Gjilan, and Ferizaj.

From the survey results comes out that 73% of managers agree that motivation affects positively growth of employees performance and enterprise success. 20% of managers disagree that motivation positively affects the company's success, while 7% of managers are neutral in their responses (either yes or no).

Graphics 1. Motivation as an important factor of success

[2] www.wfm.noaa.gov/pdfs/Model_Guide_Generalist.pdf



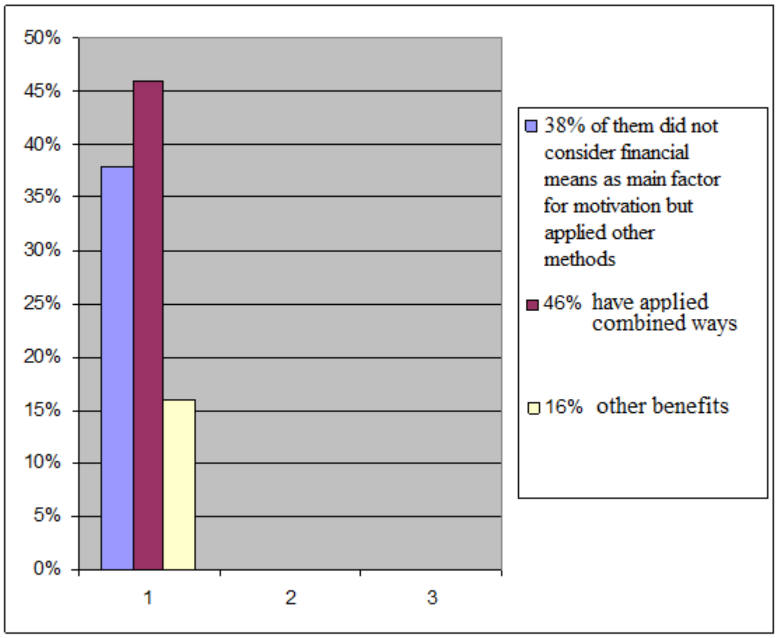
Source: Mustafa, L., 2020

Managers over the last two years have applied different ways of motivation that have brought increase to the enterprise's success.
Out of 73% of managers who responded that motivation positively affects the company's success, 38% of them did not consider financial means as main factor for motivation but applied other methods that have positively impacted increase in efficiency of employee's performance. It is worth mentioning that salaries or financial rewards have been applied under previous agreements and contracts. Some of the applied methods for employee motivation were based on: creating positive energy in working environment, evaluating creative ideas of employees, selecting best employee, adjusting working hours to suit needs of employees and giving freedom to act in certain situations.
Were applied combined ways on 46% from them:

- Additional payments(team and individual) in case of higher achievement than planned,
- possibility of free expression of opinions, proposals,
- their participation in dividing duties and
- granting freedom to act in certain situations.

16% of managers (in case enterprise has achieved positive results at certain times); to motivate employees have organized lunches or dinners, one-day walks during weekends in attractive touristic places.

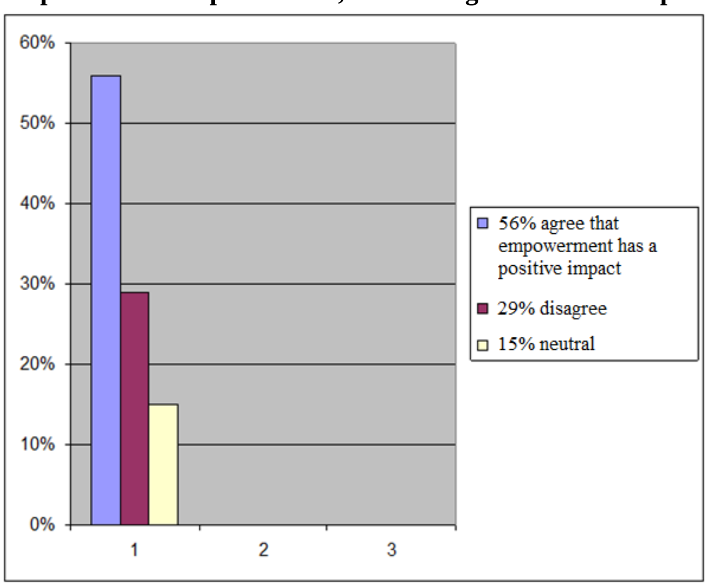
Graphics no.2 Applied motivation forms



Source: Mustafa, L., 2020

Out of the results of 220 questionnaires distributed in 105 commercial and manufacturing enterprises for implementation of this study, 56% of managers interviewed agree that empowerment of employees positively influences achievement of enterprise success, 29% do not agree that empowerment positively affects, while 15% managers were neutral on this question. (Mustafa, L. 2020)

Graphics no.3: Empowerment, influencing factor for enterprise success



Source: Mustafa, L., 2020

Out of the 56% of managers who answered that motivation positively affects enterprise success, 66% of them have applied employee empowerment over past two years, which has positively resulted in achieving

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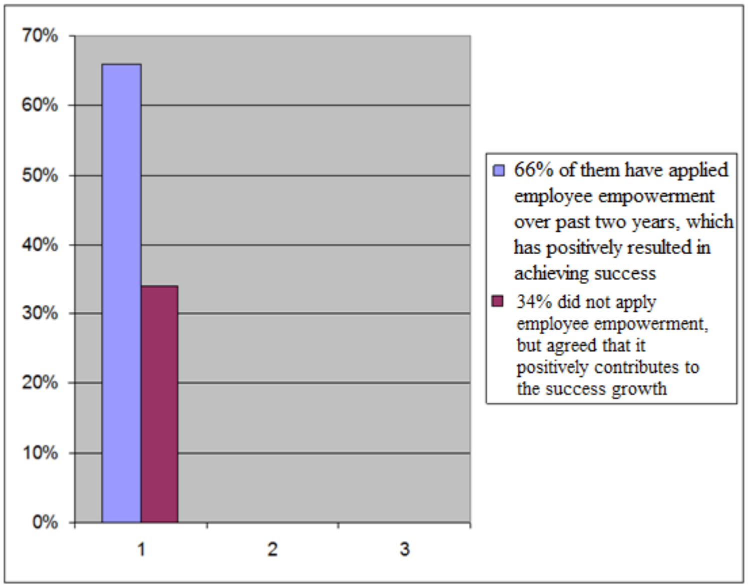
success. 34% did not apply employee empowerment, but agreed that it positively contributes to the success growth. (Mustafa, L. 2020)

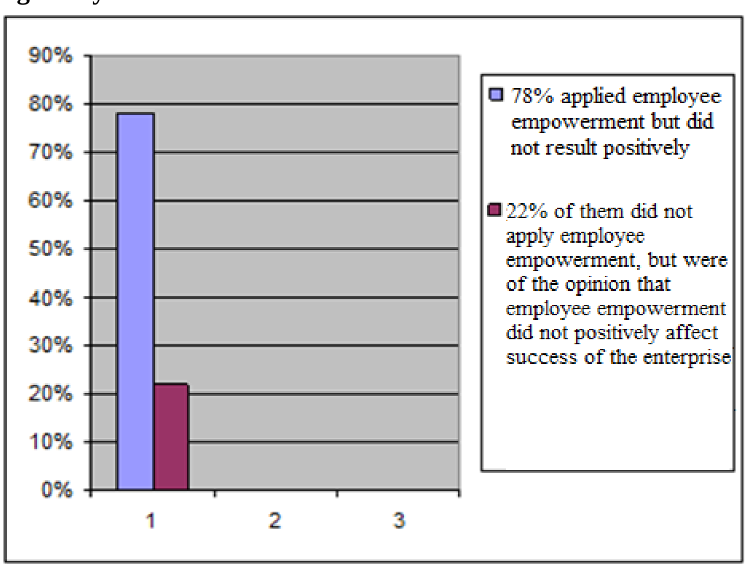
Graphics no.4: Managers who applied empowerment and those who did not apply but responded positively



Source: Mustafa, L., 2020

From 29% of managers who disagreed that empowerment positively contributes to achieving enterprise success, 78% of them had applied employee empowerment and according to them, did not result either positively or negatively in achieving enterprise success. 22% of them did not apply employee empowerment, but were of the opinion that employee empowerment did not positively affect success of the enterprise. (Mustafa, L. 2020)

Graphics no. 5: Managers who applied empowerment and those who did not apply but responded negatively



Source: Mustafa, L., 2020

Conclusions and recommendations

- Employee motivation is seen as an important factor influencing enterprise success.
- Non-existence of sound relationships between staff impacts the lack of motivation and makes employees more passive, more reluctant to avoid giving maximum of themselves to perform at work and resulting in company's failure to succeed.
- For enterprise success must be created an appropriate ambience and climate in working environment.
- Appropriate climate and good inter-human employee relations reports affect employee engagement, respectively motivation which will result in maximum engagement of employee in performing tasks.
- Managing staff should be creative, apply more contemporary management methods that will bring positive results to the enterprise.
- Empowering employees leads to increased competitiveness, increased accountability, risk taking, increased innovation, reduced losses and encourages desire to improve overall performance.
- Empowering of working staff has a positive impact on achieving results and success of enterprise because it helps working staff make more flexible decisions, not wasting time in decision making at certain times.
- Empowerment creates employees a sense of autonomy, which increases their satisfaction at work. They will be more comfortable and feel better at work, because they feel the sense of trust and value. A happy employee provides better customer service and gives a better impression to the organization with anyone who communicates.
- Empowering employees inspires change and increases the level of employee engagement at work by influencing achievement of enterprise success.

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INFORMATION TECHNOLOGIES AS A SERVICE AND ADDICTION

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ABSTRACT

We can hardly imagine someone without a technological device in their pocket, car, home or school. It is what makes us do things important for our life and work. Computer devices are so deeply attached to our daily lives that when we do have a cell phone or laptop near us, we seem to lose our minds. Any lack of internet will automatically make us unable to do anything and will make us think of whether there was a time when such things didn't exist?! What we try to explain in this paper is the issue of how can a tool made to help us do things better and faster can lead to addiction so deep that in turns into obsession and can have serious negative effect on our daily lives, therefore making these technologies a double-bladed sword.one important aspect regarding this is finding certain patterns that when followed we can have a clearer view on why information technology can turn from a helping hand into a time-wasting machine? It is important to notice here that we don't believe it to be a black and white issue, where a given person uses the tool to do his working routine, and by needing more and more information he gets so involved in its use that it becomes hard to get away from it. We think that there are some gray aspects in this case, we believe that the companies that produce these devices are helping in the way to making people addicted to these tools. Each one of the companies, especially those that sell mobile phones, continuously emphasize social network related aspects when they try to sell their devices; they always mention about ways you can stay connected with your loved ones such as family members and friends, thus making us think that without those devices we may lose connecting with those people. Yes, this is true to a certain degree, these devices do help people stay connected, but in order to communicate with our loved ones we shouldn't be entirely dependent on such things. This is the main aspect that we deal in this paper, in trying to shed light of where lays the red line that divides something from a service tool and makes it an addiction. We are aware that there were times when we used doves to send letters, than we used postal services to send greeting cards; afterwards computers were introduced which at the beginning where only calculation devices and later became a tool form anything; while the introduction of mobile devices made things even more involving and addicting for the fact that we carry them whenever we go, making it hard to not use them.

Keywords: computer devices, social involvement, service, addiction.

INTRODUCTION

One day I was walking in the street and suddenly looked at the sky to see whether the clouds would bring rain or the would scatter away and the sun will shine. At that moment I heard someone, which was a friend of mine, who told me that there will be rain around three o'clock in the afternoon. I smiled, saluted him and moved on. This moment made remember something from a week earlier, when I needed to know the result of a football game, or the many other times I've read emails or done other things on my laptop or phone. That was the time that I seriously thought about how much we are attached to such devices. But I had a bitter/sweet feeling about the issue, because I was aware that I do my daily and work tasks with them, but was also aware that too much dependance on them makes us a bit lazy, if that's the proper word to use for this. But the seriousness of the issue lays on the usage of such devices from children and teenagers; they are way more prone to be addicted to such things as social networking and various other messaging and video services.

MASTER OR SLAVE

All of us use a mobile phone to communicate with our loved ones. We talk with them, send messages and it all seems so natural. But after a while we begin to acknowledge the fact that at times, such devices can make us addicted to them, and instead of us using them according to our needs, we start to act according to the 'rule of the device'. We like to browse the Internet, find information that we need, a lot of times also information that we don't need; after a while we start playing games and in the end we begin wasting our time.

Considering the fact that digital devices have become an integral part of our everyday lives, 'people are spending a considerable amount of time using it for various purposes including social networking and gaming. The overdependence on such media could be, in some cases, attributed to emotional escapism such as escaping from stress, depression and other real-life problems.' (Cham et al. (2019, p. 1) we should mention that the term Digital Addiction (DA)has been described as 'a high degree of behavioral dependence on software products. 'Kirshner, Karpinski (2010) Griffiths (2005), mentions six symptoms for digital addiction, those being: salience: that is expressed when the use of digital devices becomes a crucial activity for the one who uses it; mood modification: when digital devices are used as some kind of coping strategy for certain users; tolerance: when there is an increase in the usage of digital devices over time; withdrawal symptoms: when the user behaves in an unpleasant way , especially when he or she is unable to interact with digital devices in the way he or she wishes; conflict: when we have intrapersonal issues caused by the usage of digital devices; and, finally, relapse: when a user quickly falls back to his or her old usage habits, specifically after a certain period of usage abstinence.

FINDING THE MIDDLE GROUND

Being addicted to something doesn't actually mean we should avoid it by any cost, the thing is that we need to find a middle ground where we will be able to control the way and time we use such devices.

This kind of addiction is becoming a highly recognized problem on a global scale. Data provided by Cham et al (2019, p. 2), suggest that: '40% of adults in the UK look at their phone within five minutes of waking up, and 37% of adults check their phones five minutes before turning lights out. Also, the UK tops the list of the prevalence of internet addiction among university students at 18.3% followed by Poland at 16.2% and Taiwan at 15.1%.' While according to Muller et al. (2014), there was a 2.1% internet addiction rate in the German population obtained from general population data.

In other words, digital devices addiction is present on a global scale, and finding the golden middle is of utmost importance.

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WHAT THE FUTURE HOLDS?

If we take into consideration science fiction literature, robotic machines will rule the world making us slaves on their way to achieve that. The reality is far away from such dystopian view of the world, the real issue with which we need to deal on daily basis is reading emails, writing our homework essays, chatting with our relatives and other similar tasks, which although a first may seem simple, still, their routine nature can make us deeply attached to them.

There is one very important thing that we must emphasize on this regard, and that is the fact that digital devices are becoming more advanced with each iteration, and we must ask the unavoidable question of whether we will become even more addicted to such devices or we will be able to draw a red line of where fun ends and our lives become more attached to the world around? It is hard to answer a question like this because its answer depends on many things which are not in our command, therefore we will let the future bring the answer in its own right.

CONCLUSION

Addiction to digital devices is not something that you only see on a movie screen or in some newspaper, it is a serious occurrence that quite possible is present in all our homes; it may be our children that are addicted to such devices, maybe our spouses, or even more interestingly, we, ourselves, may have such an addiction. Therefore, we should take this issue very seriously, especially when we consider that those same devices are used on daily basis to do things that are a must, meaning that it is not easy to get away from those tools. We may have a store where we need to calculate our daily, weekly, monthly or yearly sales; we may have a thesis to write for our school assignment; we may need to write a book; we may need to send some highly important message to someone. All these services cannot be overstated and information technologies are the basis for such services, and as we previously mentioned, the line between a device to turn from a service tool into addiction is very thin. So, when next you have an urge to browse the web from your mobile phone, be strong and, instead, why not take a walk on the beautiful green hills.

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EDUCATION TECHNOLOGY AND ANOTHER PROBLEM OF TODAY`S EDUCATION SYSTEM IN ALBANIA

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Abstract

The rapid development of society has also influenced in the development of the education system. The school has undergone a change in system and structure, in programs and ideas. The scientific material that is offered and the pedagogic staff are the two solid pillars without which the school cannot stand. But the rapid development of technology and leaving aside the textbooks, the development and the importance of integrating contemporary methodologies, the spread of the online systems and the wide spread of internet usage and technological devices, have highlighted the need to resize these two important pillars. Also, the development of technology in education, the creation of new digital and effective platforms in the delivery of teaching, have found the pedagogical school staff unprepared and their knowledge acquired during their studies or their experiences are aging at the same speed, highlighting the inability to match teachers' ICT competencies with those of students.
Meanwhile, in July 2018, Ministry of Education (MASR) decided to ban the use of mobile phones during the lessons in the schools all around the country. This decision was accompanied with many debates and objections. The modern teaching methodologies aim at raising the creativity, encouraging the innovations, independent and critical thinking.
Covid-19 brought to the forefront the teaching through technologies and the most used device was the mobile phone. From this point of view, besides the picture of the present situation, teacher's knowledge and needs in Durres Region, related to the use of technology in the teaching process, this paper is a critical view towards these two lines, on one side the decision taken by the Ministry, and on the other side the teaching with modern methods, are these two parallel lines or do they exclude each other
In conclusion, this paper gives recommendations for a modern teaching and for the possibility to use technological gadgets, including mobiles or iPads, in order to have a more effective, attractive and comprehensive teaching process.

Key words: *education; contemporary methods; technology; digital programmes; online system.*
Paper field: *Education*

INTRODUCTION

Just like in all the country, even in the Durres Region the preuniversity education system is based on the Albanian education tradition, functions in accordance with the Constitution of The Albanian Republic, Albanian Legislation and it is developed in accordance with the common values of the contemporary education systems and it aims at the formation of each individual in order to face the future challenges, to be responsible for the family, the society and for the country.
Since Durres is the second biggest city in terms of population and of geographical area, it has a considerable number of public and non public schools. In the public sector there are 11 kindergardens and 73 junior high schools and high schools. There are 56 schools junior high from which 36 are located in the villages, 17 high schools from which 8 in the villages. From the high schools 4 are joined, 1 is sportive high schools, 1 is vocational high school and 1 is technological high school. While in the non public sector there are 2 kindrgardens and 19 junior high and high schools, from which 2 are junior high and the others are 12 joined high schools and 3 comprehensive high schools.
Since the schools that are located closer to the city center have a better opportunity and access in portals and more training options, for this papeer, it was thought as more fruitful taking data and information for the needs by the pedagogical staff of suburbs and villages, thus there were chosen junior high schools and high schools, vocational and comprehensive high schools.

The schools that will be taken in analysis are thought to be in the public sector. In total, in this analysis are included 10 schools, 2 of which are junior high and 8 high schools, 2 of which are vocational high school, 1 artistic and 4 comprehensive. In each of these schools were randomly chosen 18-19 teachers to complete the questionnaries. From the chosen target group were 171 teachers, 14 headmasters, 124 of which were females and 74 males that were inclujded in the analysis.
From the analysis, it has resulted that the selected group uses more Facebook (132) and Google (93) and less the other networks. The majority of them did not like to share their professional experiences in these networks. It resulted by the questionnaries that the chosen group uses technological means and the most used is the laptop or the computer (153). Only 9 of them answered that they used other means of technology.

NEEDS ANALYSIS

Although facts coming from researches show that the teacher's development has a valuable impact on the student and his achievements and it is considered as an essential mechanism in the school reform (Darling-Hammond et al, 1999), effective practices of development have failed to materialize for the majority of teachers, schools and districts.
From the questionnaires, it has resulted that 156 (84,3%) teachers consider themselves well prepared with the knowledge they have acquired in the university, and only 5 of them said that they are not well prepared in the university related to the work challenges and 24 teachers did not respond to this question.
In relation to the gap the teachers percept between the acquired competencies in the university and those required in the job market, the majority of them think that it is exactly in the lack of approaches of cross-professional competence development, and also in the lack of the ability to match the ICT teacher competencies with the technology of the new generation of students, in the same way the lack of practical application of the appropriate education theory during their university studies, also the lack of student guidance and career counselling.

Shortcomings	
Lack of approaches to developing cross-occupational competencies	57
Lack of ability to match teacher ICT competencies	42
Lack of application of relevant educational theory in practice	39
Lack of student career guidance and counseling	30
Lack of ability to identify what does the student need	23
Lack of possibility to identify job demand	18
Other	6
No answer	39

The main incentives to enrol in Continuous Professional Development are: the need for creating effective teaching and learning environments (75 teachers), to help pupils develop better their competences (66 teachers), to develop ICT teaching skills (63 teachers), to make the school practice more efficient (63), improvement of self-knowledge (63), the need for the specific knowledge in everyday work (60), formal need for the professional career (54), to make the curricula more attractive (45), to help pupils to better use their learning time (45), to learn about practices from around the world (36), to provide an environment for developing new and innovative solutions (27), etc.
As it can be seen in the following table the majority of teachers do not have any knowledge about computer programs. Only a few of them have knowledge and only very few use them.

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	Moodle	Mahara	Prezi	Kahoot	Padlet	OneNote Notebook	Socrative	Google Forms	Google Classroom
I don't know	131	171	100	145	163	170	148	166	123
I know	13		60	1		10	8	13	25
I use personally	1	1	2		1	4		4	5
I use for teaching	1		4				1	2	3
No answer	39	13	19	39	21	1	28		29

Actual situation in schools and also teachers needs for using ICT in the teaching process.

	Yes	No	No answer
My employer has provided me with ICT equipment that meets my needs	86	99	
I receive sufficient technical support with sufficient speed for ICT use at my school	88	97	
Does your school have a wireless network that is also accessible to students and visitors on their own devices?	92	92	1
Does your school have a pedagogical support person available to help with using ICT in education?	140	45	
I know how to utilize digital teaching materials in my teaching	157	28	
It is hard for me to find high-quality digital materials for the topics being taught	36	145	4
I am familiar with the principles of using Creative Commons licenses.	132	50	3
I find good ways to utilize ICT in various learning situations.	149	35	1
It is easy to make use of information and communications technology (ICT) according to the curriculum	146	32	7
I know that I need to enhance my digital skills, but I am unsure how and where to start	131	52	2
I actively seek out best practices, courses or other advice to improve my own digital pedagogies and wider digital competences	150	35	
I only rarely, if at all, use the internet to update my knowledge or skills	39	145	1

From open questions the teachers have added that it is also important for them to train on the use of ICT in teaching (57 teachers), new and contemporary methods (48 teachers), the most accurate and effective way of drafting the tests (26), acquaintance with new curricula (21), successful implementation of the teaching hours (19), fulfilment of portfolio tasks (15), and a better infrastructure (8).

BANNING THE MOBILE PHONES IN SCHOOLS – THE EFFECTIVENESS AND THE OBJECTIONS

While the teachers express their need for trainings in the development of ICT skills, and also the matching of their abilities with the student's abilities, they express the lack of technological infrastructure and when at the same time in the developed countries the teaching process is done using educational technological programs such as Moodle, Doodle, Google Form, Kahoot, etc. easily downloadable in mobiles, MASR issues the Order no. 493 for the prohibition of the mobiles phones during the teaching process for the teachers and students. (MASR 2018).

Three months later it issues Direction 34 for its application (MASR 2018), according to which for those who will get caught using the mobiles, there will be measures taken from schools and students may even be expelled from schools while teachers may be suspended. Meanwhile the mobile phones with be taken to the police by the responsible structures prescribed in the Direction. In order to take this decision there were no studies carried or any evaluation, teachers or students opinion was not taken in consideration and it was advertised as a novelty and a direction that will improve the teaching quality and the students results.

By issuing and applying such a direction, we have accepted that the pedagogical staff in schools are unable to make student use the only possible technology they have and which is not bought with public funds, in order to improve the teaching process generally speaking, if we take in consideration that students are more attracted by the use of their mobile than by the narrative listening of their teacher.

At the same time we have lost the battle to prepare students for the future and we are keeping them hostage of the past.

To measure the effectiveness and applicability of this Order, 500 students and 200 teachers from different schools were randomly selected.

The gathered data during the study show that from the 500 contacted students. 90% use the latest mobiles (2015-2019) and only 10% use older mobiles. 50% of them have a Samsung and 40% an Iphone. 74% say that they do not give it to the teachers but tell them they have left them at home, while they secretly use them. 26% have two mobiles and keep one and give the other.

It has resulted that 93% did not have an improvement in their school results, and they even say they talk more to each other, since their attention is the same. Students say that in those classes that the teacher makes the teaching interesting they follow him with pleasure no matter if they have or not their mobiles, and when they consider the classes boring even though they cannot use their mobiles they will be focused in other things, daydreaming or will be speaking to their friends. When it comes to teachers using their phones, 99% of students say that teachers do not use them during the class period and 30% say that they use mobiles only during recess time, since the teachers explain I the same way as before.

The same questions were addressed to 200 teachers who said that 70% of them have the latest mobiles (2015-2019) and 30% have older mobiles. 46% use Samsung and 24% use Iphones. 80% of the teachers give their mobiles in the headmaster office and take them during recces time and 20% of them use two mobiles. When it comes to the improvement of student's results, 90% of the teachers say that it does not have any impact, and they even draw student's attention more often now to keep order so they do not quarrel with each other. In relation to the improvement of their teaching, 98% of them say that id did not have any impact.

The Covid-19 pandemic found the education system unprepared and placed school pedagogical staffs facing the challenge of technology. Suddenly the whole lesson shifted online and the most used device was the phone. While even today (2021) the Order has not been repealed, but by the ministry itself, it is widely accepted that mobile phones should be used during online learning.

Thus from the surveys conducted by MASR (March, 2020), for online teaching it has resulted that 96.8% of students, 95.3% of parents and 98.7% of teachers, have been engaged in online teaching. 77.4% of parents claim that their children are developing digital competence by applying online learning. 74.1% of teachers agree that they like interaction in electronic form, even 88.7% of teachers use video-selfie to determine the teaching contents.

Despite exploring the virtual classroom platforms that teachers are using at the moment (68.1% claim to have used different online platforms), WhatsApp remains the most used online communication by teachers, with 96.4% of them.

88.5% of students agree that they actively communicate with classmates and teachers, in the electronic way. 83.6% of them are able to manage their study time effectively and complete their assignments. 90% of them are maximally committed to performing the tasks given by teachers, during online learning.

In general, 74% of teachers and 77.5% of students agree that they like interaction in electronic form.

Based on survey results (MASR, April 2020), the smartphone is the most widely used device for conducting online lessons. About 95.7% of students (36.6% in the village and 59.1% in the city), 96.8% of parents (of whom 31.1% in the village and 65.7% in the city) and 95.9% of teachers (of whom 45.8% in the village and 50.1 % in the city) develop learning at home using a smart phone (mobile).

CONCLUSIONS AND RECOMMENDATIONS

The results, the above-mentioned data and their interpretation show that the majority of teachers need continuous and sustainable trainings. Among other things teachers have expressed their need for trainings on the use of ICT in the teaching process, in their abilities to match their ICT knowledge with the knowledge of their students and the inclusion of new digital programs in the teaching process.

The need to create an effective teaching process and teaching environment, making the teaching practices more efficient and at the same time a positive work environment, can be achieved by adding funds for the technological infrastructure in the schools, including internet and networks, technological tools and teaching programs installation and the teacher's and student's evaluation without leaving behind the encouragement and the increasing demand of the teachers for acquiring digital teaching programs. We should not forget that our schools are overpopulated and the classrooms have one teacher for 30-40 students, that is why the number of stude4nts should be reduced and there should be more teachers in the classrooms, including the teacher's assistants.

At the same time, in a time when it is impossible to spread the digital network all over the country because or high costs, teachers and students can use their own digital tools, including their Ipads, Laptops and their mobiles in order to improve their teaching process.

The majority of schools ask from time-to-time funds form the parents for the different needs of the schools, which are often administrative needs, or to help families with special needs. If these funds would be asked to parents in order to buy Ipads, or if support would be asked to the businesses, not only by the schools, but mainly by drafting education policies by the Ministry, and if the use of mobiles would be allowed, not to talk on the phone but for the teaching process, always depending on age and students level, then we would have an improvement of the students' results, pedagogical staff and students would be prepared for this emergency situation, but above all we would have a higher teaching quality.
But in order to achieve all the above mentioned, the problem does not stand neither with the teachers nor with the students, but with the drafting of the supporting education policies of the Ministr5y, the recognition of the real situation and drafting long term strategies and plans for the schools of the future.

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AGRITOURISM IN ALBANIA – OVERVIEW AND NEED FOR SUPPORT

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ABSTRACT

In the National Strategy for Sustainable Tourism Development 2018-2022, agritourism is considered not only a sector that can help tourism promotion and economic development, but also as a sector that will contribute to the sustainable development of tourism and preserving and promoting cultural and local identity. It emphasizes the importance of combining cultural tourism with agritourism, in an effort to restore and promote historic villages centres.

The government approach focuses on increasing the supply of agritourism. There is currently no policy focus on generating demand for agritourism. It is necessary for the government to support the supply, as tourism opportunities are definitely needed to maintain demand. Government action to coordinate clusters and promote them to potential tourists is also essential to the development of the industry. Despite the importance attributed to the agritourism sector in various strategies of the central and local government, Albania lacks a national strategy for the development of agritourism and no study of the value chain in agritourism has been conducted. Most public and private initiatives in the sector are focused on boosting supply, while little has been done to create demand. Coordination between supply and demand promotion initiatives in agritourism is important to ensure a sustainable development of the sector.

Agriculture is one of the sectors that has grown from national and donor support through grant programs. In recent years, however, agritourism has attracted the attention of donors and the Albanian government as a potential sector for job creation and rural diversification.

Understanding the concept of agritourism is important for farmers and business owners for two important reasons:

1) to qualify for grants;
2) to benefit from fiscal incentives provided by the Government.

A clear understanding of agritourism is also important for policy-making institutions, so that they can design better policies for the development of the sector.

The most common investments expected in the future are those that focus on the construction of accommodation facilities, the renovation of old traditional dwellings, their conversion into inns and restaurants serving traditional cuisine and typical authentic products. Also, the expected investments are related to marketing and promotional activities, processing and packaging lines on the farm, development of quality assurance programs and obtaining certification, as well as investments for the development of agritourism services.

Keywords: Agritourism; Rural tourism; Support; Investments; Accommodation
Humanities

Introduction

Agritourism is a hybrid type of agricultural system that combines elements of agriculture and tourism to create an offer for agricultural products and services as well as to provide experiences for tourists.

The rapid pace of life in the city and the increase in environmental pollution are pushing the inhabitants of the city towards rural areas. Residents of large cities are looking for environments where they can spend precious time in the presence of family and friends and enjoy the uniqueness of nature. Tourists are moving away from standard tourist experiences and programs, from standard hotel environments and from the same attractions and excursions. This trend represents an excellent opportunity for the agritourism sector that is developing in Albania.

The GDP growth rate in Albania was on average 0.90 percent from 2005 to 2019 and the agriculture and tourism sectors are experiencing a steady growth in relation to the economy. Based on INSTAT data on real annual GDP growth by sectors, agriculture has grown at an average annual rate of 2 percent since 2012, while for the same period the tourism sector has grown at an average rate annual of 4.4 percent. However, there is considerable room for accelerating growth and job creation at the intersection of the sector of agritourism.

The Agritourism in Albania - Overview

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Agritourism in Albania is a developing sector with great potential. Geographical location, extraordinary landscapes, long tradition of hospitality, rich cuisine with many traditional products make Albania the perfect place for an agritourism experience. International experts have confirmed that Albania meets the necessary criteria to become a center of European ecological tourism (Qirici and Theodhori, 2013). So far, the agritourism sector in Albania has developed mainly outside farms. New on-farm-to-table ventures are currently more prevalent than on-farm businesses. These ventures in most cases are not owned by traditional agricultural producers, but nevertheless have substantial positive effects on farm incomes.

Initially, agritourism was concentrated in a limited number of provinces, mainly in the south of the country (Vlora, Saranda and Gjirokastra); in the Northern Alps (Vermosh, Theth and Valbona, as well as in the regions of Shkodra and Kukës); and in Korça region (Dardhë, Voskopojë and Vithkuq). However, in recent years agritourism businesses have emerged throughout Albania, with some of the largest agritourism points set up around Tirana, Durrës and Lezha. There is a general lack of official data when it comes to Albania. However, based on practical experience and consultation with stakeholders, in Albania there is a number of more than 300 guesthouses and 100 agritourism units. Currently, according to information from Ministry of Tourism, there are about 14 certified agritourism units and all have received certification in the last two years. Most inns are set up in the north of the country (Theth, Valbona); as well as in the region of Korça (Dardhë, Voskopojë and Vithkuq); Berat and Gjirokastra. While agritourism units have a more normal distribution, some of the largest agritourism businesses are located in Tirana, Durres and Lezha. Most agritourism units are "farm to table" type restaurants, with limited accommodation capacity.

In each region there are about 500 registered farms that adapt to the characteristics of agritourism and 20% of them are ready to start an agritourism business. The existence of 12 counties implies a potential of 1,200 new agritourism units that expect investment opportunities within the next 5 to 7 years.

Furthermore, according to INSTAT there are 2,754 farms that have separate buildings for profitable activities that can be converted into accommodation in response to the above requirements.

Fiscal incentives provided by the government, combined with grant programs supporting this sector, are expected to increase on-farm agritourism investments and turn agritourism into an important sector for the Albanian economy. During 2018, about 43 new agritourism businesses and 34 guesthouses were opened and registered in Albania (ATSH, 2018), which is a sign of growing interest for investments in this sector. During the years 2014-2018, 97 new agritourism units and 113 inns were opened, giving a significant impact on increasing the supply of agritourism and rural tourism in Albania.

The growing interest to invest in the agritourism sector in Albania is coming from both national and international investors. Consolidated businesses in other sectors of the economy and young entrepreneurs are considering investing in the agritourism sector. There is also a growing tendency among existing wineries to consider expanding their business by investing in agritourism, resulting in increased business supply.

The Albanian government also considers agritourism as one of the main priorities for the coming years and to support this goal, it has introduced the "100 villages" program. The purpose of this ambitious program is to support local communities in their efforts to build new economies by diversifying their sources of income and generating employment opportunities.

The number of tourists visiting Albania is growing rapidly. In 2018, the number of tourists visiting Albania was about 5.9 per one million, which shows an increase of 15.8 percent compared to 2017. European countries are the main countries of origin of tourists visiting Albania, which account for 92.4% of all tourists. In 2018, about 2 million visits were recorded in museums, castles and national parks. There are no data on the number of tourists entering Albania specifically for agritourism or rural tourism experiences, however, according to the US Travel Agency, about 8-10% of tourists prefer outdoor activities, which leads to the market of potential for agritourism in Albania to about 500,000 tourists. Agritourism experts and entrepreneurs acknowledge that the number of tourists visiting rural areas is increasing. In addition to foreign visitors, the demand from domestic tourism is growing significantly. One-day or two-day trips with the family in rural areas are becoming very common in Albania. Based on experiences told by guesthouses in rural areas, about 70% of visitors to agritourism structures are local. Despite the increasing influx of domestic and foreign tourists in rural areas in Albania, the supply of agritourism is far from meeting the demand in terms of both quantity and quality. Tourists visiting natural attractions in northern Albania, such as Lura National Park (hiking, mountaineering, outdoor recreational activities) often sleep in tents due to the limited offer of accommodation. Low access to finance is considered as one of the main obstacles to growth for the agritourism sector. The sustainable development of the agritourism sector requires greater efforts by all actors in the value chains in agriculture and tourism and more focus by banks and financial institutions in financing the sector with dedicated credit products.

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Issues to consider

Understanding the concepts: AGRITOURISM and RURAL TOURISM

The concepts of rural tourism and agritourism are often confused by farms and agribusinesses, sometimes even at the institutional level, especially now that agritourism is being treated as a separate sector and profitable business activity. Agritourism is a host activity that takes place on a farm or other agricultural unit in order to attract visitors, often by enabling them to participate in agricultural activities or other ancillary activities that take place in the agricultural environment. (VKM No. 22, dated 12.1.2018).

Any form of tourism that shows rural life, art, culture and heritage in rural areas, that brings economic and social benefits to the local community, as well as enables interaction between tourists and locals for a richer tourist experience, can be defined as rural tourism (OECD).

To summarize, agritourism is a sub-branch of rural tourism, with a broader concept that can include almost any tourism activity that takes place in rural areas.

VKM no. 22 sets out the minimum criteria to be met in order for a unit to be classified as an agritourism unit. The criteria are related to the minimum area of agricultural land, accommodation and food service capacities, product sources, etc. More specifically, the criteria are:

• Land - 1 ha in open ground or 0.5 ha in protected areas;

• Services - Agritourism units must provide one of the following services: food, accommodation, recreational services;

• Accommodation capacities: - 6 to 30 accommodation rooms;

• Architecture of buildings: In accordance with VKM no. 711 and 730 on "Conditions, criteria and procedures for the classification of accommodation structures".

• Restaurants - from 6 to 60 tables for food service;

• Origin of products - at least 30% of the food and beverages offered in agritourism units must be farm products, the remaining 70% can be purchased from other surrounding farms. So agritourism cannot be seen as separate from agricultural activities.

According to fiscal and legal incentives

In its mission to promote the development of agritourism, the Albanian government approved a new fiscal package for the agritourism sector. In this fiscal package, the agritourism sector will benefit from several tax incentives, including a 5 per cent profit tax rate, reduced VAT to 6 per cent and an exemption from the infrastructure tax on investment.

The standard for certification of agritourism businesses is also defined and approved by VKM No. 22, dated 12.1.2018. The standard sets out the conditions that must be met by an entity operating in the agritourism sector in order to be certified. Meeting these preconditions makes agribusinesses aiming to turn into eligible agritourism businesses to benefit from fiscal incentives.

This fiscal package is expected to attract domestic and foreign investment in the agritourism sector and boost the development of the tourism industry as a whole. Recently, there is a growing interest from other sectors to invest in agritourism and foreign investors are exploring opportunities to invest in the Albanian agritourism sector with some very innovative ideas. At the local level, these fiscal incentives are expected to motivate farms and agribusinesses to become agritourism units, thus benefiting from reduced taxes and diversifying their revenues. Exemption from infrastructure tax for investments is expected to have a major impact on expanding the accommodation capacity of the agritourism sector in Albania. As it has been noticed recently, many businesses focused on agriculture throughout Albania have invested in adding accommodation facilities (guesthouses) in their offer.

Methodology

The model taken into consideration points out these issues:

- The owner
- The main activity
- The location
- The average investment amounts
- The income and average income
- The farm production
- Customers Marketing Season
- The online visibility
- Human resource

Most of these agritourism are small isolated family enterprises. Many of them have restaurants that sell products produced and processed on the farm.

Businessmen and chefs have experience in hotel management. However, the number of agritourism enterprises administered by farmers is growing.
The restaurant from the farm to the table are processing farm products.
There are locations with scenic views without nearby tourist attractions. There is perennial agriculture.
Small investments vary from 5,000 to 25,000 euros. Average investments vary from 100,000 to 300,000 euros. Large investments exceed 300,000 euros.

Data Analysis

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Most of these agritourism have the opportunity to stay on the farm, but most of the income does not come from this service.
Concerning agritourism units: Small agritourism units vary from 20,000 to 50,000 euros, medium agritourism units vary from 50 000 to 150,000 euros and large agritourism units exceed 150,000 euros of investment. Mostly on a small scale, the food is consumed in restaurants. Most products are not branded and are not sold, except for wine. Mostly local food are enthusiasts. Few foreign tourists come through personal networks of travel agencies and mainly during March-September period. However, this is not well defined. As regards to the use of social media and news media, agritourism brand is still missing. Agritourism lacks a common theme and marketing in all countries that can serve as markets. There is lack of visibility on social media; lack of websites; lack of visibility on booking and travel sites; there is lack of trained or certified chefs in some inns on farms. The marketing is performed by the word of mouth. There is lack of specialized local guides to cooperate with farmers and lack of managerial capacity. Only a handful of 5-10% of them have received formal training.

Results

The developing agritourism sector in Albania is attracting the attention of both central and local level government. The most important public initiative undertaken by the Albanian government towards the development of agritourism is the "100 Villages" program, an initiative that aims to create the first successful model of integrated rural development in Albania. The purpose of this program is to have at least two villages in each municipality that meet all infrastructure standards and provide a satisfactory level of well-being for local farmers, who will benefit from the untapped potential of agritourism.
Most local government units in Albania have paid attention to agritourism during the development of planning and territorial development strategies. The process of mechanization in agriculture will soon result in a reduction in the need for labor and these units strongly believe in agritourism as an opportunity for rural diversification, which can provide a stable income and create employment by offsetting the effect of mechanization of agriculture.
The Cross-cutting Strategy for Rural and Agricultural Development (IBRD) 2014-2020 considers agritourism as a potential sector for income diversification and creation of employment opportunities in rural areas.

Discussions

Financial support for the agritourism sector is expected to intensify in the coming years and this offers an excellent market opportunity for banks and financial institutions, as the demand for capital will grow steadily. To be prepared for the growing demand for capital, banks and financial institutions need to develop strategies for the agritourism sector and prepare dedicated credit products to meet the financial needs of the sector.
In addition, the Ministry of Infrastructure will provide infrastructure investments in public services, such as roads, water supply and electricity supply. In the meantime, it will be responsible for environmental issues and will provide support to accommodation structures. The aim of the program is to identify at least two villages in each municipality that meet all infrastructure standards and that provide a satisfactory level of well-being for local farmers.

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The selection of the village is based on its potential and experience in attracting tourists, as well as the production of local products in high demand in the international market.
The objectives of the program are:
1. Improvement of public infrastructure (Support for road infrastructure, community infrastructure, public services, environmental and tourist infrastructure, cultural heritage monuments, landscape, multifunctional community centers);
2. Economic development through diversification of economic activities (improvement of tourism potential in rural areas, agritourism, rural tourism, investments in improving commercial services, investments in the production of traditional products and other economic services). Support for incubators of traditional local products, promotion and marketing of rural areas, transport services, fairs);
3. Development of social and human capital (support for the creation of rural networks, local action groups, as well as civil society in rural areas, vocational training for women and youth, support for cultural heritage, support for the promotion of traditions and style living in the village).

Conclusion

Currently, the agritourism sector is being supported by grants from the EU IPARD funds and the National Grants Program of the Agency for Agricultural and Rural Development (ARDA). Both programs are managed by ARDA, providing grant support for investment projects in agritourism and rural tourism.
These programs have a direct impact on encouraging new investment. The increased availability of grant funds is expected to attract more investment and the demand for investment capital from the agritourism sector is expected to increase. The IPARD II grant program provides the greatest support ever given to the agritourism sector in Albania. The program reimburses 65% of investments in the agritourism sector under measure no.7: Farm diversification and business development, and there is a growing interest from potential investors to apply for these grant calls.
Investments of IPARD II - BE (75%); Albanian government (25%) for farm diversification and business development with sub-measure: Agritourism and rural tourism (Natural tourism) with € 10,000 - € 400,000. The beneficiaries are farmers as natural or legal persons, agricultural cooperatives; micro and small non-agricultural businesses; buildings according to the traditional style for tourism purposes. The specialties are as follows:
• Facilities and facilities for providing services (information and assistance to visit natural areas; outdoor recreational activities);
• Farm accommodation rooms, including all relevant facilities and equipment for the provision of B&B services (bed and breakfast);
• Infrastructure and equipment for the provision of on-farm tourism services, including inland access roads to accommodation facilities, children's playgrounds, swimming pools, sports corners; parking;
• Furniture, television, satellite receivers, internet connection equipment, radio and audio communication equipment, washing and ironing equipment, information technology equipment, including software for the administration of agricultural farms for the needs of rural tourism;
• Renovation and adaptation for use of old / existing traditional dwellings on the agricultural farm, including basements and mills, according to the traditional / rural architectural style of the area.
• Equipment for tourist site and landscape maintenance, including recycling and energy efficiency;
• Sales facilities in wineries, wine tasting rooms, wine cellars;
• Construction of food service facilities (restaurants, bakeries, breakfast rooms, tents to consume meals), including necessary equipment)

Limitations and Future Studies

The IPARD II program offers grants for on-farm processing machinery, to promote the production of traditional products such as marmalade, jam, pickles, etc. Also, support has been given to the handicraft industry in rural areas. All these combined activities strengthen the development of a unique agritourism offer for domestic and foreign tourists. National grant schemes have considered the agritourism sector as a priority. Each year, ARDA organizes several awareness campaigns to encourage applications for the establishment and development of agritourism businesses.
For rural tourism, the program supports investments for the reconstruction / construction of old houses, turning them into guesthouses that include all the necessary furniture up to 5 million ALL for investment. Regarding agritourism, the program provides 50% of the total investments in the form of a grant, but not more than 20 million ALL. In the

last two years, ARDA schemes for agritourism have supported about 40 new agritourism investments with an approximate total grant value of 4 million euros. From these schemes, about 4-6 million euros have been private investments by the applicants themselves, reaching a total value of about 8-10 million euros. Eligible investments supported by the ARDA grant scheme are similar to those supported by IPARD. However, to avoid duplication, these funds are only offered to applicants who do not qualify for IPARD funding.

Since the introduction of this grant scheme, a considerable number of new agritourism businesses have been established. Many farms have been transformed into agritourism units by combining their agricultural activity with food and accommodation for tourists. However, financial institutions are important actors in terms of the degree of absorption of these funds.

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THE IMPACT OF NATURAL DISASTERS ON PSYCHO-SOCIAL AND ECONOMIC WELFARE

(Case study Shijak-Albania)

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February 2021

ABSTRACT

The city of Shijak was one of the most affected areas by the earthquakes of September 21 and November 26, 2019. Such natural disasters often result in death, injury, illness, and other negative effects of physical and mental health.

This study aims to evaluate the effects of natural disasters on the livelihood of families, their properties and other aspects of well-being in the city of Shijak. Natural disasters are considered to have direct impacts on humans as well as indirect effects on infrastructure. The United Nations International Strategy for Disaster Reduction defines a disaster as a serious disruption to the functioning of a community or society involving human, material, economic damage or loss, and environmental impact.

Earthquakes are not a common natural disaster for the city of Shijak. Such natural disasters can be a very stressful, disruptive, and traumatic for those affected. As a consequence, people may experience a wide variety of physical, psychological, emotional, or behavioral reactions, which, although completely natural, can significantly affect their ability to cope with the given situation.

Findings from the survey conducted by 150 respondents show that a significant proportion of respondents found severe negative effects on their houses (72%), family assets (48%), and children's education (43%). Others suffered severe health, psychological, short-term unemployment impacts and more than half of respondents from urban areas moved to rural areas as a result of natural disaster events.

Whether they suffered direct losses or not, disaster can cause post-traumatic stress for people who have experienced such traumas. This fact was also confirmed by the given study, so the majority of respondents (65%) suffered from post-traumatic stress.

Based on the results of the study, such natural disasters emphasize that the investment shall be carried out in the well-being of individuals, especially long-term psycho-social recovery, including community development programs and support for areas such as health and well-being, employment, and education.

Keywords: *natural disaster, social welfare, mental health, post-traumatic stress.*

INTRODUCTION

A disaster for people disrupts the normal pattern of life, causing physical damage, maintaining emotional and overwhelming feelings of helplessness and hope. The catastrophes that occurred in the city of Shijak during a short period of time, namely on September 21 and November 26, 2019, brought many damages in the social and economic well-being of the inhabitants of the given city. The impact of a disaster in terms of socio-economic consequences for a region and its environment often requires help from abroad, from the respective State Institutions, and while being provided with such help, the basic self-awareness is actually formed for an adequate intervention, which can also be a support for the families affected by the disaster. Such measures have been undertaken in order to to face this situation, including decisions, normative acts, etc. On the proposal of the Minister of Defence, the Council of Ministers decided to declare a state of natural disaster in the regions of Durrës and Tirana, as a proper consequence of the earthquake dated 26.11.2019, for a time period no longer than 30 (thirty) days from the entry into force of the given decision.[1] Thereafter, it was approved the Normative Act " On coping with the consequences of natural disasters " with the object:

[1]Decision no.750, dated 27.11.2019 "On the declaration of the state of natural disaster in the regions of Durrës and Tirana"

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This act regulates the functioning of the competent authorities for the rehabilitation and reconstruction of the communities and the territories affected by natural or other disasters, as well as the development of new territories, defining their tasks and responsibilities, programs of reconstruction process, the operation of the reconstruction fund and selection procedures, aiming at the coping with such natural disasters occurring partially or throughout the territory of the Republic of Albania, as well as other disasters that, due to their intensity, scale and extent, require immediate intervention by all civil protection institutions and other state authorities and for which the state of emergency is declared pursuant to the provisions of the applicable civil protection legislation[2] in force. Also, after a few days, there were determined the rules, priority categories, benefit measures, competent authorities, and procedures for the evaluation and selection of beneficiaries based on some programs of the reconstruction process, pursuant to the decision no. 904 dated 24.12.2019.[3]

Reconstruction grants program and model projects were approved based on Decision No. 5 dated 06.01.2020 "On determining the rules and procedures for the benefits from the reconstruction grants program and model projects"[4] For the city of Shijak 1174 families received grants to the amount of 5.3 million dollars. Grants for common premises and for buildings to the amount of 1.2 million dollars. After the earthquake of November 26, 2019, in the city of Shijak, the Municipality of Shijak approved the preliminary list of families affected by the earthquake dated 26.11.2019. To begin with, temporary shelters were actually set up. Three meals were provided for homeless families and public meetings have been held in Shijak and the Administrative Units for the Reconstruction plan.[5]For these families whose houses were uninhabitable, the rent payment was approved so that they were secured and on the other hand, they would not have any other financial damages.[6] In Shijak, 750 homeless families benefited from the Rent Bonus. The "New development area" of zone 1, including the Administrative Unit of Shijak, Municipality of Shijak, shall be proclaimed as a suitable area for forced development, " according to the map and coordinates attached to the given decision no. 45, dated 22.1.2020[7] 2. The Albanian Development Fund is designated as the implementing unit for this area, for a) construction of new dwellings or damaged public buildings; b) construction and reconstruction of public and critical infrastructure; c) realization of constructions in this area; ç) any other interventions, in the function of the reconstruction of this area. Following this decision, the Municipal Council of Shijak decided to approve the online application platform for the reconstruction program and the user manual of the platform. [8]For the city of Shijak will be built from scratch: The Upper Secondary School "16 September" Shijak; the Upper Secondary School "Kajo Karafili" Maminas; Elementary school "Lidhja e Prizrenit" Shijak; Elementary school "Petrit Llaftiu" Shijak; Kindergarten no. 1; Kindergarten no. 2; Shijak the nursery; 30 new buildings; 27 buildings will be reconstructed; 800 houses will be rebuilt; 1174 private houses will be repaired; Palace of Culture; Public parks; the Mosque and the Library.

METHODOLOGY

[2]Normative Act No. 9, Date 16.12.2019 "On coping with the consequences of natural disasters"

[3]Decision no. 904, dated 24.12.2019 "On determining the rules, priority categories, benefit measure, responsible authorities and procedures for the evaluation and selection of beneficiaries from some programs of the reconstruction process"

[4]Decision no. 5, dated 6.1.2020 "On determining the rules and procedures for the benefits of the reconstruction grants program and model projects"

[5]Decision of the Municipal Council no.3 dated 21.01.2020 "On the approval of the preliminary list of families affected by the earthquake dated 26.11.2019"

[6]Decision of the Municipal Council no.4 dated 21.01.2020 "For some additions and changes in VKB no.21 dated 10.12.2019 for the approval of the rent payment according to the free market value"

[7]Decision no. 45, dated 22.01.2020 "On the announcement of the new development zone in the administrative unit Shijak, Municipality of Shijak, and the designation of the Albanian development fund as the implementing unit."

[8]Decision no.7 dated 30.01.2020 "On the approval of the online application platform for the reconstruction program and the user manual"

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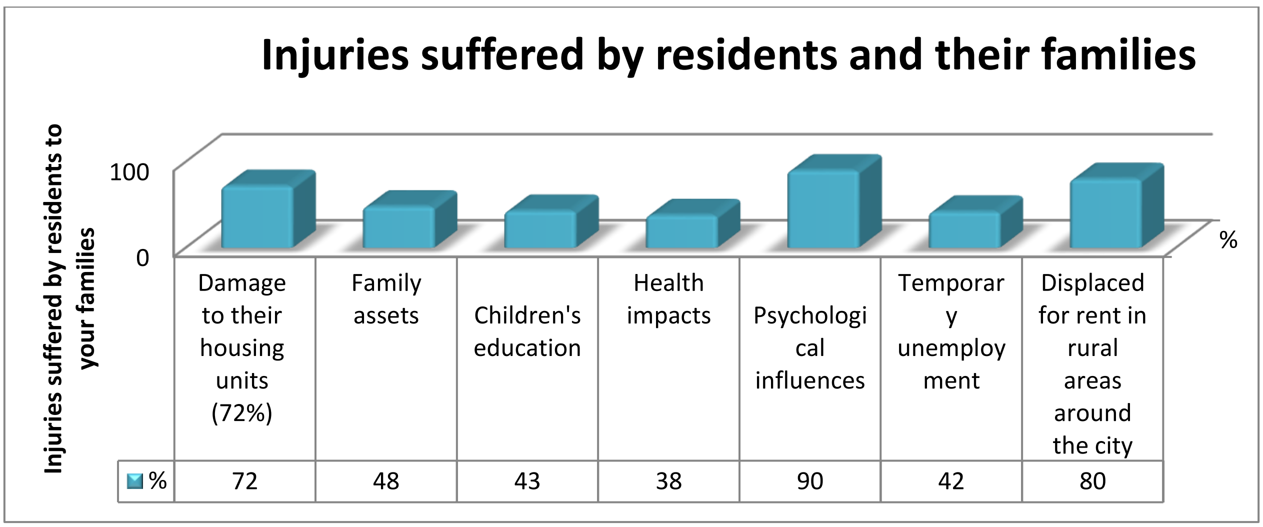
The methods used in this study are literature review-interpretation and quantitative method. In the city of Shijak there were completed 150 questionnaires by the residents affected by the earthquake. The literature was selected based on the national legislation including decisions, laws, normative acts, etc.
This study aims to evaluate the effects of natural disasters on the livelihood of families, their assets, and other aspects of well-being in the city of Shijak.

RESULTS

Regarding the answers to the injuries suffered by the residents in their families, most of them had injuries in their housing units, but which were also associated with injuries to family assets, children's education, health impacts, psychological impacts, temporary unemployment, or move to rural areas around the city, by renting houses in such areas. The chart below shows the damage that residents suffered to their families.

Given the high percentage of residents who responded that the earthquake had psychological effects resulted that a large proportion of them 65% suffered from the post-traumatic stress.



Graph no. 1

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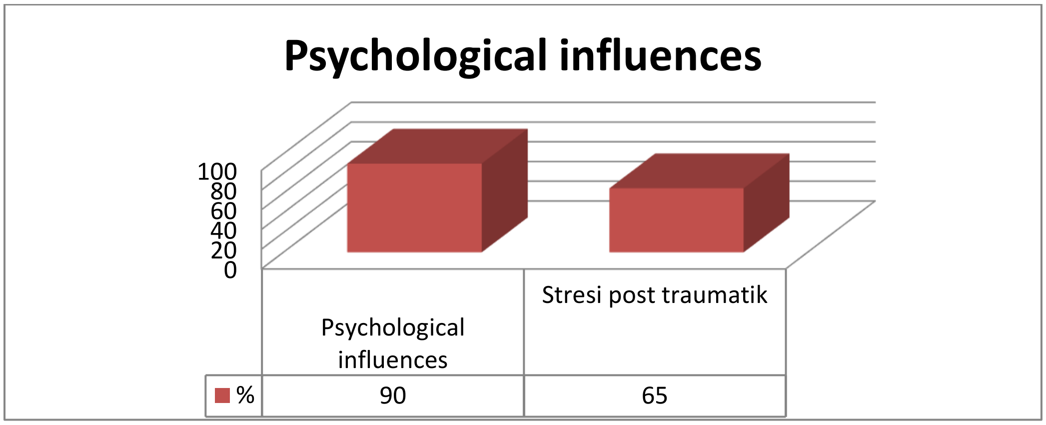
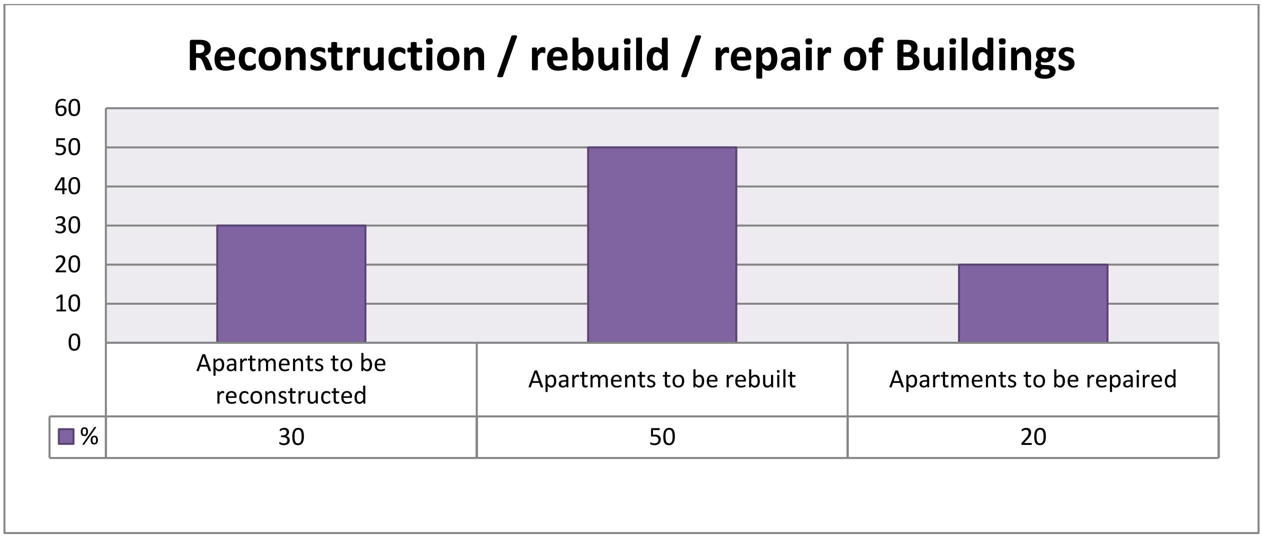


Graph No. 2

All respondents would be able to have 30% of their apartments reconstructed, 50% of their apartments rebuild and 20% of their apartments to be repaired All families who moved as a result of the earthquake in rented rural areas benefited from the rent bonus. Regarding the education of children, due to the damage of kindergartens, nurseries, and schools, a solution has been found so that the children can attend the lesson regularly in shifts in undamaged schools.



Graph No. 3

CONCLUSIONS

The initial and quite critical step is the immediate evaluation of the situation and the affected population. This will determine the current needs and interventions that are most appropriate in the current circumstances. It is important to clearly define the priorities and effective coordination of rescue activities, both in the beginning and in the subsequent stages. [9]Findings from the survey conducted by 150 respondents show that a significant proportion of respondents

[9]Patrick Mahar | Julia A. Lynch | Joseph Wathen | Eric Tham | Stephen Berman | Sathyanarayanan Doraiswamy | Allen G.K. Maina , Disasters and their Effects on the Population: Key Concepts, Module I

found severe negative effects on their housing units (72%), family assets (48%), and children's education (43%). Others suffered severe health, psychological, short-term unemployment impacts and more than half of respondents from urban areas had moved to rural areas as a result of natural disaster events. Whether they have suffered direct losses or not, disaster can cause post-traumatic stress for people who have experienced such traumas. The given fact was confirmed by this study, so the majority of respondents (65%) suffered from post-traumatic stress. Based on the results of the study such natural disasters emphasize that investment should be made in the well-being of individuals, especially long-term psycho-social recovery, including community development programs and support for areas such as health and well-being, employment, and education. Preparation is the only way to reduce the impact of disasters as most disasters are unpredictable and even if predicted, there is not much time to act. Readiness and community-based administration should be a top priority in managing physical therapy practice. It should also be the main agenda of the government to designate a proper department dealing with disaster management and preparedness.[10] Disasters are inevitable, we can do nothing to prevent them but disaster preparedness is only in our hands. Disaster management requires government intervention and proper planning as well as funding.

We must also keep in mind that the target groups most affected by disasters are children and the elderly people, and the latter should be treated more carefully when it comes to the distribution of sanitary and nutritional resources as well as effective preventive interventions.

[10] https://targetstudy.com/articles/importance-of-disaster-management.html

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NEW DIGITAL SOCIAL ASSISTANCE SCHEME AND ITS ON-SITE PROBLEMS

(Case study, Shijak-Albania)

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ABSTRACT

The poverty in Albania is not only related to the individual, but also to the system that this country has inherited. Unfortunately in our country, a large part of families is still living living in absolute poverty. Albanian politicians in the early 1990s argued that the redistribution of income should be estimated based on the best interest of all members of the society, not only to the poorest ones.
In the given years, the first structures responsible for social care services for each Municipality were Law no. 7710, dated 18.05.1993, and Law no. 9355, dated 10.03.05 "On social assistance and services" which were followed by Decisions, Instructions of the respective Ministry.
Based on the gaps of previous laws, in 2016 the Law no. 121 "On social care services in the Republic of Albania" was approved and pursuant to the given law, Albania became part of the Digital Agenda for Europe (DAE), taking concrete steps through the construction of the online portal E-Albania.
The purpose of this study aims at presenting how the new scoring system has been influencing the persons excluded from receiving economic assistance and the psycho-social consequences for the given category.
The method used in this study is the qualitative method. The instrument used is the semi-structured interview. The target groups interviewed were the heads of families excluded from Economic Assistance. Fifteen heads of families were interviewed in order to obtain information with regards to the reason for not receiving economic assistance, how the exemption from NE benefit has affected the family relationship and how they estimate the resolution of the given matter.
Based on the information retrieved from the interviews, it resulted that most of the respondents were not familiar with the new digital scheme. They did not know the reason for being excluded from receiving the economic assistance scheme.
Economic assistance was a source of income received from the state and used again to repay debts to the state (payment of utility bills), and in the lack of this source, consequently they remained debtors to the state. The lack of the only source of income brought conflicts in the family, violence, and often falling into addictions such as alcohol, gambling, etc.

Keywords; economic assistance, new digital scheme, psycho-social consequences.

INTRODUCTION

The Albanian state in the early 1990s was required to provide for its citizens that everyone benefits from social or private programs, sufficient assistance to prevent or eliminate personal / family social problems. There were great difficulties because in our country it was not about relative poverty, but the vast majority of the poor were living in absolute poverty, so they could not provide the minimum standard of living such as food, clothing, etc. due to the insufficiency or lack of income. Based on the given situation in Albania, Albanian politicians tried to adapt contemporary social assistance programs to specific Albanian conditions.[1]
Even though more than two decades have already passed and the country has experienced economic growth, there are still families living in absolute poverty. Social policy towards groups in need has taken on an international dimension, sanctioned in many documents that guarantee citizens the right to a normal life, setting mandatory legal

[1] Project "Social Safety Net Development" of the World Bank, 1992-1998

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requirements for member states. Over the years, the ruling majority of another coalition implemented a special law on economic assistance (Law No. 7710, dated 18.05.1993; Law No. 9355, dated 10.03.05 "On social assistance and services") and other bylaws (mainly Decisions of the Council of Ministers and instructions from the relevant department), the current majority has amended this law as well as other bylaws.[2]
The Decision of the Council of Ministers, dated December 7, 2016, provides that: “Economic assistance, for families without income or with insufficient income, is a payment given in the form of a monthly remuneration in ALL, which is limited to time, for a 5-year period”.

The sector of economic assistance and social services, by law 121/2016 "On social care services in the Republic of Albania" is the structure responsible for social care services for each Municipality. Exactly in the new Economic Assistance Scheme (SNE)[3]six categories shall benefit, inter alia:

a. families in need, who have no income or have insufficient income;
b. orphans, who are part of social care institutions
c. parents with more than 2 children born at the same time, belonging to families in need
d. victims of trafficking, after leaving social care institutions until the moment of their employment;
victims of domestic violence, for the period of validity of the restraining order or immediate restraining order, who are not treated in social care institutions.
a. Children who may have a normal development or children with disabilities who are grown up by their respective guardians.
Statistically, the interruption of economic assistance has affected all districts of the country, but beyond this phenomenon, it has been accompanied by numerous psycho-social dramas. The print media, but especially the multitude of legal and illegal portals have published many cases of family trauma, even some of them, which have not been provided with any assistance, have addressed some shows such as " Fundjavë ndryshe “[4], "Fiks Fare",[5]the show “Stop”[6]and they were helped by them. A foundation called "Alsar"[7]funded by Turkish donors has been able to identify thousands of poor or orphans, who helped them with a temporary pension or providing them with food and clothing.
Thus, the latest statistics in Albania show that about 80,964 families receive economic assistance in Albania. The average monthly fund given to a family is 4,211 ALL, a value that is almost negligible and not sufficient for a family that is in difficult economic conditions. Exemption from the economic assistance scheme counts over 20 thousand families all over Albania.

[2]Convention on the Rights of the Child.
Law No. 9669, dated 18.12.2006 "On measures against domestic violence".
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[3]Constitution of Albania 78 and 83, point 1
Law no. 57/2019 on Social Assistance in the Republic of Albania
Decision no. 518, dated 04,09,2018 'For community and residential social care services, criteria, procedures for their benefit and the amount of personal expenses for the beneficiaries of organized service "

[4] https://ffn.al/
[5] http://top-channel.tv/programe/fiksfare/
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• **Theorists and poverty**

Social assistance as an institution targets those individuals or social groups who do not have the opportunity to ensure a minimum standard of living based on their income from salaries or their own properties, lands, businesses, etc.

The poor or, in a general term, individuals in need, constitute an important objective of social policy. A political analyst when dealing with poverty must choose two different intervention alternatives, although closely related to each other:

1) Paying attention to policies that allow the poor to provide sufficient economic resources, ie to have the minimum of food, housing, health care, and other necessary services;

2) Aiming at raising the economic level of the community in general, to reduce extreme inequalities in income levels, thus reducing the relative poverty. (Prigmore. Ch.S. and Atherton, Ch.R., 1979: 106)

Two different categories shall be enlightened in here. First, absolute poverty, where social policies that intervene to reduce it aim at achieving a minimum standard of living for all persons living in absolute poverty. Second, the category of relative poverty, where social policies aim at changing the social structure in a given community. This is achieved through the redistribution of income to increase the level of well-being of all members of society.

Some inequalities are inevitable, but the problem lies in the extreme inequalities, which are created in certain periods of society's development and have negative consequences for all its members.

Therefore redistribution of income is estimated for the benefit of all members of society, not just for the benefit of the poorest ones.[8]

Albanian politicians also stood in these positions to argue that poverty in Albania is not only related to the individual, but also the inherited system.

Social support in the Municipality of Shijak, Prefecture of Durrës

Focusing only on the municipality of Shijak, it is noticed that 4.3% of this population benefits from the cash payments of the social assistance scheme (individuals of families receiving economic assistance and individuals in need, persons with disabilities and their guardians, disabled employees). In this municipality, 92 families received economic assistance in 2018, or 0.7% of families live through economic assistance. If we compare it with the year 2017, where the number of beneficiary families was 82, in 2018 we see a decrease in the number of beneficiary families of economic assistance by 50.5%. The main reasons for this reduction are explained by the sector staff to be as follows:

- Refusal of employment because they do not have the conditions to go to work,
- Some incorrect statements by applicants,
- change the dotted formula,
- Adults who work several days a month but do not declare it and as a result make false statements.

In 2017 the level of eligibility in the economic assistance scheme (the ratio between the number of applications and the number of beneficiaries of economic assistance) was 94%, while in 2018 this level of eligibility has gone to 59% (out of 157 applicant families only 92 received economic assistance). There is a tendency for families who have not received assistance for several months not to reapply, since the majority has realized that the non-acceptance of the job offer is already always applicable to the non-granting of economic assistance. In 2017, 33% of families receiving economic assistance lived in rural areas. In 2018, 54% of families receiving economic assistance lived in the rural area (ie an increase of 21% of families receiving NE in the rural area in 2018 compared to 2017). The scheme turns out to include more families living in the village.

CHARACTERISTICS OF ECONOMIC ASSISTANCE	SHIJAK	MAMINAS	XHAFZOTAJ	GJEPALE	TOTAL
Families with female heads of family	7	3	0	15	**25**
Families with up to 2 minor children	0	0	0	0	**0**
Families with over 2 minor children	15	3	0	18	**36**
Roma gipsy family	0	0	0	0	**0**
Families with at least one disabled member	10	1	0	8	**18**
Families with at least one member of retirement age.	1	0	0	1	**2**

[8] Merita (Vaso) Xhumari, Procesi dhe institucionet e politikës sociale, (fq 247) 2006

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METHODOLOGY

The method used in this study is the qualitative method. The instrument used is the semi-structured interview. The target group interviewed are the heads of families excluded from Economic Assistance. The purpose of this study aims at presenting how the new scoring system has been influencing the persons excluded from receiving economic assistance and the psycho-social consequences for the given category.

15 heads of families were interviewed, from whom we received in section no. 1 general data (gender, age, status, number of family members, if they were the heads of families, total income in their family), while section no. 2 aims at obtaining information on the reason for not receiving economic assistance and how the exemption from the benefit of NE has affected the family relationship and how they estimate the resolution of the given matter. The information for persons excluded from NE was obtained from the Municipality of Shijak and interviews were conducted face to face.

NEW DIGITAL SOCIAL ASSISTANCE SCHEME

Albania, like most European countries, became part of the Digital Agenda for Europe (DAE), taking concrete steps through the construction of the E Albania portal. The online governance platform is a positive step with beneficial results for the citizens, but in the meantime, many problems have been noticed in this process, where the most sensitive ones have been noticed are related to the community that is treated with Economic Assistance (EA).

The online governance platform in Albania excluded from the economic assistance scheme about 70% of poor families and those with no assistance at all.

This fact is confirmed by the World Bank report which states that 70% of the poorest families in Albania are excluded from economic assistance or expressed differently in the first two months of this year, through this system; the government has removed economic assistance for over 20 thousand families.

The report analyzes the families that make up the poorest 10 percent of the population, or 75,000 of the poorest families in the country, where only a third of them are covered by economic assistance, while the rest are actually not.

This means that, out of 75 thousand poorest families in the country, only 22 thousand of them receive economic assistance, while another 53 thousand families do not benefit.

ITS ON-SITE PROBLEMS

For the realization of this article, 15 heads of families were interviewed, out of which 2 families with female heads of families, 11 families with male heads of families (out of these 8 families had at least one member of retirement age) and 2 families with at least one disabled member. The age of the respondents was from 36 -64 years old, the number of family members varied from 2-6 people. Regarding the total income, if we do an average for all the interviewed families, it turned out that each of the members lives on 2.5 dollars a day.

Through the second section, information was obtained on the reason for exclusion from receiving economic assistance. It turned out that 4 families were excluded from receiving economic assistance after not declaring employment. One respondent replied "to tell the truth our son had started working and we did not declare it, since life is very expensive and the salary of 200 thousand ALL that the boy received working as a waiter could hardly afford our expenses.. While 8 families had not received enough points from the system, most of the respondents when asked why they were excluded shrugged their shoulders, one of the respondents answers "to be honest I do not even know why they excluded us, they told us that we shall not benefit anymore and we had 9 months that we did not benefit, now we have two months that they have started to provide us with assistance again ", another interviewee answers" How can I know why did they exclude me, and even though my husband is paralysed, I was told that I do not benefit it, but I cannot follow the issue by myself. They said that I was automatically rejected by the system since I did not show up to make the quarterly declaration; Failure to declare any items (TV, Fridge, Washing Machine, Dishwasher, Gas / Electric Stove, Kerosene Stove, Firewood Stove, Microwave, Radiator, Sewing Machine, Boiler, Satellite / Cable Device, Bicycle, Motorcycle or Car) ; non-declaration of any cattle (cows, pigs, sheep / goats, poultry, horses, donkeys, mules, bulls, beehives, rabbits, fish); the validity period is already terminated, none of the respondents was excluded.

For the motive "you are looking for a job", 3 families have been excluded, one of the female heads of families who had two minor children answers "*the state says that I am of working age and I have to look for a job, forgetting that I also have two small children who shall I take care of. I send one to the kindergarten but the other one is very young*

to be admitted to the nursery so that, what am I supposed to do: to look for a job and leave my child alone or to take care of him and have nothing to earn our livings.
Regarding the psycho-social consequences in the family, it was noticed that these families, considering the minimum income they had and the fact that they had years of receiving economic assistance, considered themselves unlucky for the situation in which they found themselves. An respondent says "*when you were born unlucky you were born, God did not give us children, who can provide us with some furniture for the house, at least with the economic help I paid water and electricity bills but now I have no option rather than to stay a debtor to the state* ", another head of the family who was returned to the scheme says "It is very hard for us to cope with the given situation*, I will benefit until February then the deadline expires, we are at the retirement age but we have no pension* ".
Problems in the family also increased when the heads of families used alcohol, tobacco, or gambling, and often conflicts were caused by such vices in the family.

CONCLUSIONS

Based on the new economic assistance scheme as well as the digitalization system, it was noted that the interviewed families in the area of Shijak were excluded from receiving economic assistance.
Failure to declare employment,

• Refusal of employment because they do not have the conditions to get employed (minor children or persons with disabilities). So the system does not favour single-parent families with dependent children. The system has generally penalized the neediest women's heads of families. The system has penalized a very large number of families that have persons with disabilities or work disabilities in their family tree.

• Changing the scaling formula. The system is non-transparent. No one has information about the points calculation criteria. The scoring system does not explain the insufficiency of points for families with one or more members.

The excluded were: persons who are single in the family and young people who can work.

It is also important to note that, NE payment should be higher starting from the subsistence minimum as most find it difficult to afford to live.

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Annex no. 1

INTERVIEW

The purpose of this interview is to identify the motives that have influenced your exclusion from receiving economic assistance and the psycho-social consequences for you and your family.

Section no. 1
Personal data
Gender F M
Age ______
Status Single, Married, Divorced, Widow
No. of family members _______
You are the head of the family Yes No
Total income in your family _________________ (ALL)

Section no. 2

Information on the motive for not receiving economic assistance
1. Please specify the reason for non-inclusion in the economic assistance scheme and consequently in the non-benefit of economic assistance:
(circle below)
1.1 you have not declared an employment
1.2 you did not get enough points
1.3 Automatically rejected by the system after you did not show up to make the quarterly declaration
1.4 Failure to declare any items (TV, Refrigerator, Washing Machine, Dishwasher, Gay / Electric Stove, Kerosene Stove, Firewood Stove, Microwave, Heating, Sewing Machine, Boiler, Satellite / Cable Appliance, Bicycle, Motorcycle or)
1.5 non-declarations of cattle (cows, pigs, sheep/goats, poultry, horses, donkeys, mules, bulls, beehives, rabbits, fish)
1.6 the validity period has already terminated
1.7 you are looking for a job
1.8 non-declaration of income
2. If you chose the first option you can specify to me what was the reason for not declaring your employment:
____
____
____

3. If you have chosen the second option you can specify which were the main reasons that penalized you for not getting enough points:

____
____
____

3.1 Were these reasons communicated to you by the social administrator? YES NO

4. If you have chosen the third option can you specify which were the reasons you did not appear to make the quarterly declaration:

____
____
____

4.1 Are you going to reapply at a later stage? YES NO

4.2 Specify for each of the answers why will you reapply or why not? ____

5. If you have selected the fourth option can you specify which of the items you have not declared: ____

6. If you have selected the fifth option can you specify which cattle you have not declared: ____

7. If you have chosen the seventh option can you specify how long you have been looking for a job:

____

7.1 Have you participated in any professional training YES NO
7.2 If yes, where did you apply for a job ___________________
7.3 If not, where do you think you are going to be employed _________________

8. If you chose the eighth option please specify the reasons for not declaring your income?

____

9. Please specify the reason why are you not employed?

a. you have not been offered a job by the Labor Office
b. you have small children to take care of
c. you shall take care of elderly . You have persons with disabilities under care
e. you have no vocational training
f. age
g. other (specify) ________________

10. Describe how the exclusion from the economic assistance scheme has actually affected your family.

____

11. How has it affected your relationship as a couple?

____

12. How did it affect your relationship with other family members/ children and/or the elderly?

____

13. Do you think that returning to the economic assistance scheme would reduce your family's problems to some extent?

____

14. What is the solution you have thought of to get out of this situation?

15. What would you like to own in order to have a normal life?

THANK YOU!

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THE VALUE CHAIN PERFORMANCE AND THE INCREASED COMPETITIVENESS IN THE AGRICULTURAL SECTOR - WITH A PARTICULAR SIGNIFICANCE ON THE FRUIT AND VEGETABLE SECTOR IN KOSOVO

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Abstract

This study presents a framework for the development of the value chain of agricultural products in Kosovo, in particular in the fruit and vegetable sector, as a sector with the potential to replace import and increase export. Value chain analysis plays an important role in understanding efficiency in the chain as well as the competencies of the stakeholders influencing the chain, to avoid competing challenges and to increase the potential for improving the value chain performance. The barriers to value chain development such as, poor infrastructure, lack of resources and difficulties in reformist policies in the sector must first be identified in order to improve chain performance. Second, identifying opportunities for performance improvement across all value chain leads to competitiveness increase.

Keywords: Value chain performance, increased competitiveness, import substitution, increased exports.

Summary

The Republic of Kosovo needs to continue with institutional, legal and logistical reforms to integrate their economies into the export chain. Agricultural development is one of the main priorities of the government. However, farmers have struggled financially and professionally to open up the economy, resulting in increased food import. So, although domestic production has increased, annual import has remained high as a result of increased demand per capita. Farmers have mainly exported some products at the peak of production, but this export has not been the result of production over the needs of the country. Unconsolidated farms, with little equipment and low support, with poor management of market demands, have not met local demands for food consumption and have faced competition from imported goods.

According to the recommendations of the IMF (2019), a greater commitment is needed to build policies which would stimulate the transformation of technology and knowledge, also to increase competitiveness and to reach a higher level in the value chain.

Literature Review

The value chain performance and the increased competitiveness in the agricultural sector have long been the main subject of study by agricultural economists. Their objective was to determine the performance of the food system that affects the well-being of society. In order to achieve these objectives, the focus has been on the analysis of the entire value chain such as: production capacity, sector potential, marketing strategies, product safety, labor and capital, business environment and in particular agricultural policies as components with an impact on performance and competitiveness. Also, economists and policy makers are focused on the studies of value chain trends in agriculture, which contribute to GDP, employment and trade balance improvements (Miftari and Gjonbalaj, 2019). The value chain development plays a great role in the development programs of developing countries which aim economic growth and competitiveness increase of the agricultural sector (Humphrey & Aleman 2010; Trienekens, 2011; Staritz 2012).

The value chain in agriculture significantly contributes to create gross value added, to produce lower cost products, and to improve competition in national and international markets. The value chain concept includes value creation activities in the production-distribution process as well as the interconnection between these activities (Trienekens, 2011; Danovan et al., 2016; Vroegindewey and Hodbod, 2018; Tardi, 2020). According to Trienekens, (2011), the main purpose of a value chain is to produce value-added products or services for a market, to transform resources and to use infrastructure - within the possibilities and limitations of its institutional environment. "A value chain comprises the steps that involve bringing a product from conception to distribution, and everything in between—such as procuring raw materials, manufacturing functions, and marketing activities" (Tardi, 2020). According to Vroegindewey & Hodbod, (2018) the value chain includes the totality of activities that create value by processing the raw material into the final product as well as the institutions and rules that link the various production activities.

The value chain is defined as:

1. *Group of activities* (the entire activities to increase the value of products through stages of production, purchase of raw materials and other inputs, production, processing and distribution);
2. *Group of actors* (producing goods or services for consumers, involved in carrying out value-added activities);
3. *Strategic network* (cooperation of a number of independent business organizations at the national and international level throughout the process, in order to improve the efficiency of the production process, supply, sales, regulatory framework of the whole process) (Danovan et, al., 2016).

Value chain analysis in the context of accelerated globalization has been deemed necessary for countries which are designated for free trade as well as for firms which become part of international markets. Such an analysis is particularly important for young producers and poor countries trying to enter global markets, as a means of understanding the policy environment for efficient resource allocation within the country's economy, in order to ensure growth of steady income (Kaplinsky and Morris, 2000). At this point, the sustainability of the agricultural value chain is essential for the results of the whole system, especially for developing countries, to have access to domestic and international markets. Value chain analysis has an important role in identifying chain inefficiencies, the competencies of chain influencing stakeholders, understanding the competitive challenges and potentials for improving chain performance and increasing competitiveness.

Fruit and vegetables production and the opportunities to increase competitiveness

The production of fruit and vegetables in the Republic of Kosovo has a long tradition, due to favorable climatic and geographical conditions. This sector has gradually improved, but most of the farms are survival ones which face high cost of fuel, costly fertilizers and low-quality seeds. Such factors lead to difficulties in order to compete with imported products. Vegetable production in Kosovo in some regions represents the main economic activity, but it is still seasonal and the market is not supplied throughout the year (European Commission, 2013). Domestic production covers the domestic market during the production season, but not during the winter months, due to the lack of appropriate conditions that enable the storage of fruit and vegetables. The Republic of Kosovo has the potential to meet the demands of domestic consumers, but also to increase exports. However, Kosovo is a great importer of fruit and vegetables starting from planting material to the final products. The sector has the potential to be developed, but needs more investment in human capacity and equipment, in irrigation system improvements, in increasing investments in farms as well as increasing investments in post-harvest services also in refrigerated rooms for fruit preservation.

The support given in the recent years through subsidies and grants in agriculture has increased the expansion of the planted areas with fruit and vegetables and increased productivity (table no.1), but has not affected the fulfillment of consumer demands throughout the year unable to maintain them. According to MAFRD statistics, (2019) the area planted with fruit and vegetables and the production for the period 2014-2018 has increased by 6 234 ha, from 19 574 ha, to 25 808 ha, while the production has increased by 71 793 tons, from 247 233 tons, to 319 026 tons.

Tabela 1. Planted areas and the production of fruit and vegetables 2014-2018

Viti	Vegetables		Fruit	
	Planted Areas (ha)	Production (t)	Planted Areas (ha)	Production (t)
2014	15,854	221,330	3,720	25,903
2015	14,656	246,096	4,930	44,674
2016	17,395	335,467	5,668	54,836
2017	19,643	358,394	6,422	34,207
2018	17,886	265,420	7,922	53,606

Source: MAFRD. Green Report 2019, elaborated

Even though, free trade and free trade agreements (CEFTA, SAA) have been a good opportunity for the development of agriculture and the economy in general, have also been quite challenging because they have not improved the competitiveness of the sectors that are dealing with local production. Under such circumstances, the low level of production in comparison to the needs for consumption of agricultural products is expressed through the high trade deficit of a large number of agricultural products, which are complemented by high import. Such import often surpasses the real needs thus endangering local production (Gjonbalaj and Gjergjizi, 2008). Domestic production faces the competitiveness of products imported from the countries of the region and the EU in which there has been greater support for domestic production through various support schemes for agriculture. The lack of financial incentives for some sectors and the lack of market information system makes it impossible to use the country's human and capital potential (NDS, 2016). Kosovo is one of the largest importers of food, because the agricultural sector faces various challenges which reduce competition and make it difficult to use the potential for food production (MTI, 2016). Given the fact that the Republic of Kosovo has comparative advantages for the production of fruit and vegetables, on the other hand faces a large import of these products, in this study we focus on the analysis of the difficulties and opportunities to improve the production chain and trade of fruit and vegetable products.

The aim of the study

The improvement of the value chain is very important in developing countries, especially for Kosovo and countries that are committed to a free market and European integration. Value chain performance analysis in Kosovo requires a scientific approach for two reasons:

First of improve the performance of all value chain links, to increase competitiveness, taking into account the potential of the agricultural sector to replace import and increase export.

Then, the definition of a free market and access to the global value chain requires the adaptation of production systems to overall value chain strategies institutional and regulatory harmonization, and reform policies for access to development programs and global chain integration of values.

Research methodology and hypotheses

In order to test the hypotheses and answer the research questions, the study is focused on qualitative and quantitative information on factors related to competition, efficiency and performance of the sector.

Primary value chain data was collected through a questionnaire. The questionnaire contains questions organized in a logical way which have essentially addressed the characteristics of the actors in the chain. Through the questionnaire, 50 agricultural experts were interviewed (one questionnaire was eliminated due to the answers that deviated from the data, while the sample of 49 respondents (agricultural experts) are the main subject of this research.

The questionnaire which was addressed to the experts was structured according to the Likert scale in order to evaluate the performance of the value chain of fruit and vegetables and the degree of the importance with the rating from 1-5. The processing was done through the computer program SPSS (Statistical Package for the Social Sciences), through which statistical models were built.

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Hypotheses and research questions

Based on the purpose of the study and the abovementioned objectives, the following hypotheses are tested and verified:

H1. Safety standards are a challenge to value chain performance and competitiveness of agricultural products.

H2. Insufficient technology and financial resources affect value chain performance and competitiveness.

The research provides answers to research questions:

1. Do macroeconomic policies have an impact on the value chain?
2. Do food safety standards have an impact on determining the competitiveness and growth of the agricultural sector and in particular the fruit and vegetable sector?
3. Which factors are the most challenging ones for the growth of the fruit and vegetable sector chain?
4. What changes must occur in the structure of the food sector in order to affect the growth of domestic production?

Findings, analysis and discussions

49 agricultural experts were included in this research. 40.8% of respondents were women and 59.2% of respondents were men. 42.86% of the respondents are with a superior qualification. 34.69% of the respondents have a master`s art degree, whereas 4.82%, PHD, and 4.1%. master of science.

A questionnaire may not be valid if it is not reliable. The general rule of reliability is: If Cronbach's Alpha is 0.70 or better, 0.80 or better, 0.90 or higher is best. The reliability of this questionnaire is acceptable because Cronbach's Alpha equals 0.934.

Reliability Statistics

Cronbach's Alpha	N of Items
.934	75

The importance of macroeconomic factors of the value chain in agriculture

The experts` opinion is that macroeconomic policies have an impact on the development of the agricultural sector in the medium term. According to them, macroeconomic policies affect the sustainability of the sector. 63.3% of them claim that such policies affect the economic stability, 30.6% declare that they moderately affect growth and 6.1% have stated that they do not affect growth but have a moderate decline impact.

Table 2. Can you please indicate how you assess the impact of macroeconomic policies on the development of the sector in the next three years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderate growth	15	30.6	30.6	30.6
	Stability	31	63.3	63.3	93.9
	Moderate decline	3	6.1	6.1	100.0
	Total	49	100.0	100.0	

Safety standards

The low level of safety standards and the quality of products has been identified by the experts as one of the biggest challenges affecting the performance of the agricultural sector chain, in particular the fruit and vegetable processing sector. According to them, the poor performance of safety standards has affected the competitiveness of local farmers. Domestic products have had a disadvantage in quality compared to imported products, making imported products more acceptable to consumers. Ensuring safe and quality products is a challenge in the future for a sustainable growth of agricultural production based on expert assessment (average 4.20). They considered the HACCP safety regulations as very important for determining the competitiveness and growth for the fruit and vegetable processing sector (average 4.02), as well as the ISO standards with an average (3.98), and less important for determining the competitiveness have been the Global Gap (average 3.31) and BIO (average 3.37) standards.

Table 3. The impact of food safety regulations on the agricultural sector, in particular the fruit and vegetable sector

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
HACCP	49	2	5	4.02	.901	-.575	.340	-.459	.668
ISO	49	2	5	3.98	.968	-.389	.340	-1.058	.668
GLOBAL GAP	49	1	6	3.41	1.290	-.274	.340	-.611	.668
BIO	49	1	6	3.37	1.468	-.181	.340	-1.283	.668

In the medium term, the increase of the quality of agricultural products is considered very important; emphasizing that the certification policies according to the standards have an impact on the moderate growth of the sector where they are declared (59.2%), while 24.5% stated that the certification policies according to the standards will affect sustainable growth.

Table 4. Could you please indicate how you assess the impact of certification policies according to the abovementioned standards on the development of the sector in the next 3 years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fast growth	6	12.2	12.2	12.2
	Moderate growth	29	59.2	59.2	71.4
	Stability	12	24.5	24.5	95.9
	Moderate decline	2	4.1	4.1	100.0
	Total	49	100.0	100.0	

The increase of production and competitiveness in the medium term

Competitiveness requires adequate management as well as organizational culture that promote change (Varga, 2017). To promote change it is necessary to measure the determinants of increased competition, with government policies which play a key role. The increase of productivity has been considered as the main factor with the average (4.73) according to agricultural experts, in order to achieve the increase of local production and competition. Experts have estimated that in order to increase productivity, changes which affect the increase of efficiency (average 4.63), the increase of investments in research and knowledge (average 4.59), the specialization of production (average 4.43), the increase of competition and local products (4.39), as well as the consolidation of companies (average 3.98) must be done. These changes are central for the transformation of the agricultural sector and the increase of the comparative advantage which is considered very important by specialists (average 3.94).

Table 5. Significant changes to increase domestic productivity in the medium term

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Consolidation of the companies	49	1	5	3.98	.901	-.849	.340	1.119	.668
Foreign capital inflows	49	2	5	3.69	.871	.061	.340	-.802	.668
The increase of investments in research and knowledge	49	2	5	4.59	.643	-1.830	.340	4.306	.668
Product specialization	49	2	5	4.43	.791	-1.206	.340	.629	.668
Import increase	49	1	4	2.33	.922	.121	.340	-.787	.668
The increase of comparative advantage	49	2	5	3.94	.922	-.374	.340	-.821	.668
Import replacement	49	3	5	4.53	.680	-1.151	.340	.110	.668
Export increase	49	2	5	4.47	.793	-1.331	.340	.866	.668
Productivity increase	49	3	5	4.73	.531	-1.926	.340	3.000	.668
Efficiency increase	49	3	5	4.63	.602	-1.435	.340	1.095	.668
Increase of competitiveness between local products	49	2	5	4.39	.759	-1.094	.340	.727	.668

Growing the fruit and vegetable sector chain

Insufficient financial resources, the land quality and high interest rates remain the main limiting factors for carrying out activities and increasing the performance of the value chain. Insufficient financial resources have hampered the expansion of farms and increased investment (average 4.43), which impacts the poor performance of the sector. Small land area and small agricultural farms are challenging for fruit and vegetable production, becoming an obstacle for local and foreign investments (average 4.41). Obsolete assets in industry hinder the full utilization of raw products which reduce the efficiency and the quality competition of products in the domestic and foreign market (Gjokaj et al., 2015). The lack of technological equipment, refrigeration rooms, specialized equipment for transporting products that are sensitive and perishable, insufficient conditions for fast distribution, markets without refrigeration equipment, are listed as the most challenging factors (average 4.37).

Table 6. The most challenging factors in the value chain of fruit and vegetables

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
The lack of technological equipment (refrigeration rooms, specialized equipment for products transportation)	49	2	5	4.37	.782	-1.034	.340	.383	.668

The quality of human capital (qualification, experience)	49	2	5	4.29	.816	-.821	.340	-.248	.668
Quality management	49	3	5	4.18	.782	-.340	.340	-1.271	.668
Decision-making	49	3	5	4.00	.866	.000	.340	-1.686	.668
Insufficient financial resources	49	3	5	4.43	.645	-.692	.340	-.477	.668
Farm size and soil quality	49	3	5	4.41	.610	-.496	.340	-.589	.668
Infrastructure (road and water)	49	2	5	3.80	.979	-.126	.340	-1.137	.668
Ensuring safe and quality products	49	1	5	4.20	.957	-1.173	.340	1.238	.668
Lack of a functioning agricultural market	49	2	5	3.90	.770	-.106	.340	-.630	.668
Quality of inputs	49	2	5	4.00	.890	-.370	.340	-.862	.668
Inspection service system (sanitary and phytosanitary)	49	2	5	4.31	.713	-.888	.340	.911	.668
Low investment in development development	49	2	5	4.22	.872	-.856	.340	-.127	.668
Legal regulations (difficulties in implementation, constant changes)	49	2	5	3.86	.957	-.445	.340	-.688	.668
Legal regulations (difficulties in implementation, constant changes)	49	1	5	3.67	.875	-.462	.340	.635	.668
Competition from imported products	49	2	5	4.20	.790	-.914	.340	.765	.668
High interest rates	49	3	5	4.45	.738	-.953	.340	-.482	.668
Horizontal coordination in the sector (cooperation)	49	1	5	3.90	.895	-.882	.340	1.234	.668
Product marketing	49	2	5	4.12	.807	-.726	.340	.241	.668
Property rights	49	2	5	4.20	.866	-1.019	.340	.579	.668

The role of the government in the development of the fruit and vegetable sector chain

Clear programs to support agriculture through grants and subsidies (average 4.80) are considered as contributors to the value chain to meet the competition coming from the countries of the region and other countries which subsidize agriculture and increase competition in relation to local products. Abolishing the import tariff on raw materials and equipment (average 4.18) and changing the mechanisms for access to credit is very necessary (4.49), as Kosovo is dominated by small and medium-sized businesses which find it more difficult to invest being unable to meet criteria to access the government`s funding and credit.

Table 7. The Government`s Impact on Fruit and Vegetable Sector Growth

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Abolishment of the import tariff on raw materials and equipment	49	1	5	4.18	1.185	-1.626	.340	2.016	.668
Simplified business registration procedures	49	2	5	3.71	1.000	-.168	.340	-1.040	.668
Reducing administrative control over the business	49	1	5	3.16	.986	-.070	.340	-.340	.668
Facilitate bankruptcy proceedings	49	1	5	3.33	1.088	.214	.340	-.825	.668
Public budget investments in agriculture (subsidies, grants)	49	3	5	4.80	.456	-2.180	.340	4.307	.668
Private investment support	49	2	5	4.49	.711	-1.415	.340	1.994	.668
Changing mechanisms for a better approach to credit	49	2	5	4.43	.736	-1.214	.340	1.220	.668
Low interest rates	49	3	5	4.69	.548	-1.633	.340	1.868	.668
Agricultural guarantees (credit support)	49	3	5	4.73	.491	-1.636	.340	1.876	.668
Agricultural insurance	49	4	5	4.73	.446	-1.097	.340	-.832	.668

Hypotheses verification

H1. Safety standards are challenging to value chain performance and competitiveness of agricultural products.

Based on the conducted research, security standards are very important to increase competitiveness. Safety standards have been identified as the most challenging factors of competitiveness and remain a challenge in the future for the sustainable growth of agricultural production based on expert assessment (average 4.20). The hypothesis has been proven.

H2. Insufficient technology and financial resources affect value chain performance and competitiveness.

Insufficient financial resources have hampered the expansion of farms and increased investment (average 4.43) which has impacted on the poor performance of the sector. The hypothesis has been proven.

Conclusion

In order to create a functioning market economy capable of facing competition, Kosovo must continue its efforts. Small farms being structured as family farms, also having insufficient resources have been accompanied by low level of technology with a few opportunities to invest in the purchase of equipment at high prices. As a result, these farms have produced products intended mainly for the local markets, without having access to international markets.

Public policies should create a beneficial environment for small farmers; government grants should be oriented towards growth-generating investments in order to strengthen competitiveness that would also have positive effects in reducing external imbalances, by replacing import with domestic products and export growth.

Safety standards determine competition for local farmers. Consumers are demand product quality and safety. Security standards increase the image of domestic products with an impact on the growth of the domestic market with access to international markets through exports. Strengthening the institutions that have the obligation to control and build capacity in relation to the quality and safety standards of local products will increase improve the performance of the value chain and increase the competitiveness of farmers in local and international markets.

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REFORM AND IMPLEMENTATION OF EUROPEAN UNION PRINCIPLES ON PUBLIC ADMINISTRATION

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Abstract

Reform of public administration is everyday process. It should be reformed according to developments and general social requests. Substantial transformations of the new countries derived from post-communist regime continue to get challenged with reforms. Institutions have the main responsibility to lead general transformation of the society based to rules and democratic standards.

European Union continues to monitor and has launched the project Principles of European Union for Public Administration. These principles are not part of acquis Communautaire but are requested implementation with aim of functionality and preparation of public administration to work based to acquis in every field.

Familiarization with principles of European Union for public administration, informing and inter-institutional cooperation with citizens is main focus of Kosovo institutions in this process. Such orientation of Kosovo ensures good governing in public interest. Reforms should guarantee sustainability of membership.

Key Words: Public administration, reforms, principles, European Union, implementation.

Summary

In this study are treated public administration reforms and its functionality based to principles of European Union. Implementation of Principles of European Union for public administration helps in establishing administrative order in its organizational sense, approach to presenting problems and solving them in substantive sense, creating work culture and development coherence. These principles do not request strict configuration of administrative organisation in all countries of EU but help in its ability to work and direct development areas according to the rules of acquis Communautaire. Rules of acquis are obligatory for all fields and should be implemented accurately within the domestic legislation as well as in their good practicing.

Recognizing and familiarization with EU principles for public administration and reforms according to them requires time and professionalism of staff and should be a constant priority of governments. In addition to organizing sustainable functionality of administration, its modernization should be done with tools of advanced technology. At the same time, cooperation by ensuring a sincere administration-citizen relationship helps the reform process. Institutions and public administration must also take into account the fact of citizen preparation that, only with a functional, professional and moderate administration Kosovo accelerates the steps in process of European integration. Maintaining and enhancing integrity of public officials is the key factor in achieving and bringing the state around public interests.

Kosovo is one of the youngest countries in Europe and has gone through a sensitive and challenging period in terms of public administration reforms. Public administration reform is in the process and efforts to implement EU principles. According to researches the reform has not yet achieved desired results. A more specific analysis of this process set out in this study presents tremendous importance to young scholars and is a valuable contribution to administration sciences. Development of reform process, implementation of principles as well as research of the public official's opinion and citizens will be the substance of this study content.

Theoretical view for public administration

In addition to social development, research is being conducted in administration as well. All authors with their studies have a conclusion that public administration has an irreplaceable role in functioning of the state and social, integrative and global development. Public administration refers to state bureaucracy institutions: administrative structures that form the basis for decision-making and implementation, as well as the rules according to which public services are performed, (Stavileci, 2007, pg. 57). To ensure a more functional public administration in public services is a necessity on one hand and it's respecting on the other hand, is a job that requires serious engagement and the widest possible citizen participation in decision-making within a society.

Dynamics of development in contemporary world influences updating of citizen demands. Reform must provide real opportunities for development and citizen demands in time and space to travel together on the one hand and on the other hand public administration to be legally and professionally able to serve them. Public administration is the tool by which government achieves its goals; public administration as an area mainly deals with policy implementation tools and their evaluation or public administration can best be identified as a branch of government for policy implementation (David H. Resenbloom & Robert S. Kravchuk, 2002, pg. 4). The right understanding of public administration importance by the government and all heads of institutions creates facilities in access of experts and professionals to orient reforms according to circumstances and citizen demands in conditions of dynamics and global integration requirements. Public administration refers to public institutions, organizational structures that constitute basis for decision-making and implementation as well as the rules by which public services are performed (Stavileci, Sokoli & Batalli, 2010, pg. 16). Decision-making within the government as the main institution called to prioritize policies and actions should work closely with all mechanisms and ensure good leadership of public administration reforms focused on quality public services that respond to the time. Objective of perfect public administration should be a democratic and gradual modernization, which will be able to be owned by citizens, strengthening the rule of law and state discipline in the market economy, (Stavileci, Sokoli & Batalli, 2010, pg. 215). Future of public administration at the epicentre of its activities should be redesign of measures aimed at not only reconfirming the developmental role of public administration and protecting its core values but also reconfiguring public service institutions so that they are more open, more efficient, more transparent and more innovative (Shabani, 2015, pg. 23). Conceived according to researchers, public administration should be functionalized in order to concretize state in everyday life and interest of citizens with a common development path. Good functionality of public administration together with citizens that serves must ensure development sustainability and readiness to face integration and global challenges.

European Union Principles for Public Administration

EU principles for public administration came as result of consensus of member states to help states that aim membership in European Union. Reform should be leaded by ideas for good functionality of public administration with aim of ensuring institutional sustainability in interest of the citizens as well as sustainability after membership to give contribution within European mechanisms. Reform of public administration should lead in improving transparency, accountability and effectiveness and to ensure a major focus in citizen and business needs (Johannes Hahn, Commissioner for European Neighbourhood Policy and Enlargement Negotiations, European Union Principles for Public Administration, pg. 4). Rules relating to the work of public administration should contain principles in form of clear and precise provisions in order to implement them as easily and precisely as possible in practice. As such principles assist reform process and create basis for public administration functionalities by facilitating European integration process. In order to implement public administration reforms, states must first understand the fact that it has a key role in all processes and in particular in the European integration process. (Halimi, 2018, pg.191). Common principles are conceived on the basis of what a functioning administration should include its practical operation as well as the readiness to meet and respect conditions during the process by countries aiming membership. Consensus of western countries in the field of law as well as European Court of Justice has defined a large number of principles for administrative law (SIGMA – 27, 1999). However, they can be grouped as: principle of reliability and predictability, (which includes a number of principles) principle of transparency, principle of responsibility and principle of efficiency and effectiveness. These principles cover entire state organization in vertical and horizontal line. Principles also cover independent constitutional bodies (defined as such by constitutions of the countries) as well as parliament and judiciary in the field of treatment and competencies for legal oversight of administration functioning and competencies. Implementation of these principles is monitored by European mechanisms through the Commission and findings are addressed in Progress Report. Principles cover all key levels of governance system, as determinants of overall performance of the public administration. Principles are elaborated in six pillars and contain indicators that help measure performance levels. Principle pillars are: 1. Strategic Framework for public administration reform; 2. Policy development and coordination; 3. Public service and human resource management; 4. Accountability; 5. Offering services; and 6. Public finance management (SIGMA web, Principles Public Administration, 2017, pg. 8). The EU's commitment to public administration is an indication that states need to make reforms according to these principles.

Methodology of the study and verification of hypotheses

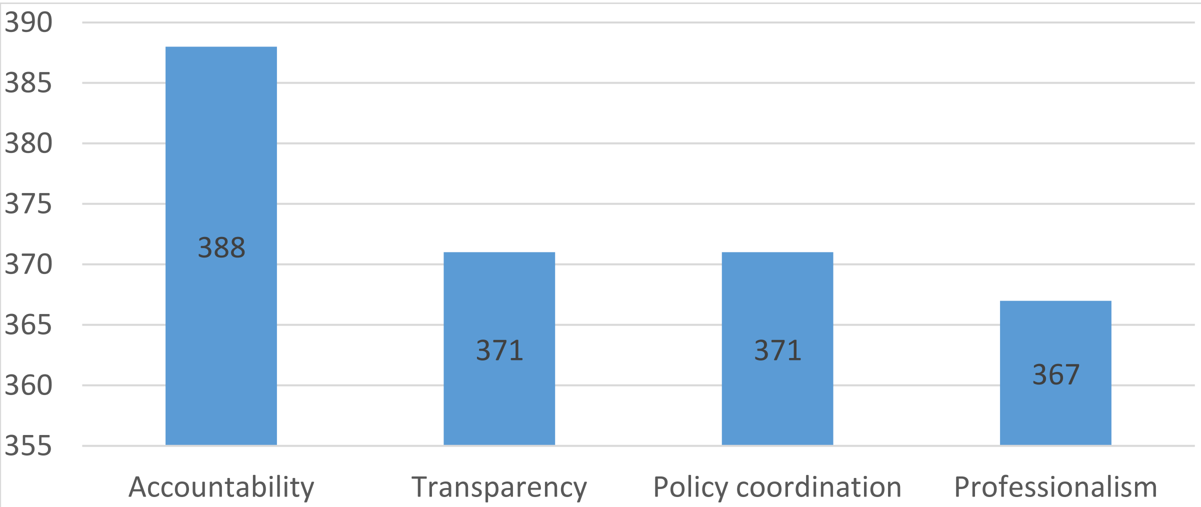
Study focuses on the analysis and importance of public administration reform. Treating of the study takes in consideration: States aspiring to membership. To elaborate the study, a combination of empirical and qualitative research methods was used according to the mixed methodological style such as: research, descriptive, normative legal, analytical and predictive methods. Such a methodological approach is used in order to achieve the most accurate hypothesis validation:

H1. Implementation of EU principles on public administration is a condition for reform and integration process;

H2. Public officials should have knowledge of the principles;

H3. Principles should be applied as a set of actions to ensure functional administrations and good services. In technical aspect of writing, format and instructions given on the magazine's website were used.

Graff 1. Evaluation of priority principles according to public officials



The results of the research show the consistency of their concens about the principles of the European Union with the addresses of the progress raport by the European Commission.

EU principles within reforms of Kosovo public administration

Kosovo is the youngest country in Europe and period of public administration development has gone through two main phases: 1. First phase, establishment of administration under international UNMIK administration (June 1999 – February 2008) and 2. Second phase from declaration of Kosovo independence on 17th of February 2008 and continues. First phase is characterized by establishment of international administration in Kosovo and we cannot say that during this time we cannot talk about substantial reforms of the administration despite commitments. EU principles on public administration are included in legislation in the field of administration (https://gzk.rks-gov.net/ActDetail.aspx?ActID=12559), of civil service (https://gzk.rks-gov.net/ActDetail.aspx?ActID=2679), organization of public administration and independent agencies (https://gzk.rks-gov.net/ActDetail.aspx?ActID=2706), in the strategy for modernization of public administration the strategy of financial management (https://mpb.rks-gov.net/ap/page.aspx?id=1,127), and to be applied to Integrated Planning System, which means policy planning and coordination. In legal field and other accompanying documents in field of public administration, Kosovo has included principles and continues the process by addressing findings according to the progress report. Public administration reform is considered one of the EU conditions to be met in the membership process. Professionalism, transparency, policy coordination according to the integrated system and accountability, are considered the most important actions for a functional administration and ready to deal with integration processes. Therefor based to these actions, transparency and accountability are considered key principles in the ranking of principles, while policy coordination guarantees consistency in governance as one of the key elements for good public services. The more professional administration the higher functionality and implementation of the principles will be. Progress report addresses consistently focus on professionalism, transparency and accountability on which depends governance under the integrated system. Opinion of the officials given through the survey is similar to addresses of inter-year progress report. When asked which principle should be given priority between accountability, transparency, professionalism and policy coordination, the results are as follows: out of 400 local and central level officials surveyed, 388 officials rate accountability as a priority; transparency 371, Policy Coordination 371 officials; while professionalism 367 officials. The results show that principles are known to officials and they all evaluate with priority with a higher rating than ¾ of the surveyed officials. In the end, completing these guarantees efficiency and effectiveness.

Conclusions

Reforms in public administration are continuous processes. States that aim European integration should apply strictly ashes of European Union in public administration. Principles should apply as an indivisible whole to ensure a functional administration that will result with good services for citizens. For a sustainable process, administrative officials should be informed and integrated in frame of reforms. Functional administration based to EU principles guarantees safe process of integrations.

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Financial management strategy

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COMPARATIVE ANALYSIS OF THE ECONOMIC SITUATION BEFORE AND AFTER THE OUTBREAK OF THE PANDEMIC SITUATION IN ALBANIA

Observation Analysis on the Official Publications of the Albanian Government

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Abstract

COVID-19 hit Albania's firms' finances hard. While a similar share of firms reported decreased liquidity and cash flow availability across the countries, 58% of firms in Albania reported delaying payments to their suppliers, a share considerably higher than in the other seven countries.

COVID-19 has the potential to cause three waves of morbidity and mortality: the first is due the disease itself; the second to the inability of health systems to maintain health services,1 and the third is due to increased levels of unemployment, poverty, economic repercussions, disruption to social services and social systems, and increasing inequalities. Based on current evidence, the most plausible scenario for the evolution of the pandemic may involve recurring epidemic waves interspersed with periods of lower-level transmission.

The challenge for the government and the health system in a recurring epidemic wave scenario with compounding waves of mortality and morbidity is to remain ready to provide the full range of services needed to prevent, diagnose, isolate and treat COVID-19 patients, while providing the full spectrum of health services and strengthen its health system towards Universal Health Coverage. This requires a dual track health system response which will test many countries.

Key words: Empirical Study of COVID 19, Pandemic plan, Health system, Albania reforms Empirical studies of COVID 19, Recurring epidemic, Accounting's politics,

JEL Classification : N0, N1, N2, N3, O1, O2, O3.

1.1 INTRODUCTION

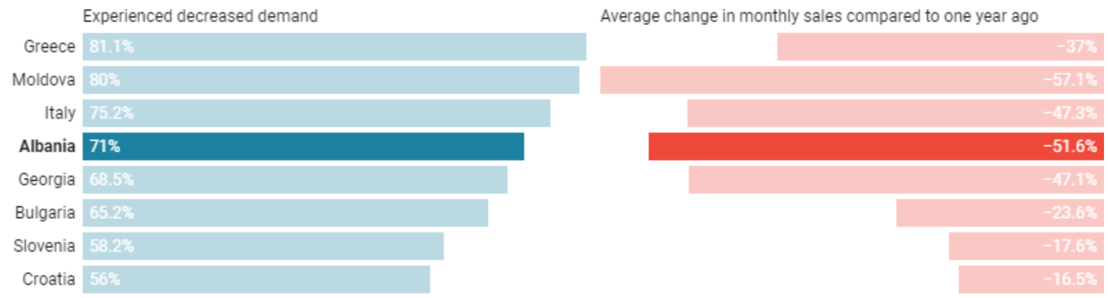
In addition, it is imperative to plan and implement well-coordinated social and economic measures, responses and strategies that reduce the negative far-reaching socioeconomic impact of the pandemic on people, the economy, social systems and services. While the number of COVID-19 cases in Albania began to stabilize by mid-December, the situation has deteriorated again as of January 2021. [1]While the

[1] The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis.

daily rate of new cases decreased to a low of 185 new cases per day on 4 January, this was most likely due to less testing during the holiday period, as the situation quickly reversed to more than 800 cases per day again. Albania[2] is currently ranked 15th in the world with 971 active COVID-19 cases per 100 000 inhabitants. As of 31 January, a total of 1 380 people has died from the virus, representing 46 deaths per 100 000 inhabitants.

COVID-19 has also created an environment of uncertainty.

Figure 1. Impact on demand and sales



Source: World Bank Enterprise Surveys Follow-up on COVID-19 • Get the data • Created with Datawrapper

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The IMF, together with the World Bank, has expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021, pp 3

[2] Source: COVID-19 health situation – December 2020/January 2021

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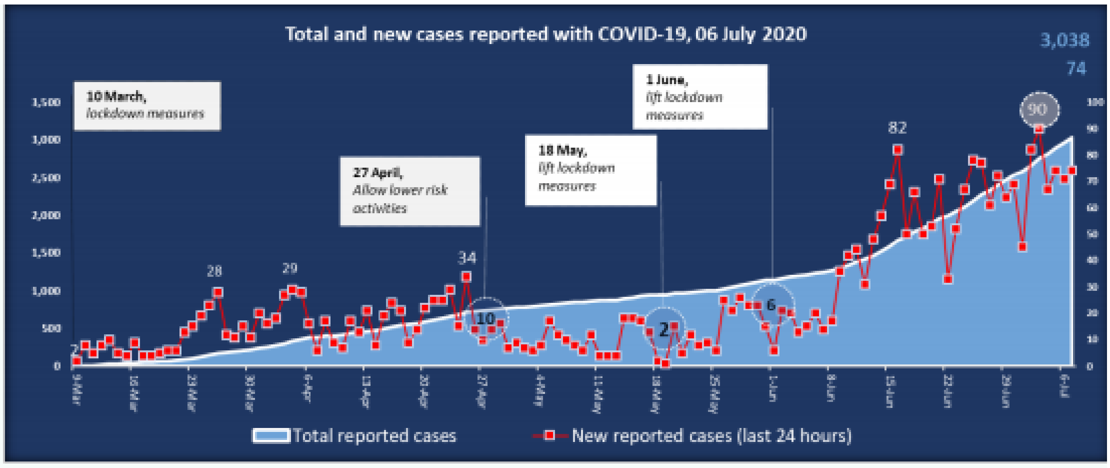
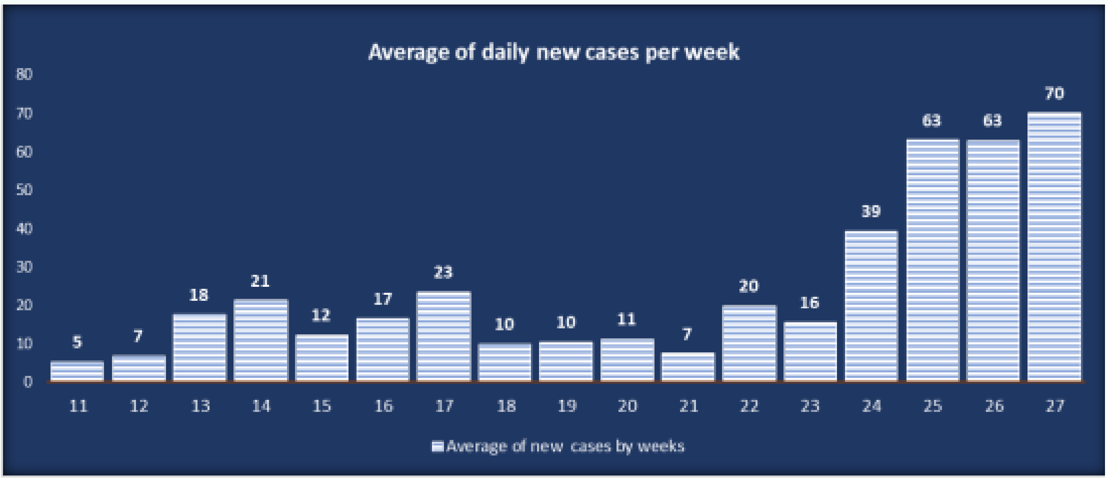




Source: THE COVID-19 CRISIS IN ALBANIA © OECD 2021

II GENERAL INFORMATION

Albania's COVID-19 public health[3] preparedness and response are maintained and reinforced, capacity of ensuring safe delivery of essential health services and recovery boosted, and the health system strengthened towards integrated Universal Health Coverage. Social[4] protection and social services are provided to people at risk to cope with adversity. Decent-work and economic recovery programmers are enacted for protecting jobs, supporting small and medium-sized enterprises, and safeguarding the most vulnerable productive sectors. Albania entered the COVID-19 crisis soon after the destructive earthquake in November 2019. [5]The COVID-19 outbreak hit Albania even harder. To explore the ramifications of this unprecedented shock on Albanian firms, the World Bank's Enterprise Analysis Unit and IFC undertook a survey in June 2020, re-contacting the same businesses that participated in the Enterprise Survey in 2019. This blog summarizes findings from the survey and contrasts the impacts of COVID-19 on the Albanian private sector with those observed in Georgia, Moldova, Italy, Greece, Bulgaria, Slovenia and Croatia.

[3] *Source: https://www.unicef.org/albania/media/3101*,
worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead

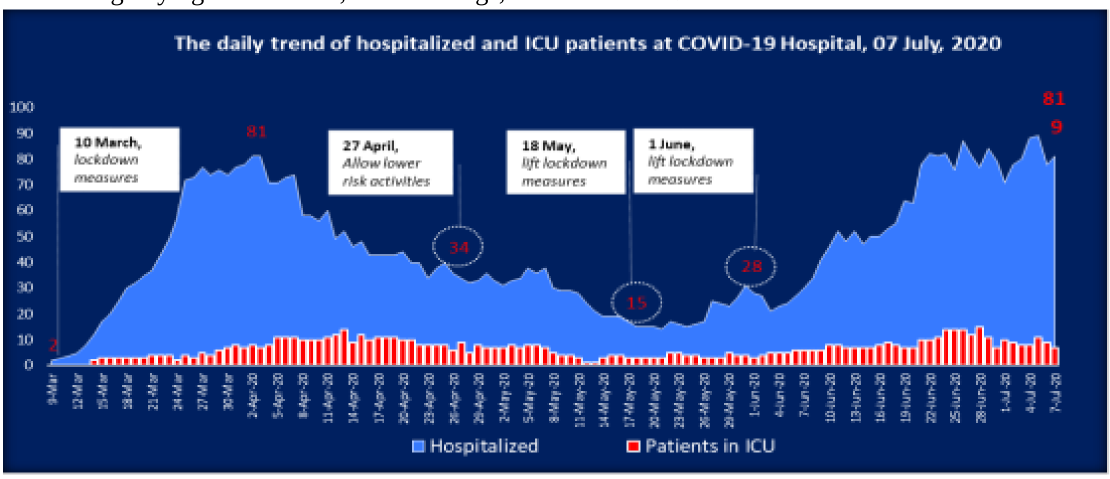
[4] World-bank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead pp 2
5 Fernando Blanco, Levent Karadayi, Nona Karalashvili, Laureta Qorlazja,January 04, 2021

a) Macroeconomic policies are adopted to manage the expected surge in fiscal and financial stimulus in favors of the most vulnerable, and in coherence with multilateral and regional responses.
b) Social dialogue, political engagement, and investment in community-led resilience and local government response systems are enhanced in order to promote social cohesion.
c) Various states have closed their borders and instructed people to stay inside their homes.

In other words, the world has remained in abeyance, causing a global economic downturn and creating new risks for entities. These risks[6] have begun to present challenges both operationally and financially. In the coming days and weeks, entities will assess risks more clearly, as well as respond to new challenges with greater confidence. Entities should also consider the implications of COVID-19 in the context of their financial reporting. Management considerations[7] and efforts may focus on the preparation of the books of account, the assessment of continuity, the calculation of the accounting estimates and the determination of fair values, and the information.

3. LITERATURE REVIEW AND HYPOTHESES

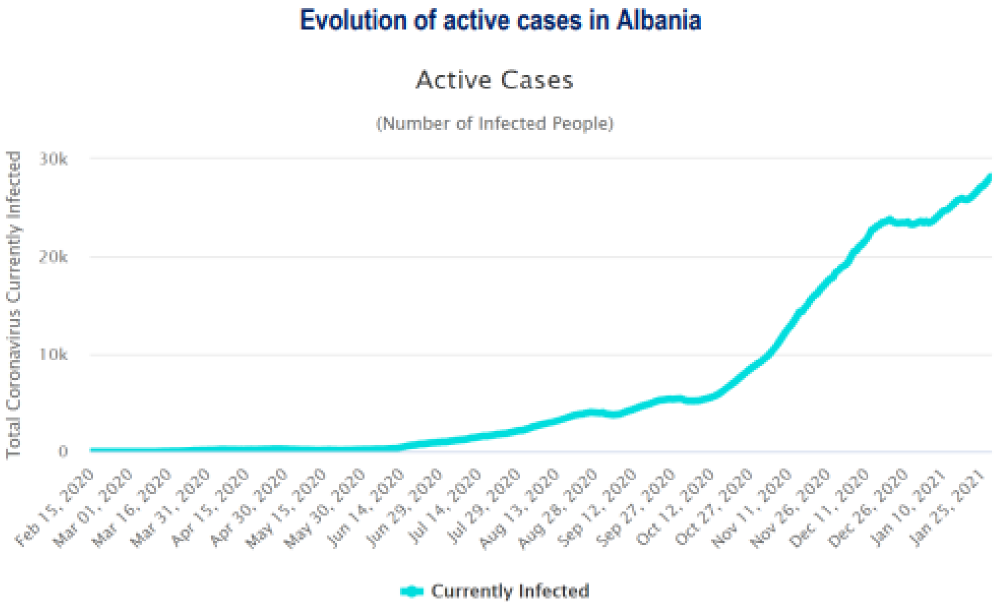
There is no analogous situation in modern times. There is a consensus among experts that the "economic pain" will pass in several waves: The first wave is the "unplanned stop", so almost all economic activities throughout the country suddenly stop. A few weeks ago, people went to work, ate at restaurants, paid for their services, booked trips and vacations, planned car purchases, were considering buying a new home, held trainings, and conference.



Source: THE COVID-19 CRISIS IN ALBANIA © OECD 2021

Now, almost everything is stopped. People have found shelter and security in their homes and are passive. In the second wave, when everything is stopped, people can gradually lose their jobs. In the third wave, all those who may lose their jobs[8] or those at risk of losing their jobs will be in a panic, not from the pandemic, but from anxiety about the future. No one will buy the new car, the new house, or plan a vacation this summer. Although much of the restrictions imposed to prevent the spread of the COVID-19 pandemic will be phased out, consumer reluctance will slow economic growth for a much longer time after the end of the COVID-19 pandemic.

[6] Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead
[7] OECD COVID-19 cases in Albania, pp 2
[8] Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead, pp11



Source: THE COVID-19 CRISIS IN ALBANIA © OECD 2021

In the fourth wave, businesses that have planned investments will give up any new investments whether in new product lines, new product development, or investments in new workspaces and thus an engine. In the report on the world economy, published in the second week of April, the International Monetary Fund[9] characterizes the economic crisis caused by the COVID-19 pandemic, as a crisis that we have not seen never before and therefore has a great deal of uncertainty about its impact on people's lives. Most countries[10] in the world are facing at the same time a health crisis, financial crisis and a drastic drop in the price of raw materials, including oil. An adjustment to employment in Albania has been very widespread. Twenty eight percent of firms reduced the number of permanent workers, a much higher share than in Greece, Italy, Moldova and Croatia, but comparable to the other countries. On average, Albanian firms cut their number of permanent full-time workers by 11% which is significantly worse than in Greece, Italy and Croatia, though better than in Georgia, and comparable to levels in Slovenia, Moldova and Bulgaria. Differentiated impacts on employment may have been partially associated with the structure of the governments' COVID-19 support packages.

[11]According to the International Monetary Fund[12] projections, the global economy will fall to -3%, which is a decrease of 6.3 percentage points, compared to the projections of January 2020. This decline is expected to cause the most negative recession we have seen, which from the "Great Depression" crisis and much more negative than the 2008 global financial crisis

[9] This paper is published under the responsibility of the Secretary-General of the OECD. The opinions expressed and arguments employed herein do not necessarily reflect the official views of OECD member countries.
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The use of this work, whether digital or print, is governed by the Terms and Conditions to be found at http://www.oecd.org/termsandconditions.
[10] ASSCT in Albania analyses, 2021, pp 11
[11] https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf
[12] Worldbank.org/developmenttalk/covid-19-impact-albanias-private-sector-taking-stock-looking-ahead, pp 16

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3.1 ECONOMIC IMPACT/OUTLOOK CORONA VIRUS (COVID-19)

The pandemic of the new corona virus (COVID-19), in addition to causing a health crisis, has also affected the behavior of people and their daily habits, which has caused changes in the economy, [13]In this context, certain sectors in the economy are suffering losses, while on the other hand, some sectors are growing.
The crisis caused by COVID-19, in the world, but also in the countries of the region, has mostly affected the tourism sector, as well as other sectors related to tourism, namely hospitality, crafts and transport, but also investments in construction and in numerous other projects, both in the public and private sector. On the other hand, what stands out in the context of changes in the economy is the growth of e-commerce, i.e., online sales during the pandemic.

3.2 MACROECONOMIC DATA AND GDP IN ALBANIA

The economy was projected to contract by about 7.5% in 2020 (vs. 2.2% in 2019) reflecting its dependence on tourism and remittances. Furthermore, the November 2019 earthquake took an additional toll on economic activity, particularly in 2020. The fiscal deficit was projected to rise to about 7% of GDP and the public debt to slightly above 80% of GDP at the end of 2020.
In the second quarter of 2020, Albania[14] had an economic contraction of 10.2%, followed by a contraction of 3.5% y-o-y in the third quarter. This recession was first driven by a contraction in investment, private and public consumption, as well as a large fall in exports of 35%. [15]This drop may be explained by the large share of Albania's exports to Italy (48%), which in itself fell to a notable recession of almost 18% in the second quarter of 2020. However, the recession slowed down due to an improvement in investment growth of 4.1% as a result of the recent construction projects in the aftermath of the earthquake.

[13] Anatolia Agency (AA). 2020

[14] Policy reactions – December 2020/January 2021
[15] This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area. The use of this work, whether digital or print, is governed by the Terms and Conditions to be found at http://www.oecd.org/termsandconditions.

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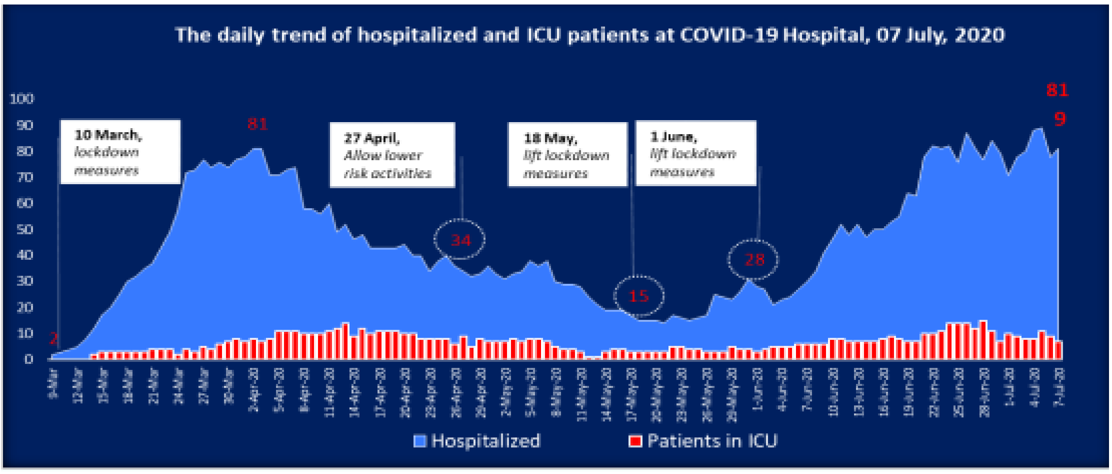
a) The economic downturn caused by the COVID-19 pandemic, which is mainly observed by a decline in demand, which has no consumers to buy goods and services available in the global economy, is also reflected in Albania.
b) One of the hardest hit sectors is tourism, which this year has a shortage of foreign tourists, compared to previous years.

c) According to the Albanian Association of Tour Operators and Tourist[16] Agencies, in Albania this summer season there is only 20 percent of the total number of tourists that was forecast in normal time and this has a direct impact on the country's economy.

d) During the measures against the pandemic, many businesses stopped their activity and due to this situation, online sales increased in some sectors. Meanwhile, according to a report of the Bank of Albania, the health emergency caused by the spread of COVID-19 and the measures of public authorities to control it in Albania pose a challenge to the economic and financial stability of the country, to the finances of businesses and families, as well as to the sustainability of the country's economic growth, in the medium and long term.



3.3. ECONOMY DECLINING DURING COVID-19

Given this situation, according to financial institutions, the double shock of supply and demand will be reflected in the decline of economic activity during 2020, accompanied by declining employment, rising unemployment, declining household incomes and financial difficulties for businesses.
Since March this year, Albania continues to be gripped by the crisis of the pandemic COVID - 19. The number of victims reached on Thursday, 208 people, about 6 times higher than that in the three months of isolation, March- May
Every day, health authorities report more victims and new cases of infection with over 130 per day, which is approaching the number of 7,000 people in total.

The consequences of the crisis in the economy appear severe day by day: business bankruptcy, rising unemployment, declining purchasing power, domestic production and trade exchanges. At the macro

[16] Flights from Britain to Albania were suspended from 22 December to 1 February, due to the latest Sars-Cov 2 mutation.
The 2021 state budget for the health sector was increased by 23%, including a 40% raise for medical staff at the front lines of the COVID-19 pandemic.

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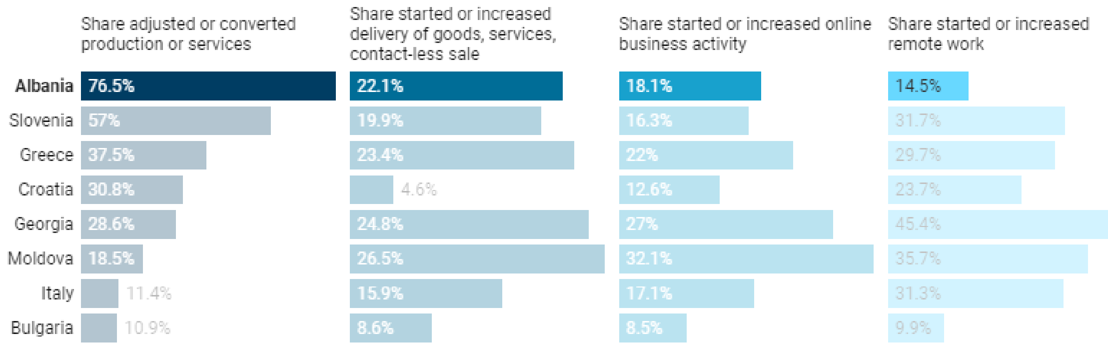
level[17] there may be an increase in public debt, rising unemployment, contraction of domestic and foreign investment, rising costs of many businesses, etc.
The data show an increase in the number of small and family businesses that have gone bankrupt or temporarily blocked their activity, job losses, and difficulties in fulfilling contracts and financial obligations, difficulties for new contracts in the near future, especially with external partners

a) The short-term risks of global financial stability have been contained as an unprecedented policy response to the corona virus pandemic (COVID-19) has helped avert a financial downturn and maintain credit flow to the economy.
b) For the first time, many emerging market central banks have launched asset acquisition programs to support the smooth functioning of financial markets and the general economy.
c) But the forecast remains very uncertain, and weaknesses are growing, representing the possible smell of recovery.

Figure 4. COVID-19 adaptation measures among firms



Source: World Bank Enterprise Surveys Follow-up on COVID-19 • Get the data • Created with Datawrapper

[18]The report presents an assessment of real-financial disconnection, as well as a forward-looking analysis of nonfinancial firms, banks and capital flows into the market. Following the explosion, firms' cash flows were negatively affected as economic activity fell sharply.

a) The most vulnerable firms - those with weaker solvency and liquidity positions and smaller size - experienced greater financial stress than their counterparts in the early stages of the crisis.
b) As the crisis unfolds, corporate liquidity pressures can turn into insolvency, especially if recovery is delayed. Small and medium enterprises (SMEs) are more vulnerable than large firms with access to capital markets. [19]Although the global banking system is well capitalized, some banking systems may experience capital shortages in an unfavorable scenario, even with the policy measures currently in place.
c) The IMF is responding to an unprecedented number of emergency funding calls - from over 100 countries. The fund has doubled access to its emergency facilities - the Quick Credit Facility (RCF) and the Quick Financing Instrument (RFI) - allowing it to meet the growing demand for financing during the crisis.

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[17] https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf, pp 12
[18] https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf, pp 21
[19] See: Georgia has similar income per capita and strong tourism as Albania; Moldova is a lower income country with large outmigration and remittances inflows; Italy and Greece are Albania’s main trade partners with strong tourism sectors; Bulgaria and Slovenia are somewhat similar small economies in a
more advanced stage of transition; and Croatia is a Western Balkan country with a strong tourism sector. Other countries in ECA where the same survey was undertaken include Cyprus, Czech Republic, North Macedonia, Poland, Romania and the Russian Federation, pp 4

d) [20]These facilities allow the Fund to provide emergency assistance without having to have a complete program. Emergency funding has already been approved by the IMF Executive Board at a record speed for 76 countries. As of June 2020, the IMF has also provided financing under other lending arrangements. Please see the IMF Financial Aid and Debt Service Assistant COVID-19 tracker where you can find the latest detailed information.

Any member of the IMF can apply for emergency assistance. There are several requests for support under the Quick Credit Instrument (RCF) and the Quick[21] Credit Instrument (RFI), including whether the county debt is stable or on track to be stable, which has urgent balance needs and is pursuing broadly appropriate policies to address the crisis (including safeguards to ensure that IMF funds are used for their intended purposes).
The policy steps we know have worked before - including during the GFC - are on the table. Yesterday, major central banks took decisive coordinated action to facilitate exchange lines and thus reduce global financial market stresses.
Financial system supervisors should aim to maintain a balance between maintaining financial stability, maintaining the health of the banking system, and maintaining economic activity.
This crisis will prove stressful if the changes made after the financial crisis will serve their purpose.

a) Banks should be encouraged to use flexibility in existing regulations, for example by using their capital and liquidity safeguards, and undertake renegotiation of loan terms for stressed borrowers.
b) Risk detection and clear communication of supervisory expectations will also be essential for markets to function properly in the period ahead.

Albania was slightly affected in the first wave of the pandemic in the spring. Due to its proximity and close ties to Italy, Albania adopted some of the most difficult blocking measures in Europe on Mars as soon as it discovered the first confirmed COVID-19 case. The government declared a state of natural disaster which enabled it to use the extended powers for its three-month duration until it expired on 23 June.

a) The Bank of Albania suspended the distribution of dividends to banks until the end of 2020 in order to increase capital and support loans during this period. The central bank also halved the salaries of its supervisory board and senior management for as long as the pandemic lasted.
b) To promote and reduce the use of online banking the number of people seeking services on the bank premises, the central bank also waived commissions for transfers in local currency.

CONCLUSIONS

COVID-19 disrupted the normal environment in which children used to live and grow and drastically affected their access to critical services. [22] Country wide lockdown left those who had homes, residential care placement or shelter in quarantine and those whose livelihood was already linked to working and living in the street, in even worse and uncertain situation. COVID-19 pandemic has increased the risk for child labor and child exploitation, as many families see their income and livelihood sources diminish.

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[20] Quick Credit Facility (RCF) and the Quick Financing Instrument (RFI)
[21] See: The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis.
The IMF, together with the World Bank, has expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021
https://www.unicef.org/albania/media/3101/file/UN%20ALBANIA%20COVID-19%20SOCIO-ECONOMIC%20RECOVERY%20&%20RESPONSE%20PLAN.pdf

[23]For children already living, working or spending most of their time in a street-connected situation, this risk is extremely high, and demands for immediate support to provide support services to these children and their families, while helping them keep the pace of their education, access to vocational training and other developmental opportunities.

COVID-19 has exposed the seriousness of the mass emigration of health workers from the Western Balkans and how important it is to keep medical personnel in the country. [24]The pandemic also revealed the systemic weaknesses of the health system, a consequence of few decades of investment in people, facilities and equipment. In the end, it fully exposed the lack of investment over the decades from the Western Balkan countries in education, science and research and development. On average, these countries spend less than 0.4 percent of GDP on research and development. Fewer vehicle movements brought migratory movement of birds and mammals faster than usual and reduced air pollution.
The survey underscores the severity of the pandemic's impact on Albanian firms. The government's most important firm-level support appears to have been wage subsidies which is an effective instrument for temporary shocks. If the COVID-19 crisis prolongs, providing further wage subsidies will be challenging given the limited fiscal space. The government will likely have to continue making difficult choices, and the private sector will likely need to make further adjustments.

[23] The International Institute of Finance (IIF) responded to this initiative by recommending that private sector creditors repay debt in a similar way. In May, the IIF issued Terms of Reference for private sector participation on a voluntary basis.
The IMF, together with the World Bank, have expressed support for a further extension of the DSSI by the end of 2021. The G20 have agreed to consider the need for a further extension until the time of the IMF-World Bank Spring Meetings in April 2021, pp 11,17
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THE LANGUAGE OF COVID-19

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Abstract
This paper examines the linguistic changes that have occurred since the emergence of the coronavirus at the end of 2019. Specifically, it focuses on the comparison of the vocabulary prior and during the pandemic to track the impact that this crisis is having on the English language. In order to carry out this research, a list of words taken from the April update of the Oxford English Dictionary has been extracted and analyzed. Two corpora, Corpus of Contemporary American English and The Coronavirus Corpus, have been used to put the words in context and analyze the frequency of the words used and their new meanings as a result of the pandemic. Through this analysis, we will be able to see trends of language change that reflect our knowledge for the virus during different periods of the year.

Keywords: Sociolinguistics, linguistic development, Covid-19, pandemic vocabulary

1. Introduction

According to the well-known model introduced by the Russian-American linguist, Roman Jakobson (1960), there are six main functions of language: referential (or informational), emotive, conative, phatic, and metalingual. Of all these functions, the informational one is most important (Leech, 1974) because it depends on truth and value: it relates to the thing "spoken of" (Jakobson, 1960, p. 355). Covid-19 has become the new reality for the entire world and as a result a new language is needed to describe this new phenomenon. Due to the emergence of the coronavirus at the end of 2019, significant linguistic developments have been taking place. Such developments are occurring so rapidly that linguists are taking all measures possible to record and track the impact that this crisis is having on the English language as it happens. According to Robert Lawson, a sociolinguist at Birmingham City University, there are different factors that may have contributed to the unprecedented speed of these linguistic changes. The most common ones are the spread of the virus, its dominance in the media, and interconnectivity. Although it first emerged in China, the virus soon spread all over the world, with now almost one hundred and twenty million people infected, one year after its emergence. Another factor is the life-threatening effect it has on people's lives. With more than 2.6 million deaths as a result of the virus, this pandemic has become the most talked about topic in 2020. One other aspect that urged changes in the language was that Covid-19 was a novel virus. There was no prior knowledge about it, no descriptions and discussions about it as it had not existed before 2019. This paper aims to research the change of meaning in the English language due to the new reality of the coronavirus and how the meaning has changed to adapt to this new reality.

2. Methodology

The list of words selected to be analyzed in this study has been extracted from the April update of the Oxford English Dictionary (OED). To put those words in context, we used the Corpus of Contemporary American English (COCA) and the Coronavirus Corpus. COCA provides record of the English language in different genres and during different periods of time (before the pandemic). The Coronavirus Corpus, on the other hand, records the social, cultural, and economic impact of the coronavirus in 2020. It shows what people are saying in online newspapers and magazines in 20 English-speaking countries. The corpus released in May 2020 is currently about 692 million words in size. These two corpora will help us compare the vocabulary prior to the pandemic and now, one year on, tracking the linguistic trends and change as it happens. In order to look at particular nuances or senses, we look at the contexts in which a word is used. Given that these two corpora differ in size, we base our statistical framework in the contingency table discussed in Kilgarriff (2001), reprinted below:

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	X	Y	
w	a	b	$a + b$
not w	c	d	$c + d$
	$a + c$	$b + d$	$a + b + c + d = N$

Table 1. Basic contingency table. For word *w* in texts *X* and *Y*, there are *a* occurrences of *w* in text *X* (which contains a + c words) and *b* in Y (which has *b* + *d* words).[1] X and Y in our case represent COCA and Coronavirus Copus; *w* represents the word of interest.

3. Literature Review

The impact of Covid-19 is an ongoing process. As we learn more and more about the pandemic, our vocabulary changes to reflect that knowledge. By analyzing the corpora, we can see those trends of language change that reflect our knowledge for the virus during different periods of the year. Considering this new reality, linguists have set up teams to record the covid language. In this study we will make use of the so-called *The Coronavirus Corpus*, which comprises of more than 40 million tokens of English language from articles related to Covid-19.

Oxford English Dictionary, on the other hand, seeing the great impact that Covid-19 is having on the English language, published two special updates dedicated solely to covid language, which fall outside their usual quarterly publication cycle. In their April update, the new word entries are mostly related to the definition of the disease like *Covid-19*, *infodemic*, and words describing how people can protect themselves from the virus, such as: *self-isolate* and *self-quarantine* (and their inflected forms), *social distancing*, *elbow bump*, etc. In their July update, the language is shifted more towards social and economic impacts, with most frequent words being *PPE*, *lockdown*, *pandemic* (April); *reopen*, *lockdown*, *Covid-19* (May); and *defund*, *Juneteenth*, *brutality* (June)[2].

Even within the two OED updates there are differences with regard to the same expressions. For example, in their April update, Covid-19 is defined as “an acute respiratory illness”, but the editors chose to change that definition in their July update by adding other effects of the virus, such as “fever and cough”, “blood coagulation abnormalities”, and “death”. According to editors, this change in definitions reflects the new information about the disease (Trish 2020).

4. Findings and Discussion

The following list of words has been extracted from the April update of OED. Below are analyzed their frequency and meaning change during 2020.

Self-isolation
Infodemic
Shelter-in-place
Social-distancing
Elbow bump
WFH

Table 2. Coronavirus words added to OED in 2020

4.1. Self-isolation

[1] Table and notes taken from Kilgarriff (2001: 234)
[2] The top words of July prove that Black Lives Matter protests were another major topic during that month.

Firstly, in the 1800s *self-isolation* used to mean when countries chose to isolate themselves politically from the rest, now self-isolation means "self-imposed isolation to prevent catching or transmitting an infectious disease"[3] This is supported by the difference in use of *self-isolation* in 2016 (cf. [1]) and in 2020 (cf. [2]):

[1] Yayla said the irresponsible charge is part of Turkey's *self-isolation* from the West in the wake of the coup attempt.[4]

[2] The patient lives in Toronto with his wife. So far, she is not displaying any symptoms, but has been put in *self-isolation* and is being monitored.[5]

Secondly, in addition to the meaning change, our data proves that there is also a difference in frequency. Table 3 below illustrates the significant statistical change in terms of instances per million: *self-isolation* is used 251 times per million tokens in the Coronavirus Corpus and only 0.04 times per million in COCA.

	The Coronavirus Corpus	COCA
Frequency	59727	42
Words (M)	237	993
Per million	251.32	0.04

Table 3. Distribution of inflected forms of *self-isolation* in both corpora

This high use of *self-isolation* during the pandemic raised the need to use it in all its forms. Consequently, there are 9 inflected forms of *self-isolation* in the Coronavirus Corpus (*self-isolation, self-isolate, self-isolating, self-isolated, self-isolates, self-isolations, self-isolator, self-isolators, and self-isolaters*) compared to only 4 forms in COCA (*self-isolation, self-isolating, self-isolated, self-isolate*). In addition, the last three forms were not part of English dictionaries due to their low frequency of use before 2020. Now, as the chart below illustrates, these forms have surged in frequency and as a result lexicographers added them to the English dictionary in April 2020.

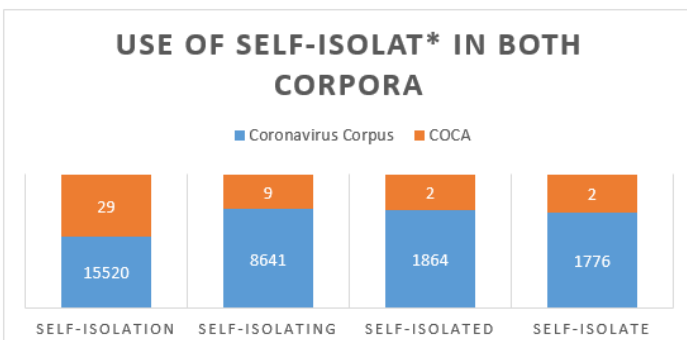

Chart 1. Four most frequent inflected forms of *self-isolation* in the the Coronavirus Corpus and COCA

4.2. Infodemic

Infodemic, a portmanteau word from *information* and *epidemic*, was so rarely used that we find no instances of it prior to the pandemic (although it was coined in 2003 for the SARS epidemic). Now it is being used to describe the current proliferation of news around coronavirus. Its peak of use was mid-February. Out of 100 articles related to Covid-19, published during February and March 2020, in 77 of them *infodemic* is enclosed in quotation marks (cf. [3]), and in 23 of them in no quotation marks (cf.[4]). Regardless of the presence of quotation marks or lack thereof, in half of the occurrences the word *infodemic* was accompanied by a description of its definition, as the below examples prove:

[3] Definition taken from OED.
[4] MAG: Fox News, 2016 (16-07-25) Turkish newspaper accuses US general of planning failed coup, COCA
[5] CA: CTV News, 2020 (20-01-25), Canada's first 'presumptive positive' case of coronavirus ..., The Coronavirus Corpus

[3] However, she raised alarm about what she described as an "*infodemic*" -- an epidemic of misinformation on the current outbreak.[6]

[4] … the World Health Organization (WHO) had to approach the social media and internet companies in Silicon Valley in the USA on February 13 for help in controlling the -- *infodemic*, the term given by WHO for the flood of fake news on COVID 19 epidemic on internet and social media.[7]

4.3. Shelter-in-place

Shelter-in-place is a protocol instructing people to find a place of safety in the location they are occupying until the all clear is sounded in the event of a nuclear or terrorist attack[8]. Now this expression has the meaning of staying indoors to protect themselves and others from coronavirus. The pair of examples below illustrate these different meanings of *shelter-in-place*:

[5] Areas extending 1 mile from the fire have been declared a *shelter-in-place* zone, meaning windows should be closed, outdoor activities stopped, and air circulation systems shut down.[9]

[6] Miguel Salas was arrested on suspicion of selling and transporting methampetamine. Salas's narcotics delivery business does not fall under the essential business category. Salas will now *shelter-in-place* in jail.[10]

Before the coronavirus, *shelter-in-place* was used only 0.01 times per million, as Table [4] proves.

	The Coronavirus Corpus	COCA
Frequency	7415	14
Words (M)	237	993
Per million	31.2	0.01

Table 4. Distribution of inflected forms of *self-isolation* in both corpora

4.4. Social distancing

Social distancing, first used in 1957, was originally thought as the action or practice of maintaining a degree of remoteness or emotional separation from another person or social group[11]. Now the term has physical connotation, namely the distance we need to keep with others to avoid infection. This is clear from the following examples:

[7] Arrange for social interaction during virtual and in-person meetings so that new members of the community become familiar with others and *social distance* overall is kept to a minimum. REDUCING VIRTUAL DISTANCE THROUGH CO-ACTIVATING LEADERS PHYSICAL DISTANCE[12]

As seen from example [7], before the covid emerged, social distance implied the following definition of Merriam-Webster dictionary:

> the degree of acceptance or rejection of social interaction between individuals and especially those belonging to different social groups (such as those based on race, ethnicity, class, or gender)

---

[6] IN: Down to Earth (20-02-05), Novel coronavirus outbreak not a pandemic: WHO, The Coronavirus Corpus
[7] IN: Deviscourse (20-02-14), Handling fake news Infodemic in time of Coronavirus epidemic, The Coronavirus Corpus.
[8] Definition taken from OED.
[9] NEWS: Oregonlive, 2018 (18-03-12), Black column of smoke rising from NE Portland fire, COCA
[10] US: Sfchronicle (20-03-03), Coronavirus live updates: six dead in Washington, the Coronavirus Corpus
[11] Definition taken from OED.
[12] ACAD: Mechanical Engineering Nov2009, Vol. 131 Issue 11, p30-34, 5p leading the DISPERSED WORKFORCE. Reilly, Richard R. Lojeski, Karen Sobel, COCA

As example [8] proves, in its new meaning *social distance* is equivalent with physical distance. This is evident from the modifier *two-meter*:

[8] While the World Health Organization (WHO) has advised that it isn't necessary for people to wear masks unless they have developed flu symptoms, population density in Hong Kong makes it very difficult to maintain the recommended two-meter *social distance* between people, and in spaces such as apartment building lifts, social distance is reduced to nearly zero.[13]

As for the frequency, before the coronavirus, *social-distancing* was used only 0.08 times per million, now it is used 900.81 times per million, as Table [5] illustrates.

	The Coronavirus Corpus	COCA
Frequency	214079	76
Words (M)	237	993
Per million	900.81	0.08

Table 5. Distribution of inflected forms of *social-distancing* in both corpora

4.5. Elbow bump

Elbow bump was in its earliest manifestation (1981) a way of conveying celebratory pleasure to a teammate, rather than a means of avoiding hand-touching when greeting a friend, colleague, or stranger (Paton, 2020). Since we could not find any instance of *elbow-bump* before the coronavirus, example [9] is taken from Miami News, as cited in the OED. In 2020, on the other hand, *elbow-bump* is not used as a celebratory pleasure, but to reduce the risk of spreading or catching an infectious disease, as example [10] proves.

[9] Gene Banks of the Duke basketball team speaks of the hand slap, high five, elbow bump and other varieties of shakin'.[14]

[10] Inslee said he's doing the *elbow bump* with people instead of shaking hands to prevent the spread of germs, and that his visit to the store was to encourage people to keep patronizing businesses during the COVID-19 Coronavirus outbreak.[15]

WFH

At the beginning of the pandemic, OED notes, terms regarding the disease and definitions are used. *COVID-19*, *Covid-19*, etc. abbreviations emerge later. There is no significant use of the abbreviation C-19 prior to July 2020. This term is now used mostly as a modifier.

In *Elements of Style*, Strunk and White (2009) suggest to "start your article by writing out names in full, and then, later, when your readers have got their bearings, to shorten them" (p. 76). *Covid-19* is itself a shortening of *coronavirus disease 2019*. According to OED it is the only new word added to the dictionary due to the coronavirus disease. But for the rest of abbreviations used during the pandemic, based on corpus data, abbreviations emerge in a later period, confirming that people got familiar with the words, and abbreviations were used to save space and time.
The abbreviation *WFH* (Work From Home) is used 1703 times in coronavirus articles and only 19 times prior to the pandemic.

[13] HK: Hongkongfp (20-02-14) Semi-quarantined: Living with the coronavirus outbreak in ..., The Coronavirus Corpus
[14] Miami News 13 Feb. (Home ed.) c1/2
[15] US: Columbian (20-03-05), School district north of Seattle closes over virus ... The Coronavirus Corpus

SECTION	ALL	20-01-01	20-02-01	20-02-11	20-02-21	20-03-01	20-03-11	20-03-21	20-04-01	20-04-11	20-04-21	20-05-01	20-05-11	20-05-21	20-06-01	20-06-11	20-06-21
FREQ	1992	0	0	2	0	16	93	182	201	227	161	77	173	145	61	60	63
WORDS (M)	237	7.3	4.8	4.0	5.7	17.6	26.8	55.5	38.4	35.8	33.8	31.3	30.5	36.1	29.3	27.1	26.8
PER MIL	8.38	0.00	0.00	0.50	0.00	0.91	3.47	3.28	5.23	6.35	4.76	2.46	5.67	4.02	2.08	2.21	2.35
SEE ALL SUB-SECTIONS AT ONCE																	

Table 6. WFH in the Coronavirus Corpus

An interesting fact is that *WFH* is now used also as a modifier, the most frequent examples including: *WFH model*, *WFH environment*, *WFH policy*, *WFH diaries*, and *WFH employees*.
The reason for the drop of using Work from Home or WFH can be attributed to the fact that after May it became the norm.

Conclusion

Covid-19, just as any other social change, is impacting language in general and English language in particular. Linguists have seen this pandemic as a great opportunity to record relevant terms used for its description and discussion as they emerge and change. In this study we have made use of the list of new words added to the Oxford English Dictionary in April 2020, and the hundreds of articles related to the coronavirus, collected in the Coronavirus Corpus in order to study the impact that Covid-19 is having on people's language. As our study proves, the Covid-19 impact was reflected in the English language in two main ways: meaning change and frequency surge. Such addition of new meanings to the existing words was done to specifically describe the coronavirus situation, whereas due to the spike and surge of words, the greater use of certain words led to additions in different parts of speech thereof.

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CALCULATIONS OF LOAD CONTENTS IN THE ROTARY KILN PROCESS AT THE FERRONIKEL PLANT

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ABSTRACT

In this paper, we will calculate the load content in the process of rotary kilns, the thermal quantity of the content of calcine components in rotary kilns during the frying process, electricity consumption - melting of calcine on electric furnace I, for ton calcine of ferronickel in Drenas.

The nickel ore is frying in a rotary kiln where a partial reduction of iron-nickel is achieved.

Fuels used as an energy source in the process of rotary kilns:

- Kosovo lignite,
- Coal from Indonesia,
- Coal from Russia,
- Coal from Montenegro
- Fuel oil and pet-coke

During the industrial research at the Ferronikeli Plant in Drenas, we have ascertained that the maximum calcine temperature at the outlet of the rotary kilns is 700 ° C, during the analysis of the work.

Insufficient processing of iron-nickel ore for rotary kilns causes major problems in not reaching the temperatures inside the kilns, where the high humidity of iron-nickel ore causes great difficulties in the process of frying in rotary kilns.

Because of not achieving high temperatures in rotary kilns, the preparation of the calcine for electric furnace does not reach the proper preparation.

The amount of calcine during 2016 that entered the electric furnace was 291919.64 tons, the amount of energy consumed for melting calcine in electric furnace, reached 553.42kWh / t calcine, while the amount of electricity consumed was 57.92 MWh /t Ni.

Keys words: Calcine rotary kiln, plant, lignite etc.

2) Technical and Technological Sciences

INTRODUCTION

At the Ferronickel Plant in Drenas, the load of rotary kilns, in addition to ores from Kosovo, also consists of a large number of imported ores.

Starting from:

- Fe-Ni ores from Indonesia
- Fe-Ni ores from the Philippines
- Fe-Ni ores from Macedonia
- Fe-Ni ores from Turkey
- Fe-Ni ores from Guatemala
- Ores from Fe-Ni from Albania
- Ni concentrate from Taiwan.

All Fe-Ni ores that make up the load of the rotary kilns at the Ferronickel Plant in Drenas as locative and imported are laterite-oxide sources.

Characteristic of most imported ores is the high percentage of moisture as very important factors in the process of rotary kilns and the percentage of Ni as important factors in the process of nickel metal formation and interest of the process of production of Fe- alloy Ni.

It is characterized by high Ni content where the annual average ranges from 2-3% Ni while the percentage of moisture is up to 40% in the composition of ores.

The high moisture content is a very big problem of the realization of the frying process in rotary kilns-the production of frying has in many difficulties during the process, as Fe-Ni ore does not drying before entering the rotary kilns and the ore of iron-nickel in the kiln process zones fails to transform the shapes as predicted in the three rotary kiln process zones.

A special feature is the composition of iron-nickel ores of Albania as they have a low percentage of moisture (11%) and a high composition of iron oxides. The composition of iron oxides has a reducing effect on the composition of the rotary kiln.

METHODOLOGY

For the analysis of the load content calculations of the rotary kilns we used mathematical calculations based on industrial and laboratory data. For the calculation of the heat load of the rotary kilns we are based on the composition of the calcine from the rotary kiln, as the main source of information, and the daily amount of calcine spent.

During the industrial research we have ascertained that the maximum temperature of the calcine at the outlet of the rotary kilns during 2016 was 700 °C, and the heat content of the calcine during the calculations will be realized at this temperature.

The heat content of nickel is calculated:

Chemical analysis of the calcine shows the content of Ni = 1.05%, from which in the form of metal in rotary kilns has passed the amount of 0.08% Ni.

If the residue expressed in the form of oxide we will express with the equation:

$$NiO = \frac{P.Ni_{fergese} - Sasia\ e\ Ni\ në\ formë\ metali\ \times M_{NiO}}{M_{Ni}}$$

$$NiO = \frac{0.97\ x\ 74.7}{58.7} = 1.234\ \%$$

$P.Ni_{fergese}$- represents the amount Ni in calcine

For the ton we have 0.8kg Ni_{met} and 12,34 kg

Or if we express it in moles:

$$Ni = \frac{0.8}{58.7} = 0.013 mol$$

$$NiO = \frac{1,234}{74.7} = 0.016mol$$

At a temperature of 700°C Ni_{met} corresponds to the amount of heat 20900 kJ / mol, while for Ni oxide (NiO) corresponds to the amount of heat 36784 kJ / mol from which we obtain:

The amount of heat it contains:

$$Ni_{met} = 0.013 \; x \; 20900 = 271.7 \; kJ$$

While the amount of heat it contains:

$$NiO = 0.016 \; x \; 36784 = 588.5kJ$$

The amount of heat of Co:

The content of Co in the baked matter (frying) is 0.04% and when expressed in oxide form is:

$$CoO = \frac{P.Co_f.x \; M_{CoO}}{M_{Co}} = \frac{0.04x74.93}{58.93} = \frac{2.99}{58.93} = 0.050\%$$

So a ton calcine contains 0.5 kg of CoO or we express it in the form of moles:

$$CoO = \frac{0.5}{74.9} = 0.0067mol$$

At a temperature of 700 °C CoO contains 36366 kJ /mol, then the amount of heat per CoO is:

The amount of heat it contains:

$$CoO = 0.0067 \; x \; 36366 = 243.65kJ$$

The amount of heat than Fe.

Iron in fryers comes in three forms:

- Iron metal, Fe_{metal}= 0.13%
- Iron oxide, FeO=11.39%
- Magnetit, Fe_3O_4 = 14.10%

$Fe_{met}=\frac{1.3}{56} = 0.03mol$

$$FeO = \frac{113.9}{72} = 1.58mol$$

$$Fe_3O_4 = \frac{141}{232} = 0.61mol$$

Metallic iron (Fe_{met}) at 700°C contains 22154 kJ/mol

Iron oxide, FeO ne 700°C cantains 36720 kJ /mol and Fe_3O_4 contains 142120 kJ /mol, the amounts of heat are:

The amount of heat $Fe_{met} = 0.03 \; x \; 22154 = 664.62 \; kJ$

The amount of heat $FeO = 1.58 \; x \; 36720 = 58017.6 \; kJ$

The amount of heat $Fe_3O_4 = 0.61\ x\ 142120 = 86693.2\ kJ$

The amount of heat of $C_{fix.}$ In a ton calcine have 1.2kg C in the mol:

$$C = \frac{1.2}{12} = 0.1\ mol$$

At 700 °C carbon contains 10868 kJ / mol

The amount of heat $C_{fix} = 0.1\ x\ 10868 = 1086.8\ kJ$

The amount of heat of calcine losses.

Chemical analysis of calcine has shown the amount of calcine losses of 3.03% which for one ton of calcine is:

Losses of calcine $\frac{30.2}{44} = 0.68\ mol$

At 700 °C the calcine losses contain 31768 kJ /mol, from which we have:

Heat quantity of calcine losses = 0.68 x 31768 = 21792.8kJ

The amount of heat that SiO_2. The content of SiO_2 in calcine is 46.72%, one ton of calcine contains 467.2kg SiO_2 or we express it in moles:

$$SiO_2 = \frac{467.2}{60.08} = 7.8mol$$

At 700 °C SiO_2 contains 44308 kJ / mol, from which we have:

The amount of heat $SiO_2 = 7.8x\ 44308 = 345610.2\ kJ$

The amount of heat Ca. Ca in calcine is found in two forms: If CaO =53.867 t/24h and if $CaCO_3$=288.55 t/24h, that in percentage:

$$\%CaO = \frac{53.8967\ x\ 100}{1633.0} = 3.30\%$$

$$\%CaCO_3 = \frac{288.55\ x\ 100}{1633.0} = 17.66\%$$

For a calcine tone it is 0.33 kg CaO and 176.6 kg $CaCO_3$ or expressed in mol:

$$CaO = \frac{33}{56.08} = 0.588\ mol$$

$$CaCO_3 = \frac{176.6}{100} = 0.047mol$$

The amount of heat of CaO at 700°C is 32604kJ/mol, while for $CaCO_3$ it is 64790 kJ/mol, from which we have:

The amount of heat $CaO = 0.588\ x\ 32604 = 19171.15kJ$

The amount of heat $CaCO_3 = 1.765\ x\ 64790 = 114354.35kJ$

The amount of heat $magnesium$ (Mg)- Magnesium in calcine is found in two forms as: MgO=27.1125t/24h and $MgCO_3$ of 56.71t/24h which in percentage is:

$$\%MgO = \frac{27.1125 \; x \; 100}{1663.0} = 1.62 \;\%$$

$$MgCO_3 = \frac{56.71x \; 100}{1633.0} = 3.471\%$$

For a calcine tone it is 16.6 kg MgO and 34.71 $MgCO_3$ if we express it in moles we will have:

$$\text{MgO}=\frac{16.6}{40.3} = 0.412 \; mol$$

$$MgCO_3 = \frac{34.71}{84.3} = 0.412 \; mol$$

At a temperature of 700℃ MgO and $MgCO_3$ contain 31768kJ / mol

We calculate the amount of heat: $MgO = \; 0.412 \; x \; 31768 = 13056.6kJ$

$$MgCO_3 = 0.412 \; x \; 31768 = 13056.6kJ$$

DISCUSSION OF RESULTS

The heat of the calcine at the temperature of 700 °C is 694440 kJ/t calcine.

Since 1 kWh = 3600 kJ then the heat of calcine 651728 kJ/t calcine is equivalent to the electricity consumed of 192.9kWh/t calcine.

According to the calculations of the amount of heat we notice that at a temperature of 700°C we have electricity savings in the electric furnace affecting 192.2kWh /t calcine.

From the calculations of the quantities of heat of the calcine compositions we conclude that during 2016 we spent quantities of heat of 42712 kJ / t calcine less in relation to the amount of heat of the calcine at a temperature of

700 °C. This change in heat quantities comes as a result that during 2016 two rotary kilns have prepared the calcine for only one electric furnace and it has not been worked for six months of 2016.

Recommendations

- Apply drying for Fe-Ni minerals.
- The amount planned to be equal to the realized amount (ores and fuels).

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