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USING INTERNET OF BEHAVIOUR TO INFLUENCE CUSTOMERS - A BUSINESS STRATEGY OR PRIVACY INTRUSION

Ejup Rustemi[1*] Mefail Tahiri[2]

[1]University of Tetova, North Macedonia
[2]University of Tetova, North Macedonia
[*] ejup.rustemi@yahoo.com

ABSTRACT

Data is the thing that drives the world into movement. We as a whole follow up on data; we make evaluation dependent on that; we base our organizations upon that. Hence, legitimate and sound data is essential in all things, from our everyday experience right to how countries communicate and team up between them. Data obtaining and assessment has been diverse all through mankind's set of experiences; various periods had various procedures to examine any given data. The reason for the Internet of Behavior (IoB) is to catch, break down, comprehend and react to a wide range of human practices in a manner that permits following and deciphering those practices of individuals utilizing arising mechanical advancements and improvements in AI calculations. Individuals' practices are observed and motivating forces or disincentives are applied to impact them to perform towards an ideal arrangement of operational boundaries within an organization. What is truly applicable about IoB is that it's difficult to clearly breaking down the way we conduct with it, or how to distinguish which mental factors to impact so we can achieve a specific result. Our paper will deal with the importance that this technology has on our everyday lives and the possible ethical aspects that may be present when using or being part in the chain of such technology.

Keywords: manipulation, behavior, information, user.

- Natural and mathematical sciences

INTRODUCTION

We can start with Young who in 1998 built a concise, eight-question evaluation instrument that surveys habit-forming Internet utilization thoroughly dependent on the DSM-IV measures for obsessive usage, including indications of distraction, the requirement for utilizing the Internet with expanding measures of time to acquire similar degrees of fulfillment, ineffective endeavors to decrease unreasonable Internet use, fractiousness when chopping down the action, utilizing the Internet longer than expected, taking a chance with the upkeep of work- as well as school-related execution and social connections, lying about the time spent on the Internet, and utilizing the Internet as an adapting methodology to escape from genuine issues. Young (1998) suggested that five out of eight models ought to be met to consider an individual being dependent on the Internet. Nonetheless, scientists contended that Internet use has become a fundamental piece of our lives, bringing about that a few parts of hazardous use (e.g., delayed utilization of the Internet) may not be related with diminished degrees of prosperity (Demetrovics and Király, 2016; Yellowlees and Marks, 2007). All this obssesion is analyzed and evaluated by companies in order to acquire information regarding what makes customers buy a certain product, thus controlling their behavior to their profit.

KNOWING HOW TO BEHAVE

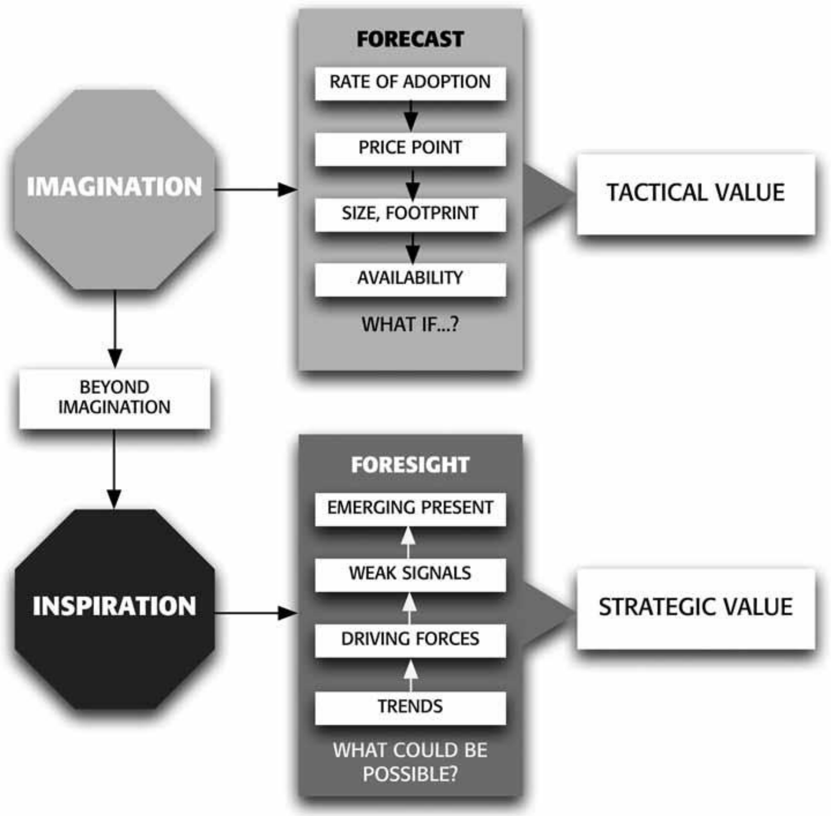
Today, going past being well known among young people, online media has now advanced into a much-discussed public concern in light of exorbitant or maladaptive use. Indeed, a developing assortment of the writing shows a reliably certain connection between youths' Internet utilization and Internet hazards, but also, profit-driven conduct when buying various products.

Web “enslavement” has been described as the utilization of the Internet to escape from negative sentiments, proceeded with utilization of the Internet regardless of the craving to stop, insight of horrendous feelings when Internet use is incomprehensible, pondering the Internet continually, and the experience personal struggles because of Internet use (Young, 1998). Occasionally we must adopt the satisfactions system to set up the socio-mental beginnings of necessities in web-based media use among young people. This gives the premise to analyze how these satisfactions are identified with various examples of web-based media use, bringing about potential outcomes like Internet enslavement and weakness to Internet hazards. One may conceptualize the investigation with Internet enslavement indications as the results of personal satisfactions.

Regardless of that, Internet habit, a lot of times, is essentially a type of hazard, treating Internet fixation manifestations as indicators may assist with distinguishing side effects that parents and educators need to make prudent moves before it turns into a hazardous obsession. Nevertheless, business companies, use this to their own gain, to sell products and control the way we behave on the Internet.

The utilizations and satisfactions approach expects that social and mental inspirations may make individuals go to media for friendship and different delights. In this regard, the crowd is regularly endeavoring to fulfill certain social and mental necessities like reconnaissance, data chasing, amusement, individual character, or friendship (Dimmick, Sikand, & Patterson, 1994; Rubin, 1983). The utilizations and satisfactions approach expects that social and mental inspirations may make individuals go to media for friendship and different delights. In this regard, users are regularly endeavoring to fulfill certain social and mental necessities like the ones we just mentioned (Blumler, 1979; Katz, Blumler, & Gurevitch, 1974). This utilitarian perspective on media use can be a driving force for individuals' thought processes related with the utilization of web-based media (such as IM, blogs, Facebook, and online games).

Fig. 1 Forecast and Foresight of Market Value[1]



CONTROL OR USER SERVICE?

Internet of Things (IoT) includes a pervasive presence of sensors, actuators, and other devices that are deployed across large areas and connected via protocols (e.g., Bluetooth, WIFI, LoRA, 5G) that cooperate to meet common objectives. The prevailing trait of IoT is the actual cooperation of the "things" with their surroundings, which empowers novel applications and sets new set of requests. A significant number of these applications are generally dispersed, some have rigid ongoing prerequisites, and in all cases, it is important to keep up with reliable correspondence and versatility to dynamic conditions.

[1] Manu, A. (2015)

IoT can, possibly, fundamentally change and further develop city administrations, transportation, agribusiness, medical care, energy creation and circulation, and water protection, among numerous other crucial parts of human existence.

For example, in a research with birds Reynolds (1987) characterizes rushing as the conduct that arises when birds independently apply three neighborhood rules. The main principle looks for coordinating with the speed of adjoining birds (arrangement), the subsequent standard forestalls crashes with different birds or outer items by endorsing a base "bubble" around each bird (division), and the third guideline forces a most extreme distance between neighbors (union). While none of these principles unequivocally characterizes an aggregate conduct, a herd, all things considered, arises because of every individual bird flying as per its given guidelines. In this way, devices can be connected and made to be relatable to one-another with the purpose of mutual communication

Across a scope of practices, there is a developing group of exploration researching the particular and point by point techniques individuals can use to change conduct. One methodology includes the distinguishing proof of Behavior Change Techniques (BCT). Scientific classifications of these intercession procedures have been accounted for general conduct change just as liquor, smoking, and betting (Rodda et al., 2017). Another approach is to identify behavior change strategies (BCS) that individuals use with or without proficient oversight. This information can be analyzed for the presence of progress procedures. For example, a new report including gamblers analyzed two distributed gatherings and through investigation of 2937 posts distinguished 27 discrete changes of behavior (Rodda et al., 2018). Rodda et al. (2018) suggest that change systems were unpredictable (i.e., they incorporate an assortment of activities inside every strategy) and confusion explicit (i.e., the distinguished activities for restricting or diminishing were habitually betting explicit, like restricting admittance to assets for betting). There seems to be an impression of some entanglement between mediation educated scientific categorizations and those dependent on buyer experience (e.g., both incorporate classes related with social help). Notwithstanding, there can be a scientific categorization center with respect to how the change technique could be conveyed though customer educated change system. All these approaches from every day life can be used by corporations to control customer behavior.

BEYOND THE LIMITS

There are a couple of models—analogies—we may while attempting to comprehend the capability of the environment of everything associated with how we behave on the Internet. Take a tree for instance: the leaves are associated with the branches, the branches associated with the trunk, the trunk is associated with the roots, and the roots with the ground. The human passing by is associated through the feeling of smell and contact; the bloom close by is associated through the ground and the air, and the honey bee that just contacted its petals.

These are largely natural associations, where contact is made. In a natural association, everything offers some benefit to all the other things. The honey bee offers some incentive to the blossom, the bloom offers some benefit to the tree, and the tree offers some incentive to the human.

The generative inquiry in the 'everything associated' nature is: If each individual, article and spot could impart to each other, what might be the topic of their discussions? Corporations use the same strategy to influence how their customers behave when they use the Internet.

To respond to this inquiry, we need to know:

• How would we be able to increase the value of one another?

• What would individuals like to know in certain places?

• How can we increase the value of an item?

• What would customers like to know?

• How can two items increase the value of one another?

• What would customers like to think about certain products?

• What would customers like to think about other customers?

CONCLUSION

We should know about what we consider genuine data for the reason that they have an enormous impact on our lives. It can prompt individuals in their home or working environment to behave in a controlled manner. Individuals who surf the web whether for news or for no reason in particular, the likelihood to be given controlled data is incredibly high, therefore a legitimate alert is required. We are altogether inclined to rapidly respond upon some random data, since current life is quick and data assault is at unprecedented levels, and this is the primary issue that we should manage; response should come solely after sufficient affirmation of such data.

The IoB is faced with the affliction of how information is gathered, put away and utilized. Its degree of access is hard to control and in this way all organizations should know about the obligation of IoB use. Google, Facebook or Amazon keep on securing programming that conceivably brings the client from a solitary application to their whole online environment, without their authorization. This presents critical legitimate and security danger to protecting individual rights, which can additionally change our behavior all throughout the planet.

Conduct information can permit cybercriminals to get to delicate information that uncovers client examples, gather and sell property access codes, conveyance courses and in certain events, banking codes. These cybercriminals could take phishing to another level by creating further developed tricks, and accordingly amplifying the probability that clients will be misled.

All in all, businesses should establish proper set of rules to what degree they can intervene in data manipulation which will result in controlled behavior, because if it gets out of control, by trying to increase their profit they may damage their endeavors profoundly.

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CONSEQUENCES OF COVID - 19 ON SMALL BUSINESS BUSSNESS IN SERBIA

Flutra Jahiu
Faculty of Business Administration– The State University of Tetovo, flutura.jahiu@unite.edu.mk

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, social sciences, small businesses in Serbia, the consequences of the pandemic.

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.

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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 employments, 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.

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

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

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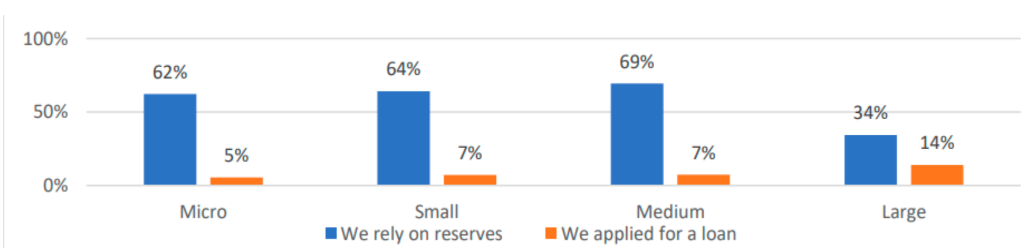
Source: odgovornoposlovanje.rs, 2020.

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).

Graph 2. Businesses financial support



Source: ceves.org.rs, 2020.

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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)

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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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ETHICAL COMMUNICATION IN PUBLIC RELATIONS

MSc. Luan Jahiri
PhD candidate, South East European University, North Macedonia
luan.jahiri@hotmail.com

Abstract

Ethics in relationships with the public today it relies on the codes of ethics that exist within all relevant institutions for public relations and public servants, which most often refer to moral principles such as honesty, integrity and not harming others. Ethical communication for an institution is seen as a good promoter of performance, because the ethical identity of the public servants, is very important for the public as well as for stakeholders for that institution. To define ethical communication of public servants, it is necessary to clearly understand the purpose of ethical communication, which refers to the practice of conveying honest information in a way that is not intended to be misleading. In other words, the information should be presented within a context that ensures that the information is not misleading as a result of being conveyed in a sort of vacuum. Ethical communication is fundamental to responsible thinking, decision-making, and the development of relationships and communities within and across contexts. Moreover, ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect for self and others. We do believe that unethical communication threatens the quality of all communication in public relations, and so the well-being of people and the society in which we live.

K**eywords:** public servants, performance, ethics, ethical communication, public relations**.**

1. INTRODUCTION

The modern concept of public servants implies that success is based on high ethical principles, ethical communication and professional norms and standards. In the face of a changing society many governments seem to keep doing things in the same old concept of work, and therefore in this paper will be analyzed ethical communication that should be applied in the professional practice of relationships with public in the world. The importance of this paper stems from the fact that it addresses the fact that every society should promote high moral demands on its individuals, so that they better understand why it is so necessary to communicate ethically. Encouraging a civic response against unethical behavior is imperative. The other issue that has to do with ethical communication is to understand the connection that it has with public relations, it must be clarified that it is not an abstract notion but is an important activity for the success of the state.

Public Relations is a discipline and profession that is constantly evolving, and in which perceptions of academic and professional ethical grounding are based on diametrically opposed positions. On the one hand, there are public perceptions that public relations are based on spin, manipulation and ethical resilience, while on the other hand, public relations theorists and public relations practitioners perceive it as the social, ethical and moral conscience of the organizations they represent. (*Skinner, Mersham, Valin, (2003), Global protocol on ethics in public relations).*

Ethical communication is the basic element of an administration, which for its humane and social nature has as its mission, the service with public relations. The service necessarily passes through real communication, but often also verbal but not directly such as the way from the outside but also the inner attitude that everyone holds in daily life in front of different people and situations. The administration is not only an entity in the service of another but also has the role of an educator and social informant for public relations. Through different ways of communication, the administration shares and transmits thoughts, feelings, emotions and support, based on the different problems and requests of citizens, as well as between persons working in the administration with special duties, officials working in public relations. *(Mandelbaum, A. (2020), The Basic Principles Of Ethical Communication).*

Ethics is not just what has become accepted within the practice itself. Just because something constantly doing the wrong thing doesn't mean it’s desirable to do it again.

2. OBJECTIVES

There are many reasons why ethics, professionalism and ethical communication should characterize public relations practice, but equally important are characteristics and trust, social responsibility, balance of power and obligation, community building and conflict resolution. The point of public relations is to build and maintain relationships, and trust is crucial for this. It is important for the organization to be represented by someone ethical and professional.

Trust largely depends on the integrity of individual servants, so this is one of the reasons why public relations are under such a magnifying glass and why they are so powerful and influential. Public servants have an obligation to be as professional as possible. *(Ralph Tench, Liz Yeoman (2009) Discovering public relations, pg.310)*

Ethical issues and dilemmas are inherent in public relations, and their task is to ensure that public relations operate in accordance with ethics and ethical communication which is the basis of professionalism and credibility in the field. (*Parson P.J. (2004) Ethics in Public Relations, A Guide to Best Practice, Kogan Page, pg. 2).* Thus, we can conclude that the issue of ethics is one of the most common issues that "haunts" area of public relations.

According to Patricia J. Parson, the issue of ethics in public relations has become an oxymoron today due to the growing emergence of "spin", especially in the field of politics and economics. Doubt is more and more present the public - including employees, customers and consumers, etc. - who are very skeptical of to what they are told on a daily basis. We simply cannot afford to contribute more this type of mistrust, which brings us to the question: how important is ethics and ethical communication in relationships with public? (*Parson P.J. (2004) Ethics in Public Relations, A Guide to Best Practice, Kogan Page, pg.23)*

Public relations are limited by two regulatory frameworks. One is a legal and normative framework, and the other is a self-regulating, ethical framework. These two systems of norms and principles determine and regulate the "rules of the game" in the world of modern public communications. In this way, law and ethics define the normative environment in which public relations takes place and ensure compliance with the rules by all participants in public communication processes. In order to put legal issues in context, it is necessary to first understand the difference between "law" and "ethics" - "Fundamentally, law is a system of rules that governs a particular society. Ethics, on the other hand, involves decisions that people make in their private and professional lives. Individuals set ethical standards for their own behavior, some of which involve voluntary adherence to standards set by some professional groups". *(Cutlip, S. M. Center, A. H., & Broom, G. (2006) Effective Public Relations. Englewood Cliffs, NJ:Prentice-Hall).*

3. METHODOLOGY

The modern concept of public relations implies that communication is based on high ethical principles and professional norms and standards, and therefore this paper will analyze the ethics of communication that should be applied in the professional practice of public relations. In order to answer other questions, we will use the survey method in our paper and content analysis, in order to examine the opinion of most often violated instructions from the code of ethics of public servants. How much manipulation and spins are present in the public are some of the questions to which we seek an answer through this paper?

The focus of the analysis will be on public servant's ethics, as a self-regulating framework of public communication, and this issue will be analyzed on a theoretical and practical level. On a theoretical level it will be analyzed utilitarian vision of communication ethics, deontological approach to ethics communication, the communication ethics of egalitarianism and relativism in ethics communication. As part of the analysis of communication ethics at the professional level will be analyzed codes of public relations ethics that create self-regulating frameworks of the public communication. Practical aspects of ethics will also be analyzed communication challenges, which are set before public relations employees.

A detailed analysis of the available materials will be made, regarding the regulation of ethics, ethical communication as well as the legal basis available for the regulation of labor relations in the Public Administration, the legal basis mainly based on the labor codes and regulations. internal administration and various public enterprises. These two concepts will be confronted with each other, in order to find out how far the law is implemented or not and how ethical the public administration is. An attempt for a normative approach through comparative analysis bringing it in two perspectives: traditional and explanatory considering that the factors that affect the construction and functioning of public administration.

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The comparative analysis[1] will examine the problems in public administration, ensuring uniformity in the improvement of law enforcement institutions and agencies. Consistency means that the current rules governing public sector activities and behavioral incentives are mutually supportive in the pursuit of efficient and accountable functioning.

3.1. Data analysis - survey questionnaire

- Questionnaire (Total: 151) - Valid 124 - Invalid 27

Is ethics something that executives and staff talk about regularly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	11	8.9	8.9	8.9
	Slightly	23	18.5	18.5	27.4
	The average	61	49.2	49.2	76.6
	To many	18	14.5	14.5	91.1
	Extremely very much	8	6.5	6.5	97.6
	I don't know	3	2.4	2.4	100.0
	Total	124	100.0	100.0	

Are you informed about the values and principles of ethics in your company?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	10	8.1	8.1	8.1
	Slightly	15	12.1	12.1	20.2
	The average	83	66.9	66.9	87.1
	To many	8	6.5	6.5	93.5
	Extremely very much	2	1.6	1.6	95.2
	I don't know	6	4.8	4.8	100.0
	Total	124	100.0	100.0	

What about Communication skills of colleagues?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	4	3.2	3.2	3.2
	Slightly	20	16.1	16.1	19.4
	The average	45	36.3	36.3	55.6
	To many	44	35.5	35.5	91.1
	Extremely very much	11	8.9	8.9	100.0
	I don't know	124	100.0	100.0	

[1] The method of comparative analysis is about weighing comparative elements, common features or differences that have two or more phenomena, events, objects, etc.

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In what areas do you consider staff training most needed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Customer behavior	96	77.4	77.4	77.4
	Responsibilities at work	28	22.6	22.6	100.0
	Total	124	100.0	100.0	

4. RESULTS

The paper seeks to point out the continuity of ethical problems and dilemmas in public relations from their founding to the present day and to reach a possible ethical framework for access to this activity. After a brief description of the definitions and development of the profession of public relations and a presentation of the basic assumptions of recent theories of ethics in it, after the survey questionnaire results, we then judge their approach to ethics and compare it with recent approaches to ethics in public relations and we draw conclusions:

We recognize the continuity of doubts between two fundamentally different approaches to ethics in public relations, from its founding to the present day and the need for a unique and clear ethical framework for decision-making in this field. The public expects more from public servants' professional behavior and good communication, but the image of public relations as a profession is often unfairly negative due to the unprofessional and unethical conduct of individuals within the profession. The ethical opinion of public relations professional's ranges from dilemma: whatever you want people to do to you, do to them; to professional loyalty to the company or organization they work for. In order to prevent and sanction unethical phenomena, it is important to set rules in the form of codes according to which public relations experts will adjust their behavior and do more training for the servants.

People are skeptical of the information they receive from communication of public servants. They are less and less sure that the information they receive is really there to inform them, and more and more they believe that it was released for the purpose of manipulating public opinion. As for the opinion of experts, we can see that they also state that ethics is a matter of the individual and that even if this unethicalness appears, the most common cause is that individual to whom it is important to say something different from the real truth at that moment. It will take a lot of reform and even more time for people to start believing what is being offered to them as information and to start looking at it again as information rather than as a means of manipulating and making it easier to reach a goal.

As expected, results from this paper tell us that although much has been done to have ethical communication in public relations, it is still not enough. It is important that ethics is understood by all people in order to understand when a behavior is or is not ethical and to act ethically. There are many definitions of ethics, but the generalities in work, communication and life should be: Doing and talking what is right; It is the goal of a good life, with and for the other, within righteous institutions. It does not matter which of these definitions everyone prefers, but it is important to understand and act on it, acting right and achieving the right performance. So, to be ethical and speak ethical you must act in a fair, honest way, considering the consequences and responsibilities etc. Ethical behavior and communication are important, if you want to succeed, you must be guided by this principle. Drafting codes and ethical procedures are very vital for advancing ethical issues in an organization, if these do not exist then no one can be guided. All civil servants must act accurately towards the good and the right.

In order to have performance and success, an organization must respect ethics in services and communication. Ethics in public service is about the practical application of moral standards in governance. *(Chapman, R. (2002), "Ethics in public service for the new millennium", pg. 210).* Ethics relates first and foremost to the way the individual feels about how he should behave; it is about values and their application in each context. It is known that civil society is directly related to the service provided by the public administration and as a result it orients its entire activity towards meeting the needs and interests in the public relations, exercising its functions, based on sound ethical principles and respect for the law. It is very important to develop high moral awareness in administration officials who communicate with individuals representing different social groups with in public relations. *(Menzel, D. C, (2005), "Research on Ethics and Integrity in Governance: A Review and Assessment" Published by Northern Illinois University in the March, issue of Public Integrity, p. 10).*

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5. CONCLUSIONS

If ethics is the science of morality, and morality is the understanding of the concepts of good and evil, then ethics in relationships would with the public has to be: how to set up and by what means to use according to good or bad public opinion, without at the same time underestimating, insulting or belittling that public. For success and communication with the public, ethics of public servants must include values such as honesty, openness, loyalty, synonymy, respect, integrity and honest communication. This definition of ethics in public relations is far away is from the practice that Grunig and Hunt wrote about in terms of the term "flacking for space" *(1984, pg. 30)* which these two authors explain in a way that there has been a constant effort by servants in relationships with the public to get information for the client where they used everything possible tricks to take advantage of the media or spin messages with persuasion techniques. *(D.Bowen A.S.(2007) Ethics and Public Relations", pg. 30).*

During the research of this topic, it was proved that:

Very few principles of joint governance in public relations have been followed, organizations have their own codes of conduct named as Internal Regulations but not Codes of Ethics; For organizations to be successful, employees must work honestly, they must have integrity, but they must also build trust, both with colleagues, managers and customers; Ethical behavior and communication should not be the pursuit of our feelings, ethical behavior and communication is not a matter of religion or law, but it is an obligation to work, it is an obligation to the requirements of society, we must have principles regarding ethical behavior and communication ethical, so we should behave at work as we behave at home and with the family, as if the work we do is a private business.

The following recommendations emerge from these conclusions:

Governmental and non-governmental organizations should train staff continuously with training - Customer Behavior; Every Governmental and non-governmental organization should have Codes of Ethics, these codes which define all working principles; Public organizations should define the duties and responsibilities to the staff, based on the education they have and the continuous behaviors they have at work; Every organization should have impartiality in staff management, management staff should have human moral attributes; Management and staff should be a common segment for the success of the organization, staff should always be motivated to achieve the objectives of the organization; So, for organizations to be SUCCESSFUL, all staff must have RESPECT and RESPONSIBILITY in the work end communication that they perform.

The modern concept of public relations implies that communication is based on high ethical principles and standards. Ethical conduct is a prerequisite for any communication and thus that which organizations conduct with the public relations. When it comes to professional communication that is subject to strict criteria of business ethics, and ethical codes that it has every profession. Public relations are particularly sensitive to ethical respect principles and codes in work, because the reputation of the entire organization depends on it. Experts for public relations all over the world, must know the theoretical postulates but also the ways of practical application of ethical principles, standards and codes, when communicating with its strategic publics.

In the end of this paper, we can say that public communicators, who want to establish and maintain successful relationships with their strategic publics they need to know, understand and respect the two regulatory frameworks: normative-legal and ethical. Normative-legal framework, which includes international conventions, constitutional provisions and legal solutions, represents the basis on which public communication and public relations are based into the modern world. However, the normative-legal framework is, basically, only the first a step towards the complete regulation of the public relation profession, because without knowledge, understanding and application of ethical principles and codes of applied public relation ethics, cannot even be successful public relations. Based on the analysis, it is clear that the ethics of communication represents reference framework and platform for self-regulation of public relations.

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THE IMPORTANCE OF EDGE COMPUTING IN DATA MANAGEMENT WORKFLOW

Mefail Tahiri[1*] Ejup Rustemi[2]

[1]University of Tetova, North Macedonia
[2]University of Tetova, North Macedonia
[*] mefailt@gmail.com

ABSTRACT

Similar to other innovation alternatives brought forward before, Edge Computing can be incorrectly distinguished as the arrangement when the necessities of the business are ineffectively characterized, or the advantages of the clever design are inadequately perceived. Edge Computing should be effectively characterized and perceived. Anyway, what is Edge Computing? The term edge is a relative term. The computing model likens to figuring in one (focal) area, regardless of whether that is in the cloud or in your own datacenter. In this way, one part of edge computing is that it is entirely different than the approach where all information is pushed to a solitary ingest or capacity endpoint. Edge computing is exceptionally decentralized. Yet, what subtlety about "edge" makes it unique? "Edge" suggests that something is situated as close as possible to a reference point. Consider the two universes we work in – one world is our actual world and the second is the advanced world. The actual world is the regular world we live in that contains all that we can see with our five senses. The computerized world is a world wherein we are only guests. We can't contact, feel, or smell information or computerized signals. Also, for quite a while, the advanced world was kept extremely isolated from our actual world. It's anything but a distant land known as the Data Center. Then, that point it moved, apparently, much farther away to a further-off land known as the Cloud. This paper will try to exemplify what Edge Computing actually is and how it can benefit the future of data management.

Keywords: computer devices, edge computing, cloud service, connections.

- Natural and mathematical sciences

INTRODUCTION

Information is progressively delivered at the edge of the organization. Consequently, it would be more effective likewise to deal with the information at the edge of the organization. Past work, for example, miniature Datacenter, Cloudlet, and fog computing have been introduced since Cloud computing isn't generally proficient for information handling when the information is delivered at the edge of the organization. According to Cao, Zhang, Shi (2018), in this segment, we show a few reasons why Edge Computing is more proficient than Cloud computing for some computing administrations, and afterward we give our definition and comprehension of Edge computing.

Putting all the computing errands on the cloud has ended up being an effective way for information handling since the computing power on the cloud outmatches the capacity of the things at the 'edge'. In any case, contrasted with the quick creating information handling speed, the transmission capacity of organizations can reach to a halt. With the developing amount of information created at the edge, the speed of information transportation is turning into the bottleneck for the Cloud-based computing worldview. For instance, around 5 Gigabyte information will be produced by a Boeing 787 consistently, however the transfer speed between the plane and either satellite or base station on the ground isn't huge enough for information transmission. Think about a self-governing vehicle as another model. 1 Gigabyte information will be created by the vehicle consistently, and it requires ongoing handling for the vehicle to settle on right choices (Cao, Zhang, Shi (2018). In the event that all the information should be shipped to the cloud for preparation, the reaction time would be excessively long.

Also, that current organization transfer speed and dependability would be tested for its capacity of supporting countless vehicles in a single region. For this situation, the information should be handled at the edge for more limited reaction time, more proficient preparation and smaller organization pressure.

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THE EDGE OF TECHNOLOGY

Virtual Machines have served Cloud computing very well before. Acquired from VMs, compartments can be running straightforwardly on top of the actual framework and offer virtualization on local level. Because of the plan of shared OS, the size of the compartments can be obliged to local level, and it may just require a few seconds as startup time (Cao, Zhang, Shi (2018). The fits Edge computing applications very well since the asset's necessities are typically restricted, for example, stockpiling size and reaction time.

Edge computing pushes the computational foundation to the vicinity of the information source, and the computing intricacy will likewise increment correspondingly. Software Defined Networking (SDN) gives a practical answer for Edge network virtualization and improves on the organization intricacy by offering the programmed Edge gadget reconfiguration and data transfer capacity. Edge gadgets could be set up and conveyed in an attachment empowered by SDN. Likewise, SDN is a promising answer for Edge framework security like Internet of Things (IoT).

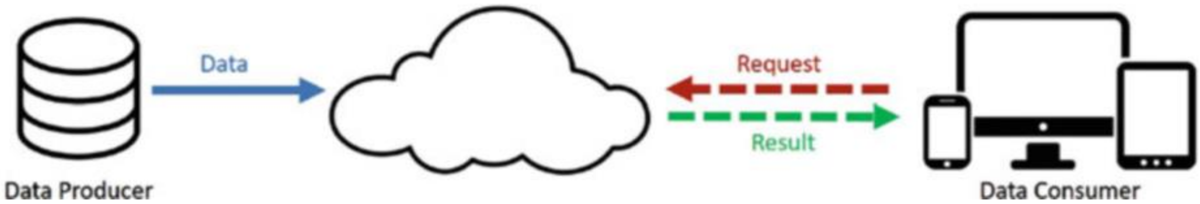
As the upstream that conveys the substance of transmission is turning into the bottleneck of the web because of the expanding web traffic, Content Delivery/Distribution Network (CDN) can offer information reserving at the Edge of the organization with adaptability and save both the transfer speed cost and page load time essentially (Cao, Zhang, Shi (2018).

Cloudlets and Microdata centers are the limited scale cloud server farms with portability improvement. They can be utilized as the passage between Edge/cell phones and the cloud. The computing power on the Cloudlets or MDCs could be gotten to with lower inertness by the Edge gadgets because of their closeness.

Fundamental computing errands for Edge Computing like discourse acknowledgment, language preparing, AI, picture handling, and expanded reality could be conveyed on the Cloudlets or MDCs to lessen the asset cost.

In other words, Edge computing refers to the enabling technologies permitting calculation to be performed at the edge of the organization, on downstream information for the benefit of cloud administrations and upstream information for IoT administrations (Cao, Zhang, Shi (2018). Here we characterize "Edge" as any computing and organization assets along the way between information sources and cloud server farms. For instance, a cell phone is an edge between the user and the cloud, a door in a tech home is the edge between home and cloud, aMicro Data Center (MDC) and a Cloudlet is the edge between a cell phone and cloud.

Fig. 1 Edge Computing Workflow[1]



The reasoning of Edge computing is that computing ought to occur at the nearness of information sources. According to our perspective, Edge Computing is compatible with Fog computing, however Edge computing centers more around the Things side, while Fog computing centers more around the framework side. We imagine that Edge computing could affect our lives as much as the Cloud Computing.

Figure 2 shows the two-way computing streams in Edge computing. In the Edge computing worldview, the exclusive things are information consumers who additionally play as information makers. At the edge, the things can't just demand administration and content from the cloud yet additionally play out the errands from the cloud. Edge can perform offloading, information stockpiling, reserving and preparing, just as conveying solicitation and conveyance administration from cloud to client. With those positions in the organization, the actual edge should be all around intended to meet the prerequisites in administrations like dependability, security, and security insurance.

Fig. 2 Two-way computing streams in Edge Computing[2]

[1] Cao, Zhang, Shi (2018)
[2] Cao, Zhang, Shi (2018)

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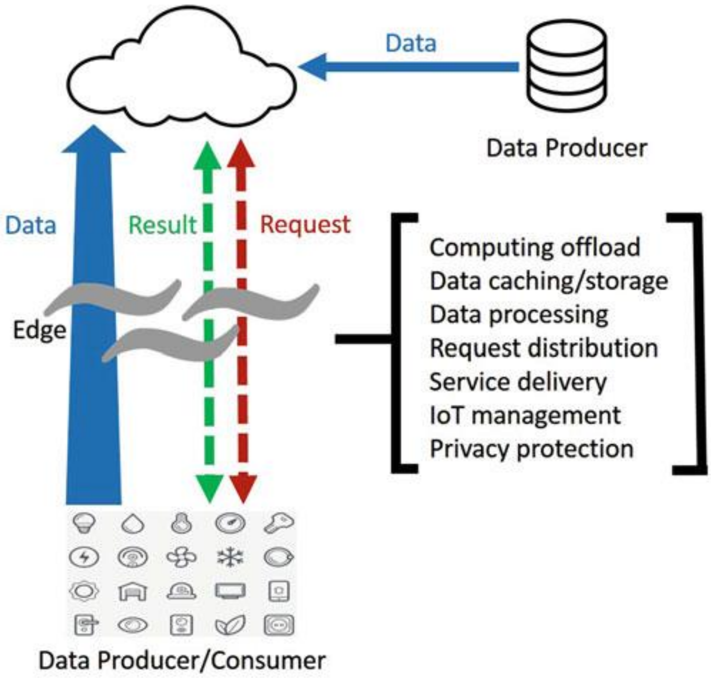


THE SPEED OF DELIVERY

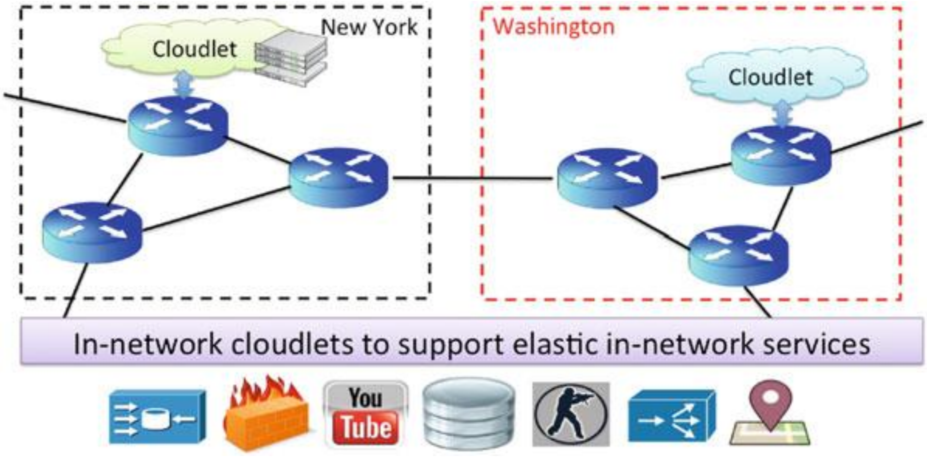
In Edge Computing we need to put the computing at the vicinity of information sources. This has a few advantages when contrasted with default Cloud-based computing worldview. Here we utilize a few early outcomes from the local area network to exhibit the possible advantages. Analysts constructed a proof-of-idea stage to confront acknowledgment application in, and the reaction time is decreased from 900 to 169 MS by moving calculation from the cloud to the Edge. Analysts use Cloudlets to offload computing errands, and the outcome shows that the improvement of reaction time is between 80 to 200 MS (Yi, Hao, Qin, Li, 2015). Additionally, the energy utilization could likewise be decreased by 30–40% by cloudlet offloading. Cloud in join parceling, relocation with blending, and on-request launch of apportioning among versatile applications on the cloud, and their model could diminish 20x running time and energy for tried applications (Ha, Chen, Hu, Richter, Pillai, Satyarayanan, 2014).

MAKING A DIFFERENCE

A cloudlet may address the basic test of start to finish responsiveness between a cell phone and the related cloud. A cloudlet is a portable improved small-scale cloud server farm that is situated at the edge of the web. It's anything but a trusted, asset rich framework or group of frameworks that are very much associated with one another and the web, which is accessible for use closer to mobile devices (Turjman, et al. 2019). As displayed in Fig. 3, a cloudlet is the center level in a three-level chain of importance designed to accomplish great reaction times.

Fig. 3 The Cloudlet[3]

[3] Turjman, et al. 2019



The point of cloudlet is to give lower inertness by supporting asset escalated and intelligent versatile applications through computing assets for mobile devices.

Fog computing contrasts from edge computing by giving devices to disseminating, arranging, overseeing, and getting assets and administrations across networks and between gadgets that are situated at the edge (Yi, Hao, Qin, Li, 2015).

Edge computing, on the other hand, places workers, applications at the edge.

CONCLUSION

As of late, distributed computing has made huge advances and is in effect more usually utilized due to its high worth of productivity and adaptability. Distributed computing has prompted the quick advancement of cell web and Internet of Things (IoT) bundles for requesting circumstances utilizing complex programming and administrations. IoT is encountering continuous development and is basically changing all parts of our life. Cisco has anticipated that more 50 billion gadgets will be connected to the IoT by 2021. As these new advances enter the regular day to day existences of customers, new difficulties emerge that can't be securely tended to through a concentrated distributed computing structure, including rigid inertness, valuable asset bound gadgets, continuous administrations with irregular availability and further developed security.

Since the records increment every day on the organization, the exhibition of the machines keeps on being influenced. Therefore, we must consider essential data about cloud innovation and IoT, related difficulties, and measurements decrease methods for edge computing to lessen information and inactivity time.

Edge computing brings nontraditional computing power near the source of information. While installed frameworks have existed in gadgets throughout the previous 40 years, edge computing is in excess of a straightforward 8-bit microcontroller or simple computerized converter circuit used to show temperature. Edge computing endeavors to take care of basic issues as the quantity of associated objects and the intricacy of utilization cases fills in the businesses. For instance, in IoT regions we need the following:

• Accumulate information from a few sensors.

• Resolve basic constant reactions for basic circumstances like distant medical procedure or computerized driving.

• Solutions that can deal with measure of preparing of unstructured information like video information or in any event to save money on expenses of shipping the information over remote transporters and cloud suppliers.

Edge computing likewise comes in layers as we will inspect with 5G framework, multiaccess edge computing, and fog computing.

We believe that by bringing information sources closer to the information users, digital tasks will be conducted faster, more efficiently and the results, especially from a business point of view, will be more qualitative.

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TOURISM MANAGEMENT IN COUNTRIES OF CULTURAL AND NATURAL IMPORTANCE

Dr.sc. Sali Krasniqi[1]
Dr.sc. Fatmire Shala Dreshaj[2]
Dr. sc. Kushtrim Dreshaj[3]

[1]sali.krasniqi@ubt-uni.net / sali.krasniqi@hotmail.de
University of Business and Technology, Kosovo
[2]fatmire17@hotmail.com
[3]kushtrimdreshaj85@gmail.com

Abstract

In this paper we are studying the fundamental aspects of natural and cultural heritage, placing special emphasis on its management. Cultural heritage management is a challenge for all countries, either developed countries or developing countries, in order to promote values and particular specifics in the international arena, as well as to help the country's economic development. Management phases, which are included in all areas of social life, can also be applied in tourism, thus proving the universality of management. The maintenance of cultural and natural heritage sites is based on international Conventions and Charters, national legislation, as well as traditions of different countries.

Keywords: Tourism management, culture, heritage, state, public policies.

Introduction

CULTURAL-NATURAL HERITAGE AND ITS MANAGEMENT

Cultural and natural heritage is a broad concept which belongs to the whole society, where everyone has the right and responsibility to understand, appreciate, and preserve or protect its universal values that it encompasses. Heritage as a broad field of study in itself includes the cultural and natural environment. These two environments include many interrelated areas such as: natural landscapes, historical sites, sites with built environments, different biodiversities, and collections, the past and ongoing cultural practices, as well as different knowledge and practices of living. Cultural and natural heritage with its data explains the previous stages during historical developments, of which it shapes the essence of different national, regional, and local identities, and thus lets us imply that it is also an integral part of modern contemporary life. This is in a way a reference point and dynamic positive instrument that promotes economic and cultural development. Cultural heritage in the collective memory of any nation or ethnicity is irreplaceable and has had an important role in social development, during the past and present and will also have in the future. In the time we are living in, the time of rapid political, economic, cultural and social developments - that of globalization, the promotion and presentation of the heritage and cultural differences of any particular country or region is a special challenge for humanity to engage in its protection, conservation, restoration, presentation-interpretation, as well as its mass promotion. However, for the management of natural and cultural heritage there are defined international standards, which can appropriately be applied and put into responsibility the institutions, society, and community for (non) implementation of these standards. The main objectives of cultural and natural heritage management are communication, interpretation, promotion and highlighting of its important values, as well as the need for protection from local residents, the community, and visitors. Reasonable intellectual approach, emotional-spiritual importance, as well as good physical management promotes the development of cultural and natural heritage. This in a way forces humanity to respect and appreciate cultural values, always with the interest and intention that these values of cultural and natural heritage bring them a better life and a promising

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future. Tourism management based on cultural and natural heritage includes the following key points: planning, organizing, coordinating, motivating, and controlling. Planning is about finding places of cultural and natural importance, defining key points, defining itineraries, and tourist offers. Organization is about the transformation of plans into action. (Simonceska, 2005). In the context of cultural heritage, the organization of tourism means the implementation of tourist offers, respectively the organization of tourist trips, and the designation of guides who explain the values and cultural and natural traditions for visitors. Coordination is a phase of tourism management where actions must be coordinated by different actors who are interdependent with each other. This includes the coordination of travel agencies, respectively tour operators with local and central government, as well as local residents. The most important part of tourism management is motivating visitors to visit the designated tourist spots during the planning phase. Motivation is a complex psychological process in which the demands and the desires create a driving force to achieve the goals (Kutllovci, 2005). Motivation also includes encouraging agencies to make competitive tourism offers and convincing visitors with these offers. Control as the last stage of tourism management includes the smooth running of the entire management process, comparing the planning of these actions with their actual implementation.

INTERACTION OF TOURISM, CULTURAL AND NATURAL HERITAGE

"Cultural tourism is probably the oldest of the new tourism phenomenon." People have traveled for what we now call cultural tourism since Roman times, but only because they were not recognized as a group of travelers. (Bob Mckercher, 2012). Tourism is a key tool and one of the most important that serves for material benefits and economic development; especially for a cultural exchange, promoting the approach of the ancient past with the medieval, from modern times to contemporary, through which it offers a cultural flow and a spiritual enrichment and awareness to different societies. This is also considered a positive spiritual force for the protection-preservation and cultivation of cultural and natural heritage. Tourism in interaction with cultural heritage captures or rather takes into account economic characteristics and analyzes them for the sole purpose: generating funds for the protection of heritage. It also affects the education of a nation in general and the development and advancement of cultural and economic policies. (Clare Inkson, 2018). This is the most essential part of a nation or state economy, neighborly countries economy, which can often be the key and an important factor of national development (of course, all this is achieved with the implementation of appropriate economic, cultural, and social policies). Tourism is a complex phenomenon, which in itself is composed of many dimensions such as: political, economic, social, cultural, educational, bio-physical, ecological, aesthetic, etc. Today cultural and natural heritage, as well as cultural diversity, is among the most attractive parts in tourism and touristic offers. Mismanagement of tourism in countries with important cultural and historical past, threatens an extreme disintegration of their physical as well as cultural and spiritual nature of the local population and visitors. In a word, tourism is a generator of economic development of a country and its population; therefore, people must be aware of this importance and learn how to take care of it, preserve it, and especially know how to well-manage their cultural and natural heritage and various cultural practices. All this is achieved with the involvement and cooperation of all factors such as local representatives, various organizations and institutions which deal with the preservation, protection, conservation, and restoration of objects of cultural importance, tourism operators, property owners, policy makers, etc. From this cooperation and interaction, a national management plan is prepared, which is necessary to develop and achieve a sustainable stage of tourism. All this is achieved by taking legal and physical preventive measures for the protection of cultural and natural heritage resources. Many countries, in order to develop and implement this type of tourism, refer to and rely on various international charters and conventions, which shows the importance of tourism and at the same time provide us forms and examples of preservation of cultural and natural monuments. For illustration we will mention some of them, such as: ICOMOS card (International Charter for the Preservation of Monuments and Nature, October 12, 1999 in Mexico); Convention for the Protection of Cultural Property in Countries of Armed Conflict (1954), with two protocols (1954 and 1999); Convention on the Prohibition of the Import, Export, and Illegal Transfer of Ownership of Cultural Property (1970); Convention for the Protection of World Culture and Natural Heritage (1972); European Convention on Culture (1954), etc. (Jeliçiq, 2006). The main objectives of these

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conventions are to encourage and facilitate the preservation and management of heritage, both natural and cultural. It also aims to facilitate and make it more accessible to the host and visiting population through rules. In this way, the access of the tourism industry to this field of heritage is also encouraged and facilitated, which through tourism also promotes a countries heritage in general and its local culture to various regions and international arenas. Another purpose of these conventions is to push countries to create development plans and policies, to set reasonable and achievable objectives, and to identify places of historical and natural cultural importance. As can be seen, the conventions encourage the development of detailed guidelines by stakeholders, in order to facilitate and implement the principles of the conventions, taking into account the circumstances, the factual situation, the specifics, and the reasonable demands of the native (host) population.

THE LEADING ROLE OF THE STATE IN TOURISM

Sustainability is the responsibility of all parties involved in the tourism sector. Planning in tourism should be proactive (Ryan, 2002), which requires measuring the knowledge of the actors' interest and their involvement. Most of the impacts of tourism are the result of actions taken by private sector enterprises and by the tourists themselves. However, in the absence of strong private sector leadership in addressing the goals of sustainable tourism development, the final responsibility remains with the public sector. If significant progress is to be made in making tourism more sustainable, there is a clear need for governments to take a leading role. The main reasons for the importance of the leading role of the state are the following:

- In all countries, the tourism sector is fragmented into a very large number of businesses, mostly small businesses. Collectively their actions can make a positive difference, while individually they cannot, so coordination is needed;
- Most of the sustainability agenda is related to areas of public concern like (water, air, natural and cultural resources, quality of life, etc.) rather than private concerns. Although the private sector is assuming its responsibility, it cannot be expected to take a leading position in managing these issues; especially in conditions when most of the significant resources are under public management;
- Governments are responsible for many functions that are highly important for the sustainable development of tourism, such as land use planning, labor and environmental regulations, provision of infrastructure, social and environmental services; etc.
- Governments have most of the tools needed to make a difference, starting from the power to make rules and provide economic incentives, to the resources and institutions to promote and disseminate good practices. Although electoral processes affect the continuity of this process, governments still provide a relatively more stable and permanent organizational structure compared to the private sector; (Jeliçiq, 2006)
- Many governments are already actively involved in supporting tourism through marketing, information services, education, and other means, often through joint public & private structures.

Governments need to provide an environment that encourages the private sector, tourists, and other actors to respond to sustainability issues. This can be best achieved by defining and implementing a set of policies for the development and management of tourism, designed together with other stakeholders that put sustainability at their center. It is therefore important to always consider sustainability issues in any project in order to achieve the desired outcome and long-term goals. (Clare Inkson, 2018) . For governments, tourism policies that address economic, social, and environmental issues and are conducted with an awareness of both the harms and the potential benefits can channel the forces resulting from the dynamic growth of the sector in a positive direction. For the tourism industry, accepting this responsibility is not simply about raising awareness; it must also be nurtured by a strong element of self-interest, as any damage caused to the natural, cultural or social environment of the destination can lead to their eventual destruction or loss of value as a tourist product.

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CONCLUSION

• The management of tourism and cultural and natural heritage, in addition to bringing economic benefits, also reflects the image and values of a nation.

• The protection of cultural and natural heritage in Kosovo should not only be based on international conventions, but also on the Law on the Protection of Kosovo's Cultural Heritage.

• Tourism management should be based on tourism development policies, as part of a country's overall macroeconomic policies, and be specified by the national tourism development strategy.

• Mismanagement of cultural and natural heritage can also lead to inter-cultural, inter-ethnic and inter-religious misunderstandings.

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EXPLORING THE INFLUENCE OF VALUES IN THE SMEs SUCCESS

Ph.D. Ylvije (BORIÇI) KRAJA[1]
Prof. Dr. Elez OSMANI[2]
[1]*University "LuigjGurakuqi", Faculty of Economy, Department of Business Administration, Shkodër, ALBANIA*
ylvije.kraja@unishk.edu.al
[2]*University "LuigjGurakuqi", Faculty of Economy, Department of Finance, Shkodër, Albania*
elez.osmani@unishk.edu.al

Abstract

Nowadays, while COVID 19 pandemic is spreading rapidly, one of the challenges of small and medium enterprises is how to survive and to sustain being successful. SMEs are more sensitive to changes from pandemic, crises, and react faster than large enterprises. This situation has evolved in many small and medium enterprises, their owners, managers, employers, employees and customers. It is important to highlight that they stand together, not only during the pandemic situation, but they will always understand the situation with their businesses, and rapidly assess the value of things. It has been clear, for at least 30 years, the challenges that Albanian's SMEs face in competing with the rest of the enterprises in the region and further on.

Small and medium enterprises, in order to survive, must be innovative, flexible, creative and eagerly adjustable to new changes, just to be able to succeed. It is important to underline that SMEs values drive business and encourage everyone to achieve goals.

The main objective was to explore the impact of values created by managers, by employees and using high technology in the SMEs success. To evaluate how important, it is when businesses have some sort of values that make them successful and go beyond what competitors possess.

Based on literature and in some studies regarding the value, there was room to study the impact that value has in the SMEs success. Based on the data collected from participants of small and medium enterprises in Albania, the regression analysis is done, by using SPSS, 23. The study showed a positive correlation between value and SMEs success. This research was limited to only formal SMEs, the sampling has not included informal SMEs. It would have been beneficial to extend the study through the entirety of the businesses in order to also reflect the views and practices of informal SMEs, which are not significant in number.

Findings contribute to a better understanding of values created on SMEs. They are clearly visible for businesses and demonstrate the necessities of knowing and evaluating factors that raise values. Findings have some practical implication for managers. Some conclusions and recommendations are given to the representatives of businesses and even to the researchers. Managers should be sensitive toward values created by them in everyday work. From an academic standpoint, findings showed that value played a significant role in success of the SMEs.

Key words: value, value creation, chain value, SMEs, customers.
JEL classification: M13, D20, L84, O31, O32

Introduction

SMEs have played a significant role in supporting and driving the economic development of countries. SMEs constitute the main source of materials, ideas, processes and services that large enterprises cannot or do not want to do (Keskin Senturk, 2010). Small and medium enterprises are growing and blooming everywhere in those last years. SME-s play an important role in developed countries with advanced private sector and competitive markets (Bestvinova et al., 2011). According to Nelson & Millet (2001), small and medium enterprises are facing with the same competitive problems as large organizations, but the difference is that they have limited sources and not well-prepared and qualified staff. Small and medium enterprises, family and non-family businesses, managers, as well as employees, become more conscious of the company's changing priorities and of the importance of having increased value of businesses. From another perspective, enhanced values bring a high level of trust that serves as tool on creating sustainable businesses.

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Nowadays, value creation through using different paths and ways is one of the main aims of the small businesses. Considering that the succession transition determines significant changes in SMEs in terms of engagement, succession has been interpreted as a process of creating values. Values unconsciously direct our attitudes and furthermore our behavior; we behave in a certain way, but cannot necessarily reason why (Schein, 2009).
In line with the theoretical framework derives the following hypothesis:

Hypothesis: Value has a significantly positive influence on success of SMEs.

The main objective of this research is to explore the positive impact that value has on the SMEs success. Interviews are considered a data source because they are the main source of information (Saunders et al., 2007). The study relied on both quantative and qualitative methods including survey questionnaire and interviews.

Theoretical background

The SMEs play a great role in the economic and social development of the country. SMEs play a key role in Albania by generating employment, innovation, competition and creating economic wealth (Kraja Boriçi Y., 2018). They are considered flexible, effective, progressive and important in an economy (Gal, 2007). Based on Kuratko (2016), every individual who wants to become an entrepreneur must demonstrate certain values such as applicability, trustworthiness, honesty, and confidence. According to Appiah, Possumah, Ahmat, and Sanusi (2018), entrepreneurial characteristics can be divided into five determinants which influence business performance: demographic characteristics, individual characteristics, personal characteristics, entrepreneurship orientation, and entrepreneurial readiness.

Performance relates to success. Performance is a complex and multi-dimensional phenomenon. Motivated and competent employees are essential in maintaining an effective organizational culture and improving performance in the organization (Eaton & Kilby, 2015) The performance management must be in line with the company's long-term policies (Kandula, 2006).

Value

Woo, H.K (1992) provides four definitions of value: First, value means what is valuable to humans in the wider context of the well-being and survival of individuals and the wider of all species. Second, what society as a whole considers important can be considered value. Third, value refers to what individuals find valuable to own, strive for, or exchange. Fourth, value refers to the amount of usefulness that consumers see. Grönroos (2000) underlines that core value and added value have to be differentiated, whereby the core value means the benefits of a core solution compared with the price paid for that solution and the added value is created by additional services in the relationship compared with the relationship costs that occur over time. Economic value is simply the difference between the benefit received from a customer purchasing a firm's products or services and the full cost of those products and services (Barney & Hesterly, 2010).

Kuron et al. (2015) explain that the values are parameter or indicator of anything which are considered important or desirable by the individual for life or work. Furthermore Krause, (2015) divides the values into two main groups: (1) organizational values - which serves as a guide for all people in the organization in making daily decisions, and (2) individual values - a set of standards by which individuals make decisions, evaluating others, explaining something or taking action and also assessing which are valuable, important, or preferably on behavior, preferences or specific action. Values operate as broad, emotionally charged motivational goals, directing attention and energy toward personally meaningful actions (Grant and Rothbard, 2013).

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In general, a firm has a competitive advantage when it can generate more economic value than its rival firms (Barney & Hesterly, 2010). The magnitude of a firm's competitive advantage is the difference between the economic value that a firm can create and the economic value that its rivals are able to create (Barney & Hesterly, 2010). First of all, it is the organization's ability to create value, formulate and implement a successful strategy, even in the case of lack of innovation Porter (2011), points out that what is good for the community is good for the business as well as the creation of economic value by the creation of social value.
From consumers' point of view, the value of products and services can be determined by their problem-solving efficiency which is subjective and likely to mean different values for each customer and related to customer expectation (Demeter et al. 2010).

Tallon et al (2000) argued that IT provides value at the business process level through improved inventory management, greater product variety, and enhanced customer service.
Carr (2003) is one of many to turn the research spotlight by questioning the value gained from investments in IT, and there is considerable literature on the IT productivity paradox that examines "IT investment‟ and its relationship with firm performance. Rather than focus on IT investment‟, Devaraj and Kohli (2003) chose to focus on "use of technology‟ and found that IT payoffs can be found and measured. Value of an idea or IT depends from business model (Chesbrough 2006).

Values are the core element of organizational culture (Gaikwad S., 2013). Business values are important factors to establish an effective organizational culture and to improve performance in the SMEs. Values and capabilities are developed through a process of learning where employees of a firm repeatedly enhance their experiences in solving problems (Kraja Boriçi, Y., 2018). Values are great driving forces for everyone, buyers or sellers, employees or employer, pushing them to do their best. SMEs need to identify the values they possess, and they should endeavor to turn them into success in their business. Yunus and Tadisina (2016) noted that in an effective organizational culture, business managers use core values to improve performance and productivity.

Value creation

A firm create greater economic value when it has competitive advantage (Peteraf M.A.,1993). Grönroos (2011) define value creation as a process which helps customers to be better off in some way or the process that enhances customer's wellbeing. Value creation is also defined as a difference between willingness to pay and the level of use value and exchange value (Bowman & Ambrosini, 2010). And value for customer as defined by Füller, et al (2011) is greater satisfaction of consumer. The notion of value creation can be sometimes understood narrowly, focusing only on customer value, or value created in production (Chatain, 2010). More specifically, "value creation is the act of obtaining rents (widely defined as financial, social, or personal) that exceed the total costs (which may or may not include average rates of return for a particular industry) associated with that acquisition" (Bamford, 2005, p. 48). Low cost is related to efficiency, quality, innovation, customer responsibility, etc. SMEs that have low cost, high quality, innovation and are efficient have a competitive advantage (Hill & Jones, 1998). According to Porter (1980) low cost and differentiation are the two basic strategies for creating value and providing competitive advantage. Hamel (2000), argues that innovation is a very important component of a firm's strategy. Innovation has been considered an important factor in creating competitive advantage (Stalk, 2006). To drive future efforts of value creation, firms must assess their ability to effectively deliver value to customers that will increase and repeat in scale in the future, thereby (Chambers and Patrocinio, 2011).

Actually in a business generating, profit, wealth first requires creating value and then the main point of the business is not only to create value but even to capture the value. Nambisan and Baron (2007) thus, explain value as reduced

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risk for the firms and consumers. Organizations today are characterized by a complex relationship of different actors, so it is important to establish competitive advantages and create value by managing efficiently the missing resources in order to cope with fierce competition and to successful confront the challenges faced by SMEs (Kraja Boriçi. Y., 2018). Value creation is a starting point for all businesses new or established ones. Sometimes managers instead of increasing value, decrease value by taking decision in the short-term and not in the long- term, losing in this way the value of their business. According to Thakor (2000), individuals who get ahead the fastest, have the greatest energy and enthusiasm and are the happiest at work are typically those who are the most effective value creators. Innovation reflects the trend of the business that is supported in new ideas, experiments and creative processes that could be concluded in new products, services or high technologies (Lumpkin & Dess, 1996). SMEs play an important role in promoting innovations of new technological developments (Wang & Wu, Chunyou; 2011). SMEs may be seen to over-invest, under-invest or mis-invest in technology. Determining the most appropriate rate of investment in technology is not an easy task for enterprises.

Value creation to consumers

Within firm's there is room to create value and to be innovative, if everyone could be open mind in doing things just a little better that were done up to now. Consumers are the best judge of value creations. Customers are not considered to be passive targets of market but they act as an active operant resource which are in power to create and determine value in the various value creating process, their role can be reconfigured from consumer to the one who contributes and creates value (Tapscottand Williams, 2006). According to (Hill & Jones, 2010) a company that increases the value of its product in the eyes of consumers has more pricing options: it can raise prices to reflect value or keep prices lower to drive customers to buy its products, thereby increasing its sales volume. Creation and delivery of values for customer takes place within a specific system. It includes defining values for customers, shaping value proposition adjusted to their needs, communicating and delivering value propositions to customers and controlling the use of the value obtained by customer (Kotler, 2005). According to Coplin (2002) it is very important that in today's competitive environment, for a firm to have a sustainable competitive advantage, it must above all provide value to customers. The validity of information depends on the characteristics of the education level, the quality of the infrastructure and the communication systems (Deakins, 2006). Close contacts with customers can assist in creating positive outcomes, for example, in terms of innovativeness, customer satisfaction and value (Chu et al. 2016). According to (Saunila, et.al 2017) today, an increasing number of goods and services are sold in digital form. Because of the intangible nature of digital offerings, value creation differs from traditional goods and services offerings. This requires new strategies and ways of operating in companies to ensure that they remain focused on their customers and not on their own internal processes. "Value creation processes convert firm resources into consumer value" (Chikán, 2008). According to Blocker and Flint (2007), companies are facing intense rivalry based on what customers currently value. The customer alone creates value in using the product or service, which can be called value-in-use (Grönroos and Voima 2013). Oksanen et al. (2010) have defined that value net is the entity that brings together the different capabilities and resources to produce the actual output. Therefore, a value net is formed around customers and it can respond reliably and rapidly to customer preferences (Bovet and Martha, 2000).

Value chain analysis

Creating more customer value is essential for any activity of a company; this process is called the Value Chain (Kotler & Keller 2009.) Value added through differentiation is a powerful tool for achieving market advantage (Banabakova, 2004). Other factors may also create product differentiation such as time, location, division of activities between business units, learning, integration and institutional factors Porter (1985). According to Porter, different strategy, could add value. Chain value is used to identify and to coordinate oriented activities, to offer high quality products and socially useful services (Karbownik et al., 2012). The term value chain, according to John & Hill (2010), refers to the idea that a company is a chain of activities for transforming inputs into outputs that consumers value. The value chain has been used to identify and coordinate activities directed to deliver high quality products and socially useful services (Karbownik et al., 2012).

Ravald & Gonroos (1996) in their study concluded that the reason consumers might have different perceptions of value is due to different personal values, needs and preferences as well as the financial resources they have. The validity of the information depends on the characteristics of educational level, quality of infrastructure and communication systems (Deakins, 2006)

While a study conducted by Linden et al. (2009), who have reviewed the case of the Apple iPod, it turns out that value is created as a result of using high technology to sell products to consumers.

Based on a study realised by Valle et al. (2010), (MIT Sloan Management Review dhe IBM, Instituti për vlerat e biznesit) who observed about 3000 executive managers that were involved in 30 different industries, in 100 hundred countries. It was obviously shown that managers are worried if they are getting enourmous value within their organizations. Based on this study it resulted that information, value creation from the organization was an priority.

In his study, Rummukainen M. (2011), considered a case of online services provided by Whitevector Ltd. in Helsinki, Finland. He considered where value is created in the global value chain. The value added by Whitevector was largely achieved through the provision of online service, with little need for physical infrastructure.

From an academic standpoint, finding showed that value within organizations have great impact to the businessess, lower business risk (Maklan et al., 2008), low costs, better productivity and revenue growth (Ramaswamy and Gouillart, 2010); innovative competitive skills (Whiteley and Hessan, 1996); greater commercial potential along with wider acceptance of product in the market (Oldemaat, 2013); and reduced uncertainty (Prahalad and Ramaswamy, 2004b).

To conclude, from the above literature review, nowadays the performance is related to bunch of factors, but let see that value has great impact on small and medium enterprises, SMEs.

Analysis of data

The data for the study comes from face-to-face interviews with owners, managers, leaders, administrative staff of the business using semi-structured interview questions. A part of the questionnaires that were filled in electronic version, were self-filled by the participants. The collection of data for the study was carried out by using a questionnaire which included several from the seven-point Likert scale. The population of the study consisted of a final sample of 725 small and medium enterprises from different SMEs in Albania.
Pilot testing of the study was carried out by collecting primary data with the help of questionnaire distributed to 17 SMEs representatives.

Based on the data on the graphic, it is obvious that the service sector is the main type of business regarding to the small and medium enterprises.

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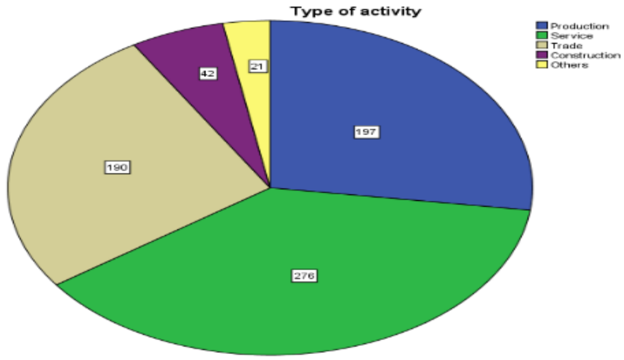

In this case was used the Varimax rotation analysis method. Cronbach's Alpha was computed to assess reliability. Cronbach Alpha is the reliability coefficient that assess the consistency of the entire scale (Hair et.al.1998).

"Performance" is measured as the average of the three questions; as ROI, income and market share. An exploratory factor analysis was carried out, using the "Varimax rotation analysis" method. By the factorial analysis the 3 questions results in a component which accounts for 66,56% of the total variance. In our case, Cronbach's Alpha was 0.748.

The results of this analyze are given in the Table 1.

***Table 1**: Factor analysis* Cronbach's Alpha, is 0,748.

Performance	
ROI	0.814
Income	0.824
Market share	0.810

Questions are measured based on a Likert scale from 1 – 7 "Strongly Important" to "Strongly Unimportant".

"Value" measured as average of 3 questions; as value created by management, value created by employees and value created by using innovation- high technologies, IT. It was conducted again, an exploratory factor analysis using the method of analysis with rotation Varimax. Questions resulted in a component, amounting for 59.83% of total variance. Realibility coefficient Cronbach's Alpha was 0.658. The result of this analysis are demonstrated in Table 2.

Table 2: *Factor analysis- Cronbach's Alpha 0.658*

Value	
Value created by management	0.820
Value created by employee	0.825
Value created by usig high tech	0.664

Questions are measured based on a Likert scale from 1 - 7 "Strongly Important" to "Strongly Unimportant".

The linear regression analysis was used to examine the impact of value on the business success.

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***Table 3**: Linear regression analysis for the "performance of SMEs" depended variable.*

Model	R^2	Adjusted R^2	t value	Sig.
	0.25	0.249		
(constant)			20.938	0.000
value			15.519	0.000

The R^2 squared correlation coefficient is 0.250, which is also referred to as the coefficient of determination. This value indicates the percentage of total variation of Y explained by x_1.
Regression equation in our case is the following.

$$Y = \beta + \beta x$$

$\hat{Y} =$ dependet variable, "performance"
$x_1 =$ predictor "value"

Using the unstandardized regression coefficient, or beta, regression equation can be presented as follows:

"performance" = 2,320 + 0,383 "value"

Coefficient of the independent variable "value" *is* positive, which entails that it has a positive impact on the SMEs performance, which means the increase in the level of the independent variable will increase the level of the depended variable "performance". According to linear reggresion, Table 3, it results that independet variable is statistically significantly. Based on this analyze it results that independent variable "value", explains 25% of the variance of the dependet variable "performance" (R^2 adjusted=0.250) and this is not by chance. Unstandardized coefficient is (B_1=0,383). Results show that regression model of the F=240.831 become well matched and has meaning for (p=0,00) significance level of (0,05), because in this case p=0,000 is less than 0,05. By using statistical test of controlling of the individual regression coeficient is taken the same result (t_1= 15,519 and p=0,000; this coeficient is different by zero which means it contributes to this model. As it can be comprehended, (B_1=0,383) unstandertizied coefficient of value is positive, which means it has great impact on the SMEs success.So, conslusion, H_1: is supported.

Limitations of the study

This study has limitation. Pertaining the quantitative stage, there is a considerable number of firms 725, that were included in filling out the questionnaries, which does not reflect all points of view and practices of small and medium enterprises in Albania. It is not representative of the whole small and medium enterprises in Albania.
Another limitation might have to do with questionnarie. In the most part questionnaries was self-administerd by the participants, which means it was fill out by them even if they had any question.
It also presents opportunities for further research, particularly in terms of further testing and including even other factors that could influence value and could contribute in performance. Of course there are other factors that maybe subject of any further study.

Conclusions and recommandations

The study showed a positive correlation between value and SMEs success. This result is supported even by different researchers who positively evaluate the impact of value factors on SMEs.
From an academic standpoint, findings showed that values play a significant role in success of the SMEs. Managers should be sensitive toward values created by them in everyday work. Managers ought to be flexible, innovative, well-

quiped with knowledge, capable to change the way they act and make decisions, if they want their business to have success.

Should be increased the responsibility of local and central government towards small and medium enterprises. Ensuring political stability will encourage expansion of SMEs in other cities of the region. Local government should support formal businesses, and meantime should draw policies and practices to stop growing up the informal businesses (Kraja Borici Y. & Osmani E., 2014). A lot should be done to decrease the number of informal businesses.

One of the most important things that owners, managers and leaders can do is to communicate time after time with their employees. This would boost their confidence, make them more productive, more creative, contributing in this way in the business performance.

It is important to highlight that business managers ought to enhance their business performance by establishing effective organizational ways to create values. More attention is also needed to the quality of value. Systematic and continuous analyses of firms' resources and needs are required, in which businesses themselves should be deeply involved. Overall, there is a strong view that value leads to increased SMEs success.

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