



Republic of Albania
University "Fan S. Noli" of Korça
Economic Faculty
Korçë

International Scientific Conference

on

**“South Eastern part
of Albania for the
Possibilities & Challenges of
Albania and Western
Balkan Countries towards the
Integration processes”**

29-30 October 2010

INVITATION

This Conference is organized with the initiative of the Economic Faculty of "Fan S. Noli" University of Korca, with the involvement of all University academic staff and with the cooperation collaboration of all the academics, researchers and Scientifics of other albanian and foreign Universities.



**Economic Faculty
“Fan S. Noli” University of Korça,
invites you in**

**International Scientific Conference on:
“South Eastern part of Albania for the
Possibilities & Challenges
of Albania and Western Balkan
Countries towards the Integration processes”**

Ms./Mrs. _____

Date : October 29, 2010

Time: 15:30

Date : October 30, 2010

Time: 09:00

Place: University Campus



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PROGRAMME

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Friday Oct, 29nd 2010

15³⁰-16⁰⁰

Registration of Participants

**UNIVERSITY CAMPUS
Conference Room**

Opening by: Prof. Dr. Elfrida Zefi

-Welcome speeches:

Rector of the University "Fan.S.Noli" of Korça Professor Gjergji Mero

Minister of Education Mr. Myqerem Tafaj

Minister of Finance Mr. Ridvan Bode

Other National & Local Personalities

Key note speeches by:

Referees

Global Challenges & Gender Perspectives through Universal Principles of Economic Growth.

(In the framework of the Globalization Dimensions & the Future of the Economy)

-Prof. Dr. ELFRIDA ZEFI, -Dr. ALKETA PASHOLLI, -Bachelor GLEDIS DICK

Economic thoughts and antycrises polities in the globalization epoch.

Prof. Dr. ARISTOTEL PANO

No	Conference Room 1 Paralel Session Integration of EU and Globalization Moderator: Dr.MAMICA NENE Each Paper 10 minutes	Time
1.	Possibilities and/or Challenges of WB Countries in European Integration. -ERDIT NESTURI, -EDMOND KADIU	9 ⁰⁰
2.	The Albanian Image as a communication tool in its European integration -GENTIANA SKURA	
3.	An attempt to analyze social policies in Albania as a challenge of its integration in the European Union. FIONA TODHRI	
4.	Albania's European integration through mechanisms AHMED LAVDOSH	
5.	The Process Of Globalization And English Language Position In Albania -HILDA LUBONJA, -VASILIKA POJANI	
6.	Culture politic to integration process SUELA IBRAIMLLARI	
7.	Sustainable management of urban waste in the southern part of Albania. -ORNELA BINERI, -MARIA AGOLLI	
8.	The Albanian And Macedonian Integration Process And The Role Of Entrepreneurship Activity. -KLIME POPOSKI, -JOVAN STOJANOSKI, -LILJANA ELMAZI	
9.	The European Integration Process Of Albania And New Trends In The Tourist Destinations Quality Management -HELGA VUTHAJ, -LILJANA ELMAZI	
10.	The impact of political stability in attracting FDI Survey with foreign investors in Albania -MAMICA NENE, -ELEINA QIRICI, -ORIOLA THEODHORI	
	Panel Discussion	10 ²⁰
	Coffee/Tea	11 ¹⁵

No	Conference Room 2 Paralel Session PPP Leadership and Ethic environment management Moderator: Dr. SONELA STILLO Each Paper 10 minutes	Time
1.	PPPs – For and Against -ALI TURHANI, -GJERGJI SHQAU	9 ⁰⁰
2.	Ethics and it's impact in business decision-making. -GENTISA FURXHI, -MARINELA TENEQEXHI, -ESLENVERA FURXHI	
3.	The importance of Public-Private Partnership, difficulties and challenges. Case study Municipality of Korca. EVA DHIMITRI, -MAJLINDA BELLO, -AIDA GABETA	
4.	E- commerce, as a new opportunity of doing business in Albania. -SUELA GERDHE, -BRUNILDA NDILI	
5.	Monitoring of active labour market programs. The study case in the Korça's region. -ELENI VANGJELI, -ANILA MANCKA, - KLAUDETA MEROLLARI	
6.	Facilitate the engagement of University students in their campus and local community through the creation and implementation of sustainable business plans -JAHON BUDAHAZU	
7.	Consumer decisions to visit the destination and The Role Of destination's Image .The Case Of Albania and Macedonia -MIRELA MERSINI, -ELONA NAZARI, -LILJANA ELMAZI	
8.	Towards establishing a framework for sustainable tourism in Albania. The case study of Butrinti National Park Management Plan -ARGITA BERISHA,	
9.	The Concept of leadership in businesses of the Korca's Region -SONELA STILLO, -SHYQYRI LLACI	
10	The economic and social impact of globalization on the economy of transition economy in Balkan Counties (Albania) -ALMA PULAHA	
11.	Te values of Korça historical area possibility for an integrated traditional and modern tourism. -ALEKO PAPAKOZMA, -NORA MALAJ	
12.	The role of government and technology in the development of the SME-s -MSC. SORINA KOTI, -KLAUDIA LIPI	
	Pannel Discussion	10 ⁴⁰
	Coffee/Tea	11 ¹⁵

No	Conference Room 1 Paralel Session Accounting and Auditing; Financial & Banking Sector; Moderator: Dr. ALKETA PASHOLLI Each Paper 10 minutes	Time
1.	Possibilities for evaluation of internal control -OLEG DIMOV	11 ³⁰
2.	The difficulties faced by coporations in the Korca's district in obtaining financing -KLAUDETA MEROLLARI, -GENCI GJANÇI, -ELENI VANGJELI	
3.	The development impact of remittances on recipient households in developing countries -KOSTANDIN NASTO, -ANILA MANÇKA	
4.	The audit - contemporary form of control -NADEZHDA TSVETKOVA	
5.	The influence of the world financial crisis on the level of the credits with problems in Albanian banking system -ANILA MANÇKA, -KOSTANDIN NASTO, -ELENI VANGJELI	
6.	Pannel Discussion	12 ¹⁰
	Coffee/Tea	13 ⁰⁰ -

No	Conference Room 2 Paralel Session Innovation and technology of information in EU Integration Moderator: Prof. Dr. GJERGJI PENDAVINJI Each Paper 10 minutes	Time
1.	The effect of technology environment on non-profit organization efficiency in european integration process of Albania -ADA KËRTUSHA, -HELGA VUKAJ	11 ³⁰
2.	Knowledge Management Development of Albania and its integration process. Challenges and advantages. -ZHANETA NDREGJONI, -ELSA GEGA, -LILJANA ELMAZI	
3.	The albanian integration process and application of information technology and electronic commerce in small to medium-sized enterprises . challenges and opportunities -VJOLLCA HYSI -ILIR ELMAZI, -LILJANA ELMAZI,	
4.	Knowledge and innovation –driven economy and new challenges for businesses in Albania in its integration process. Challenges and opportunities -EVELINA BAZINI, -DIANA ILIA, -LILJANA ELMAZI	
5.	The impact of the Information Technology in tourist development of albania location -KOZETA SEVRANI, -KLODIANA GORICA	
6.	Teacher of 21-th century: promoting long life learning for all. -MAGDALINI VAMPA	
7.	Adoption of Information technology in Albania as a developing country and the role of Albanian Democratic Government -ARGITA MALLTEZI - LILJANA ELMAZI	
8.	The integration of modern filozophy concepts in the Albanian Culture of postcommunist transition. -HYGET TOPI	
9.	The rise of capacities of the scientific research, technology and innovation – an important factor for the development and the European integration of Albania. -GJERGJI PENDAVINJI	
	Pannel Discussion	12 ³⁰
	Coffee/Tea	13 ⁰⁰

No	Conference Room 1 Paralel Session Agricultural and environmental Moderator: Prof. Dr. Kristaq Teneqexhi Each Paper 10 minutes	Time
1.	European standarts on rural development dhe and the policies for their application in Albania -DIANA SHEHU -SKËNDER KËRÇUKU -ILJAS MEHMETI	13 ²⁰
2.	An overview of economic values of Protected Areas in Albania and identification of key factors for their economic development -RAIMONDA TOTONI (LILO)	
3.	The importance of agro – industry for socio – economic development and poverty reduction on Korça region. -MIRA NASTO	
4.	The positive results of agriculture development in the region of Korca from successful direct supporting governmental programs for farmers -ADRIAN MAHO, -DHIMITER PAPAMIHALI	
5.	Agroindustrial cluster - The new challenge in the globalization aspect . -R. KECO, -DONIKA KERÇINI, -B. MUSABELLIU.	
6.	Impact of the standard of living on the vehicle fleet composition in Albania for the period 2000-2009 -EDLIRA F. MULLA	
7.	The package of the nutritive products with modified atmosphere, rationale, profitable and hygenic method. -IRENA KALLCO, -KRISTAQ TENEQEXHI, -GJERGJI SHEPERI	
8.	An Assessment of the Biodiversity Conservation Policy with the Institutional Analysis Development framework in Albania -TAMARA DIMOVA	
9.	Human Ideologema the district of Korça prose as forerunner of the European Integration Processes -RAIM OMBASHI	
	<i>Panel discussion: Lessons Learnt and Way Forward</i>	15 ⁰⁰
	<i>Closing remarks (Conference Room) Lunch/End</i>	15 ¹⁵



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Dr. Mamica Nene

Dr . Alketa Pasholli

Erion Nexhipi

Ilir Sosoli

Conference Opening Session

Welcome speeches

Ladies and Gentlemen, Honored Personalities,

We are very pleased to welcome you all on the Conference on “South Eastern part of Albania for the possibilities and Challenges of Albania and Western Balkan Countries towards the Integration Processes”, organized from Economic Faculty of “Fan S. Noli” University of Korca.

The Conference will treat issues which have to do with history and functioning of the European Institutions and their role in shaping the European Integration process together with the member nation states.

The path to European Integration analyzed by professors and researchers will underline the possibilities and challenges of the European Integration process in practice and develop better teambuilding and negotiation skills.

The Conference intends to promote and encourage researches in the historical, cultural, social and economical aspects which effect the Albanian and regional developments on the EU integration process.

Dear participants,

the global challenges which stay in front of the countries of our Planet, surely evident, the achievements and duties for the Global and European perspective of Albania and other WB Countries, without which Europe is not complete.

Leading thinkers, academics, scientists and intellectuals from Albanian and Foreign Universities, will present in this event their papers, will also discuss, and open new routes of thought on issues of universal and diachronic interest which have to do with possibilities and challenges of these countries in their way toward European Integration process.

This Conference offers a venue for discussion and communication among those who are participating in and others who are interested in conversations about a range of issues of a great importance for Albania, WB Countries and other countries as well, such as:

- Historical& Cultural Aspects of Southeastern part of Albania for Integration processes
- Social and Economic Aspects of European Integration
- Albania – Challenges of Regional and European Integration
- Albania on its way for European Integration by the opinion of the International institutions and experts
- European Integration: Integration, Duty & Cooperation.
- The role of FDI and their perspectives
- Dimensionet of Globalisation
- Business & Economy vs Globalization

- Eco-economis Challenges of 21-st centuries
- The New Technologies and their impact on integration processes
- European standarts on rural development.
- The future of the economy
- The Implication of Global Financial Crises in the Economic Policy of EU
- The importance of Public-privat partnership. Actualy and the future.
- European Standards on Accounting and Auditing; Financial & Banking Sector; etc
- Migration and European Integration Processes.

You will find the information about conference, and your abstracts too, to the CD form in your folder.

More information will be available after the conference, while articles will be published following a peer-review procedure, on the ' ISBN University Scientific Book '

We are delighted and honored with your knowledge and personality in this International Scientific Conference , focused on the issues of a ' draw at the ocean'.

Dear participants,

There is no other part on our Planet, like in Europe, where we can travel even less than 50 km, and find so many cultures, languages, heritages, traditions, ect, considered as possibilities for not excluding one another but for cooperating and collaborating with each other through Integration. That is why the Integrated Europe is reach.

With kindest greetings,

Prof. Dr. Elfrida ZEFI (Dhamo)

**GLOBAL CHALLENGES (New World Challenges)& GENDER PERSPECTIVES
THROUGH UNIVERSAL PRINCIPLES OF ECONOMIC GROWTH.
(In the Framework of the Globalization Dimensions & the Future of the
Economy)**

Prof. Dr. Elfrida Zefi (Dhamo)

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Gledis Dick

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ABSTRACT

Albania and the Western Balkan Countries are quickly overlapping the Global challenges and possibilities of a new world on their way of Integrated Processes in European Union, which require concrete, active and dynamic actions.

The function of economic world, the future of Regional and Global Integrated Economy, emphasis the forces which do form an economy, but even those ones which threaten it.

The actual developments and (micro & macro) economic problems of the International Economy, as in USA, Asia, Latin America, Mexico, Europe, WB Countries, Albania etc, affect in the priorities and the way how we see the things in the integrated and global horizon.

The multidimensional character of globalization, including the growth of international market, the concentration of international capital, the migration of population, the development of techniques and technology, all the life aspects-convince us that the benefits/profits of globalization are universal, economic, political, social, cultural, technologic. That’s why the process of globalization, through which a considerable part of the growth of economic, social & cultural activity is realized between national borders, has obvious economic, business and social effects.

The purpose of this paper is to stress the possibilities and challenges in the determination of the mutual faith in the conditions of globalization process and its impact to the harmonization of national interests with the important objectives of the contemporary economic, regional, and global strategies based on the universal principles of economic growth and vice versa, focused on the gender perspectives on these circumstances as well.

In this paper are underlined some gender perspectives in the Global Economy such as the impact of the financial crises on Women’s Economic Empowerment; political response versus financial sustainability; equal and \or unequal Labor Market; care work drain brain/gain brain, female migration and its characteristics in Albania; women’s institutional and administrative role, her role in decision-making; in productivity issues, education etc. Globalization makes it imperative to rethink and reform the education in every part of the planet.

How did Albania pass the effects of the last Global crises, why and which ones are the economic development perspectives as well, will be a focused issue to that paper. The crises can be used as a unique opportunity to change power structures and make economic and social policies more gender aware, and move toward creating a more gender equal society and economic system.

Regional and global challenges and possibilities, draw the attention for the active involvement for the both parts of society man and women. Some views about the active role of all society in Albania and Korca region are based on the fact that it is essential to implement mechanisms in order to ensure that the gains in women's empowerment and gender equality in the era of global challenges have good will perspectives.

This material is based on the World Literature for Integration and Globalization issues, on the last Global Financial and Credits crises, economic growth, gender perspectives as well. Data collection from various national and international institutions has been very helpful. Materials , studies and researches on electronic form have been very useful to complete these paper too. The experience and knowledges to these issues encouraged us to write down and present this paper.

Key words: Integration; Globalization; Albania; Western Balkan Countries; Global Economy; Economic Growth; Gender Perspectives.

Economic Thoughts and Anticrises Politics in Globalization Epoch

Prof. dr. Aristotel Pano

Session:
**Integration of EU and
Globalization**

**Possibilities and/or Challenges of WB Countries in European Integration
Albania in the European Economic Integration – Benefits and Challenges**

M.Sc ERDIT NESTURI

Dr. EDMOND KADIU

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In this abstract we want to develop some thoughts about the near future of the integration of the Western Balkans in the EU.

Single markets, the euro and all the measures of financial integration can be studied as a series of steps in the interval from completely segmented national markets toward a united European financial market. European Integration, means the introduction of a single European currency – euro. The Euro zone is still opened to further integrations and concerning this situation many studies on how this integration will effect on both sides are needed.

Some problems concerning any future integration lays on some critical questions.

- 1) Do Albania and the Western Balkans countries have enough stability in order to be orientated by a single monetary policy?
- 2) What is the basis of the foundation of their economies?
- 3) Are other challenges acceptable and will they arrive right after integration?

Albania's and Western Balkans financial system stability in European Integration framework

The Albanian and Western Balkans financial system' developments through past years requested the co-operation among the authorities in charge of licensing, regulating, supervising and controlling the component markets of the financial system in order to ensure the transparency, stability and integrity of the whole system.

The purpose of this research is to obtain a clear view of the process of integration of Albania and of the states of the Western Balkans during and after integration. In order to do so, it is necessary to study all matters that are related to the unified currency in EU, policies etc. and to determine if those policies will affect the next integrations.

Major results expected are expression of what citizens of those states fear the most. We think that this integration will affect directly in both ways, economic and social, bringing poverty and richness in the same time. Poverty, for their incompatibility with the common currency, and richness in embracing new cultures.

Key words: European Integration, Economy, Currency, challenges, financial system, policies,

The Albanian Image as a communication tool in its European integration

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Since in the early years of pluralism the image issues, in Albania, were returned to the fashion of the public space. There are some reasons behind this.

First, the growth of imaging practices in the developed countries were forbidden in our country due to the circumstances of the controlled social life. So it was the destruction of the controlled life structure which led to the other impact – to the overestimation of the possibilities of modern manipulative techniques.

Secondly, in the early years, after the '90ies of the XX century legitimacy of new individuals actors and political forces was derived, that was associated with the ascension process of the image forming as one of the most important directions of the new socio-political space. It is understood, to be part of EU one should have a very good political, economical and national image. One of the pillars of assistance, in addition to other stakeholders is the media, and more specifically the public relations (PR), which is used worldwide as a tool in the direction of the image of states / nations. In this work it will clearly be explained in details, the space function sample of the image improvement of Albania, as a way/tool to its integration in EU.

Key word: *national image, integration of Albania into EU, identity, media, the image in the international relationship*

An attempt to analyze social policies in Albania as a challenge of its integration in the European Union.

**MA. Fiona TODHRI
University “A.Xhuvani”; Elbasan
Sciences’ Education Faculty
Department of Sociologies, Psychologies and Sciences’ Education**

ABSTRACT

Albania, after the years 90' faced with a range of problems, where the origin of which derived mainly from the state budget deficit, as well as the clashes of collectivist ideology in the management and control of the economy opposed to facing a new system, the capitalist one, which our country like all other former east communist countries, had to borrow unconsciously and immediately. Over the years, referring to other countries experiences, mainly neighboring more developed countries, and the European Union ones, Albania had to apply concepts, legislation and new models to achieve a better economic performance and social protection of a high level.

Today in Albania, the economic, employment and social policies tend to go towards an approach to be constructed on the basis of sustainability and are mutually supportive of each other in promoting, targeting promotion of social objectives, fostering of economic growth and increase of job positions. In reference to the legislative framework, it is essential for the establishment of minimum social standards and basic rights.

Albania's European integration through mechanisms
Dr. Lavdosh Ahmed

The paper will be presented through some basic ideas

First, like all other countries of Central and Eastern Europe, which toppled the communist system and took the path of capitalist reforms, even Albania began its difficult path to "transformation" or "system change".

In contrast to other countries reforms inversion of the system in Albania was, initially targeting over power peacefully socialist party in the party created at the time, so the Democratic Party and then was taken the way of important reforms, the which will lead towards the establishment of a democratic system, building institutions and establishing free market economy .

Albania's democratic turnaround in 1992 not only initiated domestic reforms but also aim to integrate Albania into the EU family. EU integration through the development of the Stabilization and Association Process launched by the European Commission in 1999 has become its main goal. Integration into the EU plays an important role, given that this integration goes beyond a legal relationship of international law and strongly affects the internal reforms of the State. It lays the framework of Albania's development and affects its path functioning rule of law.

Secondly , the concept of the region towards the Stabilization and Association Agreement

End the war in Bosnia-Herzegovina influenced the European Union to take a more active in the Western Balkans region. To support peace, stability and prosperity of the region, the European Union in 1996 the so called build "regional concept" (Regional approach).

Regional concept was addressing some countries of south-east and had as main goal the provision of appropriate assistance for reconstruction and removal of the damage caused by war. Support for the peace consolidation process and the ideas were characteristic of the regional concept. In an overview of the regional concept should be aimed at establishing a sustainable structure to promote democracy, market operation and regional stability. The most interesting idea of the regional concept was undoubtedly achieve stability through good neighborhood, where the EU gave special importance to cooperation among participating states.

Thirdly, the purpose of PSA's will be done through three key instruments: through the Stabilization and Association Agreement, trade preferences, and financial aid at this point appears IPA Stabilization and Association Agreement as the central instrument of strategy for countries supporting Western Balkans.

Stabilization and Association Agreement is an international legal agreement between signatory country and the EU, whose function is to establish a legal framework for cooperation and gradual adoption of European standards. It offers the opportunity for bilateral cooperation and further extends the tax-free access of goods of the state signatories to the EU markets.

Fourth, the characteristics and essential elements

MSA represents the main element of the PSA since the relations between the EU and each Western Balkan country through this agreement institutionalized. This is creating a new model of a deal, which the Western Balkan countries sign if they have met the established criteria. The agreement represents a new association and cooperation agreement replaces, which was launched through a regional concept.

Fifth, after the signing of the SAA, essentially the relationship between the EU and the respective state is realized through the implementation of the agreement. Implementation of the Stabilization and Association Agreement is essentially important component of the Stabilization and Association Process, as well as the implementation of the agreement depend on further relations between the EU and the respective state, namely Albania problematic (for more by the first developments in the end of 2009, which reflected an over crisis placement, economic and politic one.

THE PROCESS OF GLOBALIZATION AND ENGLISH LANGUAGE POSITION IN ALBANIA

HILDA LUBONJA

VASILIKA POJANI

ABSTRACT

In this paper, we aim to treat the role of English language acquisition in the framework of the globalization process and integration challenges of Albania. In details, it is stressed the fact that English language has become a world language, such as language of communication in cultural exchange and business, as “lingua franca” which is used by people who do not have it as a mother tongue, as a universalizing language of human races and as a meta language used to explain and discuss other languages. Otherwise English language is named as Latin or Sanskrit language of our times.

It is a language that is massively taught in each level of our schools and which has a brilliant future. Its current position is of global priority in the greatest project of our country, the European integration. English language is also considered as a common language to benefit from the integrated European market which overpasses the world borders and has its own laws of use.

The culture politic to integration process

SUELA IBRAIMLLARI

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Nje nga sfidat e integrimin te Shqipwrisë ne BE eshte manaxhimi adekuat i resurseve humane. Edukimi i qytetarit global perbwe nje nga parimet themelore te Strategjise Kombetare per Zhvillim dhe Integrim.

Per kete arsye ky punim fokusohet ne formimin e kulturws politike te qytetarit global ne permjet nxitjes se parimeve europiane. Keshtu trajtohen nje sere konceptesh, idesh dhe teorish te kultures politike ne funksion te edukimit qytetar demokratik. Ne realizim e ketij funksioni vemendje e vecante i kushtohet :

1. reformave ne institucionet e edukimit ku element primar eshte kurrikula
2. dhe bashkwendimit te punws se institucioneve drejtuese shteterore ne nivel qendror dhe lokal, shoqerise civile dhe OJQ-ve duke nxitur perfaqesimin dhe pjesemarrjen e qytetarit global ne jeten publike dhe politike te vendit.

Cilat jane tiparet qe duhet te gwzoje qytetari global? Formimi i kultures se tij te pergjithshme sa ndikon ne kristalizimin e parimeve europiane dhe kultures politike? Cfare roli luan e drejta elektorale dhe si realizohet ajo ne kuader te drejtave te njeriut? Cilat jane disa nga format e udheheqjes demokratike, avantazhet dhe disavantazhet e tyre?

Per tu dhene pergjigje pyetjeve te mesiperme u perdor investigimi i grupeve te interesit ne terren nrm: intervistimit dhe sondazhit ne rajonin e Korces me nje kampion me zgjedhje te arsyeshme.

Formimi i kultures politike realizohet permes nje filozofie politike te integrimin te shtetit shqiptar ne BE qe duhet te karakterizojë institucionet shteterore e ne vecanti ato te edukimit. Per kete arsye rekomandimet modeste te ketij punimi iu drejtohen institucioneve drejtuese shteterore, institucioneve te edukimit dhe shoqerise civile per nxitjen dhe kultivimin e parimeve europiane dhe formimin e kultures politike tek qytetari global.

Fjalet kyce: *kulture politike, filozofi politike, kurrikula, qytetar global, e drejta elektorale.*

SUSTAINABLE MANAGEMENT OF URBAN WASTE IN IN THE SOUTHERN PART OF ALBANIA.

M.SC. ORNELA BINERI

Environment Engineer , Institution of Prefect of Gjirokastra Region, ALBANIA
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M.SC. MARIA AGOLLI

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M.SC. ALKETA BEJKO

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ABSTRACT

The objectives of this study are to display the current environmental quality in the southern region of Albania , the problems of sustainable waste management, mutual implementation of economic, social and environmental policies for an integrated development of rural and urban areas. Since the sustainable development of environment requires an efficient protection and development of the three main potential components: social, ecological and economical, this study is an approach in relation to the economic dynamics of recycling and reuse of waste while maintaining the natural resources and give advantages to the future generations.

The study covers a 5-year period 2005-2010 and represents a vision for the treatment of urban waste in the next 5 years in the region of Gjirokastra. The examined territory covers a surface of about 2885 km² with a population of about 168 000 inhabitants and includes the districts of Gjirokastra, Tepelena and Përmet.

The study highlights the mutual implementation of economic, social and environmental policies as the best way to achieve a comprehensive approach to the Framework Directive of the EU and article 108 of Stabilization and Association Pact, by orienting the sustainable management of the waste to become an economic source that needs to be exploited.

Key words: environmental quality, the economic dynamics of recycling, region of Gjirokastra.

THE ALBANIAN AND MACEDONIAN INTEGRATION PROCESS AND THE ROLE OF ENTREPRENEURSHIP ACTIVITY.

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Abstract

The purpose of the paper is to propose a new approach to measuring entrepreneurship, one that is complementary to the approaches that have been used recently in cross-country comparisons.

Using a model-based approach, this paper re-examines the measurement of entrepreneurial activity at the national level.

Using the data provided by the Global Entrepreneurship Monitor (GEM) project, we provide an alternative measure of entrepreneurial activity which includes entrepreneurial social environment, assumes the existence of a continuum in entrepreneurial behaviour and provides a measure of entrepreneurial propensity.

Our contribution centres on two main aspects. First, our study allows for the measurement of the likelihood of entrepreneurial behaviour. Different than prior measures of entrepreneurial activity, where individuals are or are not considered entrepreneurs, we argue theoretically and analyze empirically the notion of levels and likelihood of entrepreneurial behaviour.

Rather than classifying individuals as entrepreneurs or non-entrepreneurs, we adopt a more dynamic view of the phenomenon by letting individuals differ in their propensity to engage in entrepreneurial activities. In doing so, we argue for examining differences over time within countries, as well as across countries.

Second, utilizing a social network theory approach, we introduce the social entrepreneurial environment as a key indicator of likelihood of entrepreneurial activity. We contend that the level of an individual's entrepreneurial activity is affected by the social context in which that activity occurs. This context is not uniform and its effect varies due to factors such as social

networks, education, gender, etc. As a result, an entrepreneur's personal social network is treated here as a random variable that changes from individual to individual.

We argue that this measure should be built into the analysis of entrepreneurial activity, and should help provide a strong indicator of the pervasive effects of entrepreneurship.

Our hypotheses will be tested using data available the GEM project for comparing entrepreneurship levels across countries. Whilst we recognize the contribution of

prior studies measuring entrepreneurial activity- such as the GEM project - as a means of gaining insights into the dynamics of entrepreneurship, we seek to provide a new model of entrepreneurship that, in conjunction with existing measures, will help us reach a more consistent and comprehensive view of the variation of the entrepreneurial phenomena within and across countries. the GEM project is also based on a very large random sample of adult individuals. These individuals are presented with three focal screening questions aimed at identifying those in the process of creating a venture:

q1: whether the individual is currently involved in a startup (indication of being nascent entrepreneur)

q2: whether their current job involves a start-up (nascent intrapreneur)

q3: whether the individual is the owner/manager of a new business (owner-manager)

Individuals who identify themselves as a nascent entrepreneur/ nascent intrapreneur/ or, an owner-manager of a new firm, are directed to a longer interview where they are asked specific questions about them.

Key Words: Entrepreneurship, Cross-country-Measurement

THE EUROPEAN INTEGRATION PROCESS OF ALBANIA AND NEW TRENDS IN THE TOURIST DESTINATIONS QUALITY MANAGEMENT

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Abstract

In the nineties of the past century the majority of European mass tourism destinations have mostly entered the maturity stage or even decline in their life cycles. The need for change, for the new quality came out. The way to the rejuvenation of the old concept of the tourist product has been searched for. Development of the IQM (Integrated Quality Management) methodology gives the tools, the rescue opportunity for many destinations. A destination as a whole business system, along with cooperation, partnership of the tourist professionals, tourists themselves and residents, as well as environment protection (natural, cultural and historical heritage), those are the core determinants of the IQM Concept. According to the usual indicators of the tourism turnover, Albanian tourist destinations are also to be found in the maturity stage, some of them maybe even in stagnation or decline, but still without defined quality system management. In the paper some practical results of introducing the IQM are presented, as well as the application opportunities in our countries.

Quality improvement in European tourist destinations, on one side means fulfillment of the needs of tourists and on other needs of local residents, respecting requirements of sustainable development. Reconciliation of sustainable development and tourism with intrinsic extensive exploitation, even devastation of resources (natural and created by human activities, important for the local residents existence, as well as attractions, essential for tourism) is starting point of integrated quality management.

In the paper are analyzed two case studies in Albania. Albanian tourist destinations in Albania will have difficulties in keeping up with the severe competition if they do not establish the quality management system. Complementary advantages, such as nature, climate, geographical position, as well as cultural and historical heritage, are not nearly enough any more. Competitive advantage, differentiation from the competition is brought in by the quality itself.

In measuring, monitoring and benchmarking and analyzing of these cases is using one of the contemporary tools for quality performance evaluation within the tourist s destination quality system and comparing with the competition called QUALITEST, a practical tool made of 16 indicators. The 16 indicators of the QUALITEST are completing the IQM concept, fitting in the IQM's 4 key elements:

1. Fulfilling the needs of tourist
2. Fulfilling the needs of the local people
3. Fulfilling the needs of the tourist sector inside the destination,
4. Sustainable development, environment protection, as well as natural, historical and cultural heritage protection.

There have no researches conducted in case studies, which could have given the answers and data for major part of the QUALITEST themes and indicators. There are known just the traditional quantitative data, such as numbers of arrivals, overnights stays and financial results, as well as those on planned and executed marketing activities.

**The impact of political stability in attracting FDI
Survey with foreign investors in Albania**

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Abstract

The developing countries are seeking more foreign investments. From this aspect, FDI are considered an extremely important resource in Albanian economic growth. Albania like many other countries in Europe does actively seek FDI because the international community has intensified its efforts in assisting less developed countries in this process as well. Albania has made great efforts to create a very favorable environment to the foreign investors by approving the law on foreign investments, establishing the Agency of Investment Promotion and so on. This study attempts to find out the importance of political stability in attracting FDI. So, the paper represents the findings of a survey which was performed with foreign enterprises and common companies (Albanian and foreign) and some companies from the service sector. The implementation of this survey aimed to find out the opinion of foreign investors concerning the investment climate in Albania, referring mainly to political stability indicators and the data provision on foreign investors experience in Albania. For this reason, besides collecting secondary data from national and international institutions, primary data were also used which were provided from personal interviews with foreign investors. Multiple regression analysis conducted in this study showed that political stability was indeed marked by the expected hypothesis and it resulted the significant variables in the case of Albania. The study ends with giving some modest conclusions and recommendations.

Key Words: Foreign Direct Investment, political stability, indicators, international community, promotion of investment.

Session :

**PPP Leadership and
Ethic environment
management**

PPPs – For and Against

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PPPs – For and Against

Why has been such a worldwide growth in interest in PPPs over the last few years? The public-sector reform movement known as 'New Public Management' provides the theoretical background for PPPs, but in reality the main driver for growth is that PPPs avoid limitations on public-sector budgets. However, the detailed debate on the merits and demerits of PPP is a highly-complex one. A variety of arguments is used by governments for promoting PPP projects, but many of these are of a somewhat ex-post nature, i.e. they are used to justify a decision which has already been taken for budgetary reasons. These arguments will reappear throughout this paper, but it is probably worth summarising the issues in advance. The main elements of the debate revolve around :

- Whether PPPs provide 'additionality' of investment in public infrastructure
- The higher financing cost implicit in PPPs
- Whether risk transfer and value for money from PPPs can be offset against higher financing costs
- Economies of scale
- The benefits of whole-life costing and maintenance
- The value added through the use of private-sector skills
- PPPs as a catalyst for public-sector reform
- Complexity
- The effect of PPPs on public sector flexibility

Understanding these indicators from the Public sectors in Albania, should make possible the right selection of the financing approach of the Public Infrastructure Project, comparing the Cost of this Project through public-Sector Procurement and PPP. The decision making till now from the Public Sector in Albania in selection the way to finance such Project, has told us that not all

this indicators are used. How this indicators can be used and the problems with which the Public Sector in Albanian may be faced can be a worth experience for the Public Sector in Albania.

Key word : PPP, additionality, whole-life cost, economies of scale, complexity

Ethics and it's impact in business decision-making.

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Abstract.

People often act unethically due to the constant pressure to increase profits. They either try to beat competitors or cooperate with competitors through unethical practices . This pressure is worsened by pressure from senior executives or business owners to show greater profits. People who put their own interests above those of the business for which they work can become ethical egotists.

Making good ethical decisions requires a trained sensitivity to ethical issues and a practiced method for exploring the ethical aspects of a decision and weighing the considerations that should impact our choice of a course of action. Having a method for ethical decision making is absolutely essential. When practiced regularly, the method becomes so familiar that we work through it automatically without consulting the specific steps. The more novel and difficult the ethical choice we face, the more we need to rely on discussion and dialogue with others about the dilemma. Only by careful exploration of the problem, aided by the insights and different perspectives of others, can we make good ethical choices in such situations.

In our study, we have been focused in businesses of Korca’s Region and we tried to see if they had any framework for ethical decision making. Also, by this study we wanted to realize how do businesses identify ethical dilemmas and how to they solve them.

We have found a framework for ethical decision making a useful method for exploring ethical dilemmas and identifying ethical courses of action to be used from business.

**International Scientific Conference
Faculty of Economy, University “F.S.Noli” Korce**

**“South Eastern part of Albania for the Possibilities & Challenges of Albanian and Western
Balkan Countries towards the Integration processes”**

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**Title of paper: The importance of Public-Private Partnership, difficulties and challenges.
Case study Municipality of Korca.**

Public private partnership (PPP or P3) is central to good governance with emphasis on efficiency, inclusion and partnership. It means a formal link between public and private sectors and involves cooperation in planning, financing and implementation of joint projects to achieve common goals. The main point is that the partnership does not mean competition, but cooperation between different organizations. The state assists in its mission from many actors, and above all from the private sector. This mentality is the new in Albanian society; the state still sees a shadow and private business partnership between them is curtailed for not saying that so far very few existent. We do not yet have a very clear concept as governments often are equal with governance excluding the role of other important factors, such as business and civil society. On one hand, public institutions have made efforts to adopt advanced models of development, have undertaken reforms and are all-reformed itself, have approximated with EU legislation, have made efforts to implement, have transferred a portion of the responsibilities central government to local governments. On the other hand, private business has demonstrated progress in increasing the business contribution to local GDP has begun to improve the level of management, has advanced the institutionalization of business representation and its perfection by European standards, is expanding phenomenon of increasing social responsibility of the business. In the same time civil society is represented by a consolidated network of non-profit organizations growing in national and local level. The purpose of this study is to identify the values of solidarity, the obligation of individuals to contribute to solving community problems, the importance of individual and collective initiative that has begun to affect the creation of trust in the dignity of the individual has begun to unveil opinion its essential issues of development and reform and factors that inhibit or accelerate progress, has begun to play a particular role in monitoring the progress of democracy and governance at all levels. These actors have begun dialogue on issues of common interest, but rarely noticed premise of a controversy that goes against the principle of dialogue and partnership in development.

Key Words: Partnership, public, privat, individual initiative.

E- COMMERCE, AS A NEW OPPORTUNITY OF DOING BUSINESS IN ALBANIA.

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Abstract

The expansion of information technology has shattered geographic boundaries, allowing for extraordinarily increased access to new markets. Information technology is considered as a new entrepreneurial tool and is applied in all fields as its benefits are huge. The purpose of this article is to show how e-commerce is understood in the Albanian market, the level of acceptance from Albanian business and how it is used from Albanian entrepreneurs. The advantages and disadvantages of e-commerce and how secure is to use it, are argued as well. At the end we answer the question if there is any prospect that Albania may develop a visual trade based on information technology and how the Albanian business will understand and use e-commerce for trading their products and services as it regularly happened nowadays in the traditional markets.

Monitoring of active labor market programs. The study case in the Korca's region

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Abstract

In Albania, except the general framework of the economic development, the efforts of the government for decreasing the level of unemployment are focused on measures which aim at improvement of labor market functioning and the program for the encouragement of employment. At the beginning transition period, unemployment payment and social assistance programs are initiated in order to guarantee the minimal living levels for the unemployment people. But this passive method does not solve the unemployment problem. That is why in the year 1999, there began to be executed the active programs of the labor market in order to move away people from their dependence on the profits of unemployment and to accustom them in a competitive and independent labor market. To verify the progress of the unemployment towards attainment of the final objective of employment programs it is necessary to establish a monitoring system that allows to measure performance across individuals, programs and regions. Monitoring judges the gross outcomes of the programs against set targets. Monitoring of employment program is the first step of the process of evaluation.

My study is focused on the analysis of this problem mainly on:

- The active labor market programs in Albania and region.
- Monitoring of these programs in theory and practice.
- The services that are offered by the local employment offices and the analyze of the performance indicators which are used.

Key Words :Active labour market programs, Monitoring system, Unemployment, Performance indicators, National Employment Service, Employing policies

Facilitate the engagement of University students in their campus and local community through the creation and implementation of sustainable business plans.

Jahon Budahazu

Consumer decisions to visit the destination and The Role Of destination's Image .The Case Of Albania and Macedonia

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Abstract

Image has emerged as a crucial marketing concept in the tourism industry. This paper proposes a new conceptual framework for the role of destination image on consumer using perceived risk by tourist. The paper argues that the main risk dimensions (Physical Risk, Health Risk, Time Risk, Financial Risk, Psychological Risk, Social Risk, Terrorism Risk, "Political Instability Risk, Equipment Risk, Satisfaction Risk, and Communication Risk) may be linked to the destination image attributes. Given the importance, particularly today, of safety and security to travelers a sustainable argument may be made for destination marketers to reconceptualise destination image measurement to incorporate the perceived risk dimensions.

This paper explores the usefulness of perceived risk theory to shed further light on consumers' perception of destination image.

Research questions, a proposition and research hypotheses proposed are presented. Then, the research design of this dissertation is described. The developmental process of measurement scales for perceived risk is depicted comprehensively in the scale purification section. Finally, the procedure of developing the survey is introduced. All phases of the research design, sampling frame, variables of interest, data collection, and statistical analyses are reviewed.

Through a comprehensive review of literature on perceived risk, personal factors, destination knowledge, and travel decisions, the current study proposed four research questions. One proposition and seven research hypotheses were developed to answer the research questions.

Research Question 1

What are the underlying dimensions of perceived risk in international leisure travel?

A review of literature on perceived risk identified ten underlying dimensions, and an eleventh perceived risk “Communication Risk” is proposed in this study. The ten dimensions identified in the literature are: Physical, Health, Time, Financial, Psychological, Social, Terrorism, Political Instability, Equipment, and Satisfaction.

Proposition 1: Individuals perceive salient dimensions of risk when contemplating international leisure travel.

Research Hypothesis 1: The salient dimensions of perceived risk in vacationing at international destinations are: “Physical Risk,” “Health Risk,” “Time Risk,” “Financial Risk,” “Psychological Risk,” “Social Risk,” “Terrorism Risk,” “Political Instability Risk,” “Equipment Risk,” “Satisfaction Risk,” and “Communication Risk.”

Research Question 2

Do relationships exist between personal factors and perceived risk in international leisure travel?

Research Hypothesis 2: The psychographic make-up of an individual is related to an individual’s overall perceived risk of vacationing at international destinations.

Research Hypothesis 3: The ability to speak the native language of a destination influences an individual’s overall perceived risk in vacationing at the destination.

Research Question 3

Do relationships exist between knowledge of a destination and perceived risk in international leisure travel?

Research Hypothesis 4: Familiarity/Expertise with a particular destination will be negatively correlated with an individual’s overall perceived risk in vacationing in that destination.

Research Hypothesis 5: Individuals’ experience of visiting an international destination negatively influences their overall perceived risk in vacationing in that particular destination.

Research Question 4

Do relationships exist between perceived risk and travel purchase decisions in international leisure travel?

Research Hypothesis 6: Overall perceived risk toward a particular international destination negatively influences the likelihood of vacationing at the destination.

Research Hypothesis 7: Individuals' overall perceived risk toward vacationing at international destinations influences their choice of travel style.

Key words: perceived risk, image of destination, travel purchase decisions.

**Towards establishing a framework for sustainable tourism in Albania. The case study of
Butrinti National Park Management Plan**

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Abstract

Albanian Ionian coastal zone is one of the country's most valuable assets thanks to its rich cultural heritage, natural beauty and national parks that host high biodiversity. The coastline of approximately 168 km that maintains a population of about 100,000 – although relatively underdeveloped – faces serious challenges with unregulated urbanization, lack of adequate infrastructure, uncollected and untreated wastewater and solid waste, pressures on protected areas and wetlands, and unsustainable use of natural resources. Those challenges could jeopardize efforts to ensure long-term development and preservation of cultural heritage and environmental beauties in the area.

The Concept of leadership in businesses of Korca's Region

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Leadership is a widely-discussed issue not only in business environments due to its particular issues and the need for an appropriate perception and effective implementation.

Leadership is defined as an energetic process that consists in selecting other people and their full voluntary commitment in an effort to achieve the general objectives.

Nevertheless this depends from the existence of a unique vision, finding of strategic solutions, and establishment of an organization to find an appropriate job.

From what literature offers us and from what we observed from the businesses studied we determined that in many cases the leader is mixed with the manager, leadership is mixed with management, but certainly they both are two very important interconnected pieces that make an organization successful. To combine management and leadership, therefore, requires demonstrating a calculated and logical focus on organizational processes along with a genuine for workers as people.

In our research we thought to secure information over the way leadership and management are understood from business leaders and management.

Leadership has and always been considered a prerequisite for organizational success. Today, given the increased capability afforded by enhanced communication technology and the rise of international business, leadership is more important than ever before.

Today leadership ethics are more important than ever.

We were based in different leadership articles to make our study. We used questionnaires as method for collecting data, which had been elaborating by the statistic way.

Key words: leadership, business, management, skill, ethic, judgment

The economic and social impact of globalization on the economy of transition economy in Balkan Counties (Albania)

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Abstract

This paper attempts to analyse the globalization concept, concluding that it is a contemporaneous model of development, created by the functioning of the, extension of democracy and the human rights protection. It is that in the stream of the world economy will be framed those countries which successfully will pass the transition process. The countries in transition which become members of the European Union, the most powerful integrated market in the world, can start to get involved into the economy of the world, i.e. in the global economy. Albania is still far from being integrated in this economy. The aim of the paper is to give the indication and the role of globalism in the economy of the countries of the region in general and that of Albania in particular; to give the positive and the negative sides, its indication in the main aspects of a country life. The ideas of the globalism are directly related to the elaboration of the concept of the new world collocation and with the acceptance of five indispensable values which are foundations of the international unity; peace, human rights, development, democracy and the ecology balance. Related to this logic, the new European countries, among which Albania as well, have the possibilities to orientate their development in a way to respond as much as possible to their interests. This should become related closely to the new global conditions. The methodology used in this material is descriptive and analytical.

KEY WORDS : globalization/ country in transition/ free market / global economy/integration

The values of Korca Historical Area as a possibility for an integrated traditional and modern tourism.

Aleko Papakozma

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The role of government and technology in the development of the SME-s

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Abstract

Albania, as one of the countries in the South East Europe, is passing transitional periods at all the economic and politic levels. Albania has made serious steps in the development of the state of law and of the financial system and it is working on the achievements of goals such as: becoming an EU member, stabilization of the fiscal and monetary policies, reduction of the inflation level and stability of prices, fighting against corruption, incentives for private investments, reduction of business’s taxes etc. The achievement of these goals will bring more motivation and incentives for growth, domestic investments and an increase of foreign direct investments. The government of Albania is still planning the future strategies that will bring Albania near to the European Countries. The partial achievement of these goals has created a positive environment, because businesses and people believe in the progress and in the future policies that the Albanian government will take. The Albanian government has improved the business climate, in order to create easier methods in the way of doing business. The Albanian businesses have moved from the traditional way of businesses (family businesses) into global ones. Albania has experienced an increase of interest from foreign companies, which have invested in the main fields of economic such as: banking, energetic, telecommunication, gas-oil, supermarkets, buildings etc.

Keywords

Entrepreneurship trainings, Future strategies, Governmental policies on SME’s, Technology and innovation

Session :

**Accounting and
Auditing ; Financial &
Banking Sector;**

Possibilities for evaluation of internal control

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From a macroeconomic point of view internal control is a service, and therefore it is a good. As a good, internal control has a consumption value and an exchange value. Its consumption value is related to its usefulness to society, and its exchange value is related to the price that consumers pay for the service.

From a microeconomic point of view, especially with regard to accountability, we can treat internal control as an active. An active is a resource controlled by an enterprise as a result of previous activity, and an active is expected to contribute towards the future economic benefit of the enterprise. Internal control is an immaterial active, i.e. an alienable non-monetary active without a physical substance.

An analysis of the micro- and the macroeconomic point of view demonstrates that they share a number of common elements. These include the added value, economic benefit, the exchange value and acquired resources. These common elements allow the object of research – internal control to be evaluated using the methods of business evaluation.

This paper attempts to clarify the methodology of evaluating internal control in business evaluation.

The author argues that organisations benefit from an evaluation of their internal control by an enhanced knowledge of itself, an improved understanding its own value, and of the market. The personnel benefits from an improved confidence.

The difficulties faced by corporations in the Korça's district in obtaining financing

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Corporations just like SMEs play an important role in the Korça's district economic development. This paper tries to analyze the financing resources used by these companies and the difficulties they face in obtaining the funds. The industrial businesses of the region in general and the bank sector in particular have not escaped the effects of the 2007 financial crisis. The principal sources of financing for companies operating in the region are the domestic and foreign funds provided by banks. Both of these sources have been adversely affected by the financial crisis. Most of the companies have resulted in losses for the year 2009 or have seen their profits decline compared to 2008 with only 26.6% of them experiencing profit increase during this period. Companies have also faced serious difficulties in obtaining financing during this period because of the tightened credit policies applied by banks and the higher cost of available financing. Banks have somehow relaxed their credit policies for businesses during the first and third quarters of 2010 especially for investment purpose loans. In addition, the domestic companies' demand for bank credit has experienced a slow growth during the first quarter of 2010. But they should also try to explore other forms of financing that are widely used in the developed countries and are being used also in other countries of the Balkan.

Key words: company, financing, foreign, resources, region

The development impact of remittances on recipient households in developing countries

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Abstract

The transition process has orientated many important changes. In this new situation it is of great importance that all efforts to be focused on the definition of the future directions and the good management of the possible resources, on the clear definition of the role of developing factors and on the policies that have to do with the further development of these factors that determine the success. Speaking doubtless, the development of small business entrepreneurship which occupies an important place.

Albania is developing with constant rates on an average of 6% per year, and the most important part of this development consists of the SME, which according to the INSTAT data, in the year 2009, counted about 100 thousands businesses or 98 % of the total private enterprises in the country, giving a total contribution of 65 -70% of GDP and where are employed over 65% of the employees in the private sector.

The development impact of remittances on recipient households in developing countries are, potentially, greatly enhanced by channeling funds through formal institutions, particularly institutions of microfinance (MFI).

Leveraging of remittances by MFIs enables them to support business development services, social support programs for returnees and other community development activities which generate high social and economic rates of return.

Key words: remittances, development, enterprises, obstacles

The audit – contemporary form of control

Nadezhda Tsevetkova

The Implication of Global Financial Crises in the Economic Policy of EU countries and Western Balkans

The influence of the world financial crisis on the level of the credits with problems in Albanian banking system

Anila Mançka

Kostandin Nasto

Dr.Eleni Vangjeli

Abstract

The credit activity is one of the most dynamic and vigorous activities of Albanian banking system. Its rapid growth has attracted the interest of many analysts, who have suggested the controlled growth of the credit. The growth of credit is accompanied with the increasing number of problematic credits. During the period of the economic expansion, the number of problematic credits increased with the increasing of the credit activity, however during the periods of economic depression, and the aggravation of the main macro-economic factors, the credit activity decreases and the growth of the problematic credits is very high, which is very concerning for the banking system of that particular country. Being motivated by the importance of the problematic credits, the aim of this work is to analyze the tendency of the credit risk in Albanian banking system, by exploiting trusted official and national data, by evidencing some important temporal moments that have sensitively affected the tendency of the problematic credits. To achieve this goal the following objectives are determined:

1. To survey the development of the credit activity for Albanian banking system.
2. To realize a detailed analyze of the credit tendency and the factors affecting its value.
3. To give conclusions and recommendations for banking system in Albania.

The Research Methodology: In order to qualitatively analyze the information, the treatment of the collected data is done by the main of the statistic program SPSS and MS EXEL.

Keyword: credit risk, problematic credit, financial crisis, banking system.

Session :

**Innovation and
technology of
information in EU
Integration**

**THE EFFECT OF TECHNOLOGY ENVIRONMENT ON NON-PROFIT
ORGANIZATION EFFICIENCY IN EUROPEAN INTEGRATION PROCESS OF
ALBANIA**

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ABSTRACT

The immense strides in efficiency that have been very important for the economic growth of the countries have been attributed to rapid technological advances. While the private sector has taken on a path of exponential growth, the non-profit world has exhibited varied levels of efficiency. The present paper addresses the question of whether lack of uniform improvement in the efficiency of non-profit organizations (NPO-s) can be attributed to the difference in levels of technology usage among them. The level of technology usage is determined by measuring how proactive NPO-s are in adopting new technology and the hypothesis being tested is that early adoption translates into increased efficiency. This paper finds that in addition to other factors such as geographic location and sector of operation, the tendency to adopt new technology improves efficiency of a NPO significantly.

Key words: technology environment, nonprofit organization, efficiency, integration process, new technology adoption, NPO-s performance, technology proclivity, funds raised, etc...

Knowledge Management Development of Albania and its integration process. Challenges and advantages.

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Abstract:

Organisational knowledge and core competences form the main foundation of competitive advantage and the basis for meeting business challenges in the 21st century (Drucker 2002, Hamel 2000). Recognising the importance of knowledge management is, however, not sufficient for choosing the appropriate knowledge management (KM) tools in order to increase the value of the organisation and its business by implementing KM initiatives. The significance of organisational capabilities as an interplay of knowledge, communication and technology has to be taken into consideration in the process of developing organisations. The need to align knowledge management projects and strategic business goals is a key challenge for implementing knowledge management concepts in market economies.

This paper addresses knowledge management assumptions and development visions in the following types of organisations. These types of organisations are identified and examined in relation to the changing knowledge management context of the transition economy in Albania. Knowledge management priorities assessed by representatives of 45 organisations Essential contingency factor is the rapidly changing environment of the Albanian transition economy. Albania as a small open economy has experienced during recent 18 years rapid economic reforms on its way towards the advance market economy.

The challenges of different sectors in the field of international competitiveness and developing company core competencies, globalisation and European integration do not however coincide. We investigate how specific strategic challenges and problems in different

types of organisations are reflected in knowledge management assumptions and development priorities.

Knowledge management can be seen as a tool for putting the vision of a learning organisation into practice, but it is also important to understand the impact of organisational learning processes on KM practices and development priorities.

What essential qualities of the learning organisation have to be created before investments to knowledge management applications become efficient? What types of organisational learning processes transform knowledge management ideas to the real agenda of managerial decision-making or change? To what extent the readiness to apply knowledge management and development priorities in this field are shaped by changing relations with clients and other stakeholders and what is the impact of developing new products and technological know-how? We use typology of organisations that relates different positioning of organisations in the Albanian business and institutional environments to organisational change capabilities for searching answers to these research questions

Keywords: knowledge management, value creation, know-how, know-why, transition economy, learning organisation

**THE ALBANIAN INTEGRATION PROCESS AND APPLICATION OF
INFORMATION TECHNOLOGY AND ELECTRONIC COMMERCE IN SMALL TO
MEDIUM-SIZED ENTERPRISES . CHALLENGES AND OPPORTUNITIES**

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Abstract

The recent years, small to medium-sized enterprises (SMEs) have been shown to contribute significantly to national economies. It was in the 1970s that researchers first began to highlight the critical role of SMEs, not only in maintaining healthy and dynamic economies within industrialized nations, but also in introducing inventions and innovations.

The recent emergence of the Internet in general, and the World Wide Web (WWW or Web) in particular has revolutionized business activities (Abell & Lim, 1996). Information technology is generating new products, and is the driving force behind new production processes, new forms of business organization, new scope for consumers, and new market opportunities .

E-commerce is becoming more and more essential as a business tool for organizations in general, and

for SMEs in particular, to gain competitive advantage and to access global markets. The online economy introduces unique opportunities to SMEs for open and free trade because it avoids tariffs and tax, while lessening the impact of geographical distances and time, which can serve to separate SMEs from potential opportunity.

Using of electronic commerce (e-commerce) could provide different opportunities to small to medium-sized enterprises (SMEs) in overcoming part of their technological, environmental, organizational, and

managerial inadequacies. However, recent research portrays a gloomy picture about e-commerce uptake and use in SMEs. Therefore, the implication here is twofold.

Initially, there is a need to generate more e-commerce research that could penetrate much deeper into main impending issues pertaining to the SMEs in their potential uptake and use of e-

commerce. On the other hand, e-commerce is characterized of being embryonic but growing very fast and fragmented across the different disciplines, which makes the task of capturing its different perspectives a very complex one. The preceding two implications represent the greatest challenge for researchers and professionals interested in undertaking e-commerce research in SMEs. In line with the above implications, the first objective of this research aims at capturing the different ecommerce perspectives from the SMEs' point of view, and the second objective aims at capturing the e-commerce perspective from the theoretical and the methodological point of view. Addressing the preceding implications in this research could shed some light into some of the gray areas in the e-commerce research in SMEs.

**Knowledge and innovation –driven economy and new challenges for businesses in Albania
in its integration processi. Challenges and opportunities**

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Knowledge is considered as an economic driver in today's economy, it has become a commodity that can be packed, bought and sold. This evolution has been enhanced by the development of information and communication technologies (ICTs) that have reduced the cost of gathering and disseminating knowledge.

The contribution of knowledge to innovation has been achieved most notably by reducing transaction costs between companies and other actors, especially in areas such as information search and buying.

A knowledge-based economy is defined as an economy directly based on the production, distribution and use of knowledge. In such economies there is a high degree of connectivity between the agents involved, and knowledge is widely used and exploited in all manner of economic activity. We have now progressed from the knowledge-based economy to the knowledge-driven economy, emphasising the fact that the current contribution of knowledge is very much as the dynamo of our economy.

The knowledge-driven economy brings new challenges for business. Markets are becoming more global with new competitors, product life cycles are shortening, customers are more demanding and the complexity of technology is increasing. So while the knowledge economy represents new opportunities, certain actions are needed to support and take advantage of these developments.

The aim of this study was to provide a comprehensive review of the scope, trends and major actors in the development and use of methods to manage innovation in the knowledge-driven economy. The study concentrated on Innovation Management Techniques (IMTs) that aim to improve competitiveness, and specifically on those IMTs that focus on knowledge as an important part of the innovation process.

The study had three principal objectives:

1. To provide a comprehensive review of the scope, characteristics, trends and business relevance of the main innovation management methodologies developed by relevant actors in this field (those that seek to provide advice to firms, and that focus on knowledge as the most important benefit to a firm) across our countries.
2. To clarify and facilitate both a conceptual framework in this area, and a consensus among the relevant actors developing and using these methodologies.
3. To analyse the perceptions of various key players – the promoters and users of such methodologies.

The information provided in this study is based both on an exhaustive literature research and an analysis of the opinions of a balanced (geographically and by nature of activity) cross-section of stakeholders in this field (business, academic centres, business schools, consulting firms, business support organisations and government). The survey was carried out by means of standard questionnaires sent in March 2009 to respondents in the Albania and Kosovo.

In total, some 333 completed questionnaires were returned. The information collected from the survey was completed via phone interviews with the most representative stakeholders, which went into more detail on certain issues of relevance for the study and clarified some outstanding questions.

The impact of the Information Technology in Tourist development of Albania Location

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Abstract

Niche products is becoming a necessity for small localities or even small towns who need to be differentiated in a global settings. This is becoming a necessity not for small and medium entrepreneurial business but also even for large companies. The main objective of this article is that the key of success is in supporting the idea that: *combining the IT impact with adapting niche product (agrotourism, and other alternative tourism form) as a marketing strategy for entrepreneurial growing marketing strategy.*

While the Internet and the Web continue to grow in importance, tourism markets are becoming more realistic about the difficulties associated with generating profits online. The online hand made, agro tourism, or specific and traditional products and market are the prime example of such struggles. So, there are some niche tourism products per each tourism development, that means specifically different from other areas, but which in fact make the difference and are a strategic tool for marketers.

Entrepreneurs must first create awareness of their websites. Typically, any materials that include the company name should also include the website address to help facilitate consumer awareness. Specific printed materials include items such as brochures, letterhead, business cards and print ads. Non-print advertising, such as television and radio ads, should also incorporate the Web address.

Keywords: IT, niche, marketing strategy, web, community, tourism, entrepreneurship.

Teacher of 21-th century: promoting long life learning for all.

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At this presentation emphasis the importance of long life learning by the teachers profession. Integration processes by the development and reforming of the Albanian school shows up an extraordinary attention at this particularly professional development of teachers. Their role in fulfillment mission education, achievement of their aims on preparing the future’s individuals, searches to keep the importance of continuously and progressively development.

During observation of the personal and professional aspects of learning in the contest of the education politics in country, it’s valuated the complexity of long life education by them. Which is the variety of ways by those teachers to improve skills professionally? Which are the conditions? What kinds of intervention are appropriate to support of learning?

Long life education indeed is a process which spreads it’s influence on the professionals self abilities of teachers as so far in personal carrier development too. Offered issues and solutions of knowledge retraining, competence ability, skills will improve and develop personally and professionally them, reforming the school in facing with social dynamics.

The vision of continuing long life learning requests intelligent teachers which thinks, reflects, valuates, research and finds possibilities for individual developments and achievements, penetrating therefore in such safe way in development of long life learning by their students.

Teachers are evaluated for their potentials as the most important assets in order to carry out the vision of a learning society.

The rise of capacities of the scientific research, technology and innovation – an important factor for the development and the European integration of Albania.

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This work introduces some problematic aspects of the scientific research, technology and innovation, strongly connected to today’s deep reforming processes of the Albanian society, its development on the bases of knowledge and its integration in the European sphere.

The National Strategy for Science, Technology and Innovation stated the main orientations and priorities of developments in this field. Based on it, there are initiated a series of reformative changes of the research-development system in Albania. Such changes have touched many conceptual, organizational and legal issues by integrating the high education better in this process and especially by re-conceptualizing the mission of universities.

In the regional setting, an important role plays the scientific research activity of the “Fan S. Noli” University of Korça. The integration of this activity with regional and European projects of research has had a very positive impact on the social and economic development and at the same time, it has investigated thoroughly the area of European integration of this region.

Key Words: technology, innovation, knowledge, integration, region

Adoption of Information technology in Albania as a developing country and the role of Albanian Democratic Government

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Abstract

Many developing countries have created national ICT policies and institutions to bolster technological deployment with the goal of supporting productivity gains and new business development. This is a goal of our Democratic Government. However, for many countries, these initiatives have not translated to higher levels of ICT adoption or improved economic development. This has left developing country governments with a great deal of uncertainty over what policies to implement and which initiatives to fund.

The our analysis within this study has identified several key barriers to accelerating ICT adoption within developing countries. These barriers include a lack of affordable services, low levels of local expertise, and poor infrastructure, which combine to prevent latecomer countries from developing self-sustaining demand within the sector. This study's results suggest that the critical determinant for overcoming these barriers is a high level of government involvement after ICT market privatization.

Those developing countries with accelerated growth in their ICT sectors tend to have institutions capable of adapting their policies and institutions to the rapid pace technological and market evolution. This is also confirmed by my empirical research, which showed a positive and significant relationship between ICT institutions and levels of ICT adoption, while controlling for economic and social factors. In contrast, those developing country governments without an active role in regulating ICT competition or supporting ICT adoption and innovation have been unable to sustain rapid growth of their sector.

The Integration of modern philosophy concepts in the Albanian culture of the post – communist transition

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Nje nga ceshtjet qe ka preokupuar mendimin e shoqerise shqiptare mbas permbysjes se sistemit totalitar komunist ka qene kuptimi dhe realizimi i lirise.Ceshte liria? Cdo te thote te jesh i lire?

Keto pyetje nuk kane pasur te njejtin shpjegim dhe kuptim ne terrenin social shqiptar. Sot duket se liria me teper kuptohet mbi nje horizont empirik e jetesor se sa mbi nje rrafsh fenomenologjik e filozofik.Kjo eshte arsyeja e percaktimeve te shumta qe formulohen nga mentalitetet e sotem te njerezve te cilet me teper preferojne ta jetojne,ta ndejne lirine se sa ta kuptojne ne menyre strikte e mbi modele filozofike.Edhe fusha e refleksionit mbi ceshtjen e lirise ka pak a shume kete pamje.Nje nga simptomat tipike te krizes shoqerore , qe po kalon jo vetem shoqeria shqiptare eshte se liriya shprehet ne pervojat tona ne menyre kontradiktore: si nje horizont zgjedhjeje te lire ,te pa ndikuar nga askush por edhe si nje “shqetesim” si nje “pergjegjesi.” Mendimi i lire eshte nje tjetër aspekt i rendesishem i lirise ne kushtet e reja te modelit te ri demokratik te jetes dhe sistemit shoqeror ne Shqiperi gjate tranzicionit post komunist.Realiteti i sotem shqiptar deshmon per nje transformim te thelle si dhe nje modelim te ri psikokulturor te shqiptareve perballe ceshtjes se mendimit te lire.Kjo pervoje eshte mjaft me interes qe te studiohet ne nje aspekt etnokulturor dhe antropologjik.Transformimet jetesore te sotme ne mentalitetin e shqiptareve nuk mund te shkeputen as nga konteksti historik as nga ndikimi i civilizimit te sotem,modern.Ky raport i komplikuar meriton nje vemendje invesigimi dhe interpretimi.

Kjo eshte arsyeja e prezantimit te ketij punimi duke e organizuar refleksionin pikerisht mbi mekanizmin qe funksionoi per integrimin sociokulturor te shqiptareve ne kontinent jo vetem politikisht dhe ekomikisht por edhe ne procesin e asimilimit e kultivimit te vlerave te perbashketa e universale.

Fjale kyc:Liria,pervoje kontradiktore,pergjegjesia,model psikokulturor,integrim mental,vlere universale,tranzicion post-komunist.

**SESSION:
AGRICULTURAL
AND
ENVIRONMENTAL**

European standards on rural development and the policies for their application in Albania

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Abstract

Albania is among the European countries where agriculture still occupies a significant place as a branch of the economy and occupies about 23% of GDP and still about 50% of the population lives in the village. Given this fact, it is important to understand and then to apply European standards of rural development and agriculture in Albanian reality. In the present paper will clarify these standards and will give key indicators of sustainable rural development and programs to apply the European Union in its participating countries and the emphasis will be put to the program LEADER. Rural development based on a proper analysis of local problems and the involvement of local skills and capacities, including staff of various organizations working in the field and better respond to demands and needs of the local population. Will analyze the role of local actors and the emphasis will be placed on farmers as the major economic actors where to start identifying their needs and then draft plans for their development. In the present paper will be given an overview of agriculture and will analyze its main problems, which are the factors that condition the development of agriculture.

The analysis will mainly based on data relevant institutions as well as interviews and surveys of farmers and their leaders. Given this analysis will argue that the integration of the Albanian agriculture and European economic structure requires performing some structural and economic reforms. In the present paper, at the last will be given strategy and policies to be followed in future for the development of Albanian agriculture and will be given conclusions and recommendations.

Keywords: development, rural, policy, reform, strategy, standard

An overview of economic values of Protected Areas in Albania and identification of key factors for their economic development

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Albania is classified as one of the main European countries that tends to seriously increase the Protected Areas surface, in the framework of the EU guidelines and International Conventions. At first sights this increase looks stressful from the economic point of view. The positive opinion regarding the economic and protective role of Protected Areas in national and regional level is faced with communities' mentality, which does not consider the Protected Area to be an economic instrument. In fact, through the years, the Albanian Protected Areas have not generated satisfying incomes in the related communities. Such communities are the substantial element for the maintenance of Protected Areas. On the other hand, the Protected Areas can be a powerful financial mechanism to provide for their standard of life level, moreover within a short period of time.

Considering such symbiosis as the key factor for sustainable development and for conservation of Protected Areas, this paper intends to give the general guidelines on making efficient the economic and financial elements, which are especially valuable in the local level. The economic values of Albanian Protected Areas are highlighted, analyzing at the same time their efficiency in last years. Classification of such values on two levels: regional and local, especially when the second ones are quite inexistent, motivate us to propose incentive techniques and solutions that offer an adequate and appropriate economic development to the local community. The proposed methodology requests a serious implementation of financial mechanisms, while the initial investments are low. Sustainable development and areas conservation remains the basic framework of the proposed guidelines.

Key words: sustainable development, Protected Areas Conservation, economic mechanism, community incentive, management guidelines.

The importance of agro – industry for socio – economic development and poverty reduction on Korça region.

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Abstract

Albanian agro-industry enterprises are playing an important role in the development of the country's economy, however, the constant development is faced with a number of challenges such as: lack of the total legal framework, informality, unfair competition and rivalry, the lack of access of the alternative resources of financing, etc.

Agro-industry, i.e. the processing, preservation and preparation of agricultural production for intermediate and final consumption performs a number of crucial functions that support development and poverty alleviation. This paper argues therefore that agriculture in connection with industry needs to be recognised by senior-level policy makers and industry leaders as a competitive, value-adding business sector, that has a positive development impact and contributes to economic growth of region of Korça. Rather than focusing on agricultural productivity only, policy makers must consider the competitiveness of the entire agro-value chain. A comprehensive approach could include e.g. supporting small agro-producers and SMEs, enabling market access and developing a supportive institutional environment.

Key words: productivity, agriculture, policy makers, opportunity.

The positive results of agriculture development in the Korca region from successful direct supporting governmental programs for farmers

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The successful implementation of direct support programs for farmers has had a positive impact the agriculture development of Korca region. These programs support the priority sectors of agriculture development, such as:

- a- Fruit tree cultivation (new plantings, drip irrigation systems, drilling irrigation wells, etc).
- b- Livestock (cattle, sheep, snail, beekeeping).
- c- Agro-processing (refrigerators, milk processing, fruit-vegetables processing, etc.)

That is a new promotional and developing practice, and not just an assisting one.

Through the new planting fruit trees program there were planted 900 ha with tree orchard and vineyards, and the planting rate was 15 times higher than before implementing such schemes.

The focus of the programs consists in promoting the free initiative through direct support for all farmers and agro-businesses that fulfill the application criteria. These criteria aim also to promote the concentration and specialization of production and processing (beneficiaries are those farmers that plant more than 0.4 ha tree orchards at the same site, same specie, etc).

The program implementation pass through several stages: application according to the criteria; announcement of beneficiaries; verification at the spot of project implementation by the specialists' group and further on financing individual projects through transaction to bank accounts of each beneficiary.

The direct supportive programs to agro-industry (7 year loans without any interest rate, etc.) fulfilled the producer – processor – consumer scheme.

Key words: direct supporting programs, agriculture, government, Korce region, farmers.

Agroindustial cluster-The new challenge in the globalization aspect

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Abstract

Clusters have become the new destination of many policy initiatives of recent years in Europe and across the globe. The challenge set by the European Council in 2000 in Lisbon to transform it in "world's most competitive economy based on deep knowledges and innovative approaches" has enabled most of the new policy initiatives regarding competitiveness. Cluster's mobilization seems to be as crucial to achieve this ambitious goal.

A part of clusters in many countries are developed much faster than their economies and even their examples we can see in countries close to the region. Under the competitiveness program, supported by governments, many clusters being developed in Macedonia, Bulgaria, Slovenia, Croatia, Greece, which was set up businesses in these countries more chances to be competitive in international markets. Consequently, the creation and support to cluster practices in Albania should constitute not just a theoretical economic concept, but a necessary practice to be comparable and competitive in regional and world markets. Naturally referred to statistics, the best international examples, studies on field and our appreciation through direct discusses with producers can conclude that: the existence of the positive chances is a argument in favor of a cluster organization but what convinces us and justify cluster's creation are the mutual benefits of its stakeholders.

Key words: cluster, competitiveness, innovation.

IMPACT OF THE STANDARD OF LIVING ON THE VEHICLE FLEET COMPOSITION IN ALBANIA FOR THE PERIOD 2000 – 2009

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Abstract

Owning a car in Albania, from a luxury before the 1990s, now is a reality which often is an indicator of owning also a good social status. Commodity of traveling by car has brought with it the sad reality of often “being stuck in traffic” and of the “bad air we constantly breathe”. Therefore, balancing the car ownership and traveling with making smart choices to maintain an eco-friendly lifestyle is becoming a challenge for Albanian citizens.

The purpose of this research was to evaluate the vehicle fleet situation in Albania for the period 2000-2009 regarding: Vehicle age, vehicle fleet composition, progress of vehicle numbers for each category, the type of fuel they use, number of vehicles per thousand inhabitants, etc. Data collection in various institutions on the above topics and desktop work of data processing was the method used to complete the research.

It was found that private cars dominate in the Albanian vehicle fleet; the average rate of vehicle growth is about 22 thousand vehicles per year for the whole of Albania; in the area Tirana – Durres there are registered over 50 % of the vehicles of Albania; the vehicles purchased in general are relatively old and about 80 % of them run on Diesel. Nevertheless, lately, for Tirana and a few other cities, there are increasing preferences of purchasing newer cars.

While in EU countries there are increasing investments in public transport, or in promotion of purchase of vehicles equipped with catalytic converters in order to improve their air quality, in Albania all these issues still remain a challenge. As the country is in the process of EU integration, it is necessary to consider, besides the approximation of the legislation, the intervention on transportation infrastructure and on people’s attitudes and behavior regarding sustainable development principles.

Key words: vehicle fleet, sustainable development, Albania, EU integration.

THE PACKAGE OF THE NUTRITIVE PRODUCTS WITH MODIFIED ATMOSPHERE, RATIONALE, PROFITABLE AND HYGIENIC METHOD.

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Abstract:

In This two last decades, the nutritive products are used under the effect of the package with the modified atmosphere.

Today in the world-wide level are packed around 5-6 million ton of nutrition with over eleven million packages.

The application of M.A (Modified Atmosphere) includes a wide gamut of nutritive products and concretely : meat and subproducts of meat, fish and different sea species, fruits and vegetables, doughed products, products of lactology industry, different products of bread, beverage products, products half prepared or prepared.

The use of this method has started at the first years of the 20th century.

With passing time, the profits in hygienics aspect and the economic convenience from time to time is increasing with big steps.

Considering a part of these products as living organism, the technology of this method relief the conditions to prolong the life of storage, for the conformity of the product, a garancy for the consumers health and the preservation of the diet values of the packed product.

It should be admit that the vaccum package is the easiest way to modify the internal gas atmosphere in a box.

The vaccum package is used for the products that have a strong structure not a delicate structure. It is clear that the packed material should have a low penetrability of the gases and a good hermetism, to avoid the penetration of the air inside the package.

The technology of the products' package with modified atmosphere has high potential values in:

- The prohibition of the development of noxious anaerobic bacterials.
- To preserve the color of the muscle through the transformation of the mioglobine in oxymoglobine.
- To preserve a nice colore in the products with high level of saturates which are led for a rapid oxidation.
- To create a relief in the direction of the security, service and satisfaction of the products in the market.

**An Assessment of the Biodiversity Conservation Policy with the Institutional Analysis
Development framework in Albania**

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Environmental problems in Albania had not been majorly addressed until 1991 when the first National Environmental Action Plan was adopted by the Albanian government. With the country's transition to a free market economy during the 1990s and the economic crisis of 1997, environmental problems were pushed to the back of the government's agenda. However during the transition period, the country signed six major conventions on biological diversity conservation (e.g. The Convention on Biological Diversity and the RAMSAR Convention). This ensures Albanian environmental sustainability as well as helps the country with the integration process. Scholars have identified one of the fundamental issues with biodiversity conservation policy to be the subject's valuation. To comply with these conventions and develop more sustainably, a sophisticated and strong policy framework is needed as well as a clear valuation method including economic tools and instruments. This paper is a literature review on the Institutional Analysis Development policy framework and the valuation issues associated with biodiversity conservation, evaluating the current state of the policy for biodiversity conservation in Albania, the economic tools used in it and the future prospects of the policy and country's progress with environmental issues and the integration process. The paper concludes with an assessment of the framework proposed to what extent it would help the country's integration – as one of the most popular and recommended environmental policy frameworks at the moment, considered a new paradigm in the area, it aims to achieve greater institutional, policy and performance efficiency, resolving some of the main conflicts between various national and international institutions, hence strengthening the relations between the country and the European Union's main institutions.

Human Ideologema the district of Korça prose as forerunner of the European Integration Processes

Prof. As. Dr. Raim Obashi

ABSTRACT

On the eve of the Independence will find a prose writer of the surroundings of granny Korçe by complement their individuality and artistic integrity. The rapid development and quality of bourgeois economy in this part of the homeland is to distinguish which separate the individual field of artistic creation in prose is intended to leave public opinion on the human story private citizen while the creator of this region have felt the need reports critical of tradition. Increasing intensity of historical time to dictate be more frugal with it, to the world created by his story that he had sought lined story, or novel where the detail daily maximum reached by taking impressions given destinies of individuals as come more strongly separated from measures. Residents of this area were believers and so are good writers, so in their creations, God already in place, especially after the declaration of independence, rely strongly on the Bible Code. The Canadian semiotic Northrop Fray found convincing evidence that Western literature has been influenced by the Bible more than any other book.

Therefore, there is so much humility and desire for payer the love and life, this is the last prose of the start of century. Code patriot who had temporarily prevailed in the period of National Renaissance he is leaving the country again naturally Bible Code. But in addition to beauty, God had given all the benefits the Marge, read the novels of the M. Grameno "The kiss". And in the bedding, healthy part of this creativity, he could stay during the creation of ideological literature. After the '90 century that left behind, not having exercised pressure on the individual's absurd, prose returned humane treatment of topics like before World War II, but now with modern techniques. Meaning of prose can now be evaluated according the first character force action or face being distinguished from the image scale. And moreover the Aristotelian image, works of art events and unveils no idea, but it proved between sample and order.

