



INSTITUTI PËR STUDIME POLITIKE DHE NDËRKOMBËTARE  
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INSTITUTE FOR POLITICAL AND INTERNATIONAL STUDIES



INSTITUTE OF COLLABORATION  
FOR  
INTEGRATION AND DEVELOPMENT

International Conference

## **EUROREGIONS**

### **Integrating Societies - Generation Growth - Caring Resources**

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ORGANIZED BY

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# **PROGRAM AND ABSTRACT BOOK**

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## *Motivation*

Euro-regions are voluntary institutional organizations between different socio-economic, cultural, sportive, etc actors among cross-border territories of different countries of which one, two, or three of them are EU members. They establish common structures in different fields which organize and develop activities, projects, initiatives and everything they want that is in interest of the society and the nature, for the society and welfare. Their power stems from the Chart of Autonomy of Local Governance and the Status of the local governance institutions as legal person. The road and European future of the Western Balkans countries creates possible space for establishing standard cooperative structures of the EU. Inasmuch as Western Balkan countries are in the process of going closer and integrating in the EU, every step influences in the perfection of democracy, decentralization, and the guarantee of the protection by the EU, because the partnership includes EU countries. The conference aims at enhancing awareness for the significance and possibilities of regional co-operation, discussing and developing strategies for the improvement of co-operation in the region especially among young scientists from countries of the Danube Region and Central Europe.

Euro-regions models could promote regional development based on socially effective and ecologically friendly approaches. It contributes to a stable long-term cooperation by reducing the differences caused by varying degrees of development across the participating regions. Euro-regions can help creations and strengthen cross-border partnerships and expand cooperation by learning about the economic growth norms from neighboring countries. Strengthened the cooperation between Macedonian local authorities, businesses and civil society with their counterparts from the border regions of neighboring countries: Albania, Montenegro, Greece, Bulgaria, Serbia and Kosovo. This approach encourages the redistribution of authority between central governments and border communities to empower local residents to take an active part in the economic and social development of their localities.

The Conference empowers local communities and them to solve local social and economic development problems through civic initiatives, cross-border cooperation and adoption of best practices from neighboring democratic societies. The project uses Euro-regions, a transnational cooperation structure between two or more European territories to help Macedonian and its neighbors achieve shared goals and develop local solutions for global challenges. The Conference could increase the capacity of Macedonian business professionals, educators, practitioners, small and medium business support organizations, and the public, by providing high-quality economic and business education, information, technologies and knowledge consistent with international standards. Under Euro-regions series of could generate projects tailored to meet the development needs of different professional groups, business professionals, educators, and local communities.

The project is the first long-lasting initiative of this kind to promote Euro-region as a unique mechanism for the interaction between civic initiatives, local authorities and businesses on both sides of the Western Balkan border.

Prof Dr. Ylber SELA

Director of IPIS

Prof.Dr. Reis MULITA

Director of ICID



# **CONFERENCE PROGRAM**

08.00-09.00: **Registration**

**SESSION 1 Moderator: Otmar HÖLL**

1. **Nano Ruzin**  
Western Balkan: Quest for Geopolitical balance, democratic and economic prosperity and personal identity
2. **Donila Pipa**  
EU and the Western Balkan
3. **Stefan Budjakoski, Natasa Todorovska, Sofka Hadzhijevska**  
Coordinated security cooperation in the Western Balkans - condition for faster integration processes
4. **Iliaz Labi / Deniz Celcima**  
Future perspectives under EU integration processes to Western Balkan's countries

**Discussion**

**SESSION 2 Moderator: Aleksandar SPASOV**

5. **Günther Fehlinger**  
Benelux style cooperation between Kosovo, Albania, Macedonia and Montenegro based on the Benelux Model
6. **Jasmina Trajkoska / Mitko Gadzovski**  
"Balkan Benelux" as a (not) possible model in the future
7. **Klodjan Seferaj**  
Expanded EU in Western Balkan: Challenges to good neighbourhood relations
8. **Reis Mulita / Ylber Sela**  
Bridging Western Balkans through Epistemic Voices
9. **Fatlinda Shkurti / Ilira Llupa**  
Regional Tourism and the Increased use of Vlora district Geographical space

**Discussion**

### **SESSION 3 Moderator: Aurora Ndrino – KARAMETI**

**10. Liljana Siljanovska**

Media and European Ideology of Balkan with special accent of Europeanization of Republic of Macedonia

**11. Aulona Zotaj / Bernard Zotaj**

Mass media, civil society and democracy in the Balkan region. The case of Albania

**12. Aleksandra Srbinovska-Donchevski / Tatijana Ashtalkoska**

Responsibility of mass media and the citizens' right to be informed in the Republic of Macedonia – a condition for Europeanization

**13. Ngadhnjim Brovina**

The usage of media as a tool for development of public diplomacy by the policy of Kosovo

### **Discussion**

### **SESSION 4 Moderator: Arta MUSARAJ**

**14. Ivica Josipovic**

The Macedonia's Regional cooperation perspectives: Awareness raising or symbolic synergy

**15. Rossen Koroutchev**

The Bulgarian-Serbian border region and its problems

**16. Eliona Kulliri Bimbashi / Ensuida Hoxha**

Social integration of marginalized group through CBC initiatives in Macedonia and Albania

**17. Drenusha Kamberi**

Enchasing political relation through cross border cooperation of municipalities

**18. Adriana Zotaj**

Military cooperation a bridge for peace and prosperity in the region" Ministry of Defense. Tirana. Albania

**19. Bardhok Bashota**

Western Balkan countries and European neo-regionalism Case study: CEFTA and its impacts in Kosovo's economy

## Discussion

### SESSION 5 Moderator: **Ali PAJAZITI**

**20. Suela Ndoja**

Regional Social Integration for Youth with Intellectual Disabilities: an Educational Change Script Analyses

**21. Mirela Sinani**

The relationship between existential freedom and problem of education

**22. Ilira Llupa / Fatlinda Shkurti**

Regional Cooperation in the field of education through improvement of educational curriculums;

**23. Diana Shehu**

Education in Albania, problems and challenges for the future

**24. Petrit Taraj**

Evaluation of Academic Stress of students in relation with factors: Self Management, Study results and Academic Programs

## Discussion

### SESSION 6 Moderator: **Pishtar LUTFIU / Lulesa ILJAZI**

**25. Zamira Cavo**

Politolinguistics in the transition period; The case of Albania

**26. Ludmila Bogdan**

Human Trafficking in Moldova: Rural Residents vs. Urban Residents

**27. Geralda Resulaj**

History of canons and their legal basis. Impact in Western Balkans

**28. Olta Nexhipi**

Customer Relationship Management in Banking Sector – Durrës Case

**29. Edlira Shima**

Comparative analyze of Albanian model of social care in comparison with European models”

**30. Entela Velaj**

Taxation Trends in Some Balkan Countries

**31. Ilda Kadrimi**

One European Sky

***Recommendation and Conclusion***

# **ABSTRACT BOOK**

20 <sup>th</sup> September
SESSION 1
Moderator: Otmar HÖLL

## Nano Ruzin

“Western Balkan: Quest for Geopolitical balance, democratic and economic prosperity and personal identity”

### Abstract

Before 10 years, in 2003, 15 country members of European Council in the EU Summit in Thessaloniki declare that ‘fully and decisively will support European perspectives of the countries of Western Balkan.’ The countries which are part of Western Balkan region are all Former Yugoslav Republics plus Albania and Kosovo.

After 10 years only Slovenia (2004) and Croatia (1<sup>st</sup> July 2013) were joined to European family. Between the triangle of Macedonia-Monte Negro-Serbia, which have the status of candidate countries, the highest perspectives has Monte Negro who already start the negotiations and Serbia who is waiting for the start of the negotiations after signing the agreement with Kosovo latest until the beginning of 2014. Macedonia is far back in this process as a result of the conflict with the name with Athens as well as congestion of reforms according to Copenhagen principles. Albania submitted his candidature, while Bosnia and Herzegovina and Kosovo can dream for European family. How we can explain this slow integration of Western Balkan countries? Is this as a result of systematic difficulties of transition? Are still pressed the geopolitical and nationalistic dreams of past? Beside intern difficulties are added the external strategic interests of few powers in Western Balkan. Does still the Balkan is represented as in XIX Century where it was a game place between old powers as Russia and Turkey and new powers as China and Gulf region? In 2013 there were calculations that South-Eastern Europe which is spanning in the area between river Danube and mountain Olympus will achieve GDP growth of 1.5 %, but the region is in economic and financial crises. In this *Country of Janus* can be expected many unpleasant surprises, for which writes also *Mircea Eliade* and *Eugen Jonesco* and *Paul Garde* and *George Prevelakis* and many other Balkanologists. It is evident that the region has serious weaknesses in the fight against organized criminal and the legal state in accomplice with the criterions of EU.

**Keywords:** *Western Balkan, EU, Geopolitics, Legal State, Democracy, Populism, Identity, Iconography.*

**Donila Pipa**

“EU and the Western Balkans”

**Abstract**

This paper aims to analyze the relations of the EU with the Western Balkans. Western Balkans is a region of significant and diverse in terms of geographic and economic policy. In this paper I will proceed in three parts: The first part analyzes the historical and geographical aspects of the Western Balkans, including their important history through centuries. The second part analyzes the Western Balkans, and stops moving forward toward accession process. In the third part i am focused more on Albania, my country and analyze the relations of this country with the European Union. The present question is the fact that will be a long way until Albania will be part of the European family? Summit of Thessaloniki represents a very important step for these countries, because this meeting is an accession perspective of the Western Balkan countries in the European Union. The progress of the Western Balkan countries is individual and depends on how fast each country exceeds the Copenhagen criteria. Today Western Balkans consists of the seven states, and Kosovo is the newest country in the region. The European Union sees itself not complete without adhesion of the Western Balkan countries in the European family as the aim of EU itself. Finally, I would like to conclude that the EU's insistence on regional cooperation in the region should be viewed as an incentive to addressing bordering the road itself to ensure peace and development in the region. The future of Western Balkan is in United Europe. Hope that diplomacy triumph for resolving conflicts and establishing security in the region.

**Keywords:** *Western Balkans, geographical aspects, European Union, regional cooperation.*



## **Stefan Budjakoski / Natasa Todorovska / Sofka Hadzhijevska**

“Coordinated security cooperation in the Western Balkans - condition for faster integration processes”

### **Abstract**

The need for continual security cooperation in the Western Balkans arises from the extension of international organized crime across the region, and the constant increase of the number of people - citizens from these countries involved in it. This cooperation should be part of a permanent international cooperation in order to combat the organized criminal activities more efficiently. Continual security cooperation in the Western Balkans countries is indispensable as it would contribute to economy protecting, stability, security and sovereignty of the countries. In this way, the Western Balkans countries would fight against security threats through cooperative strengthening and by increasing the effective means for international cooperation through the use of lawful punitive measures in the prevention of international criminal activity. In order a greater collective responsibility of all Western Balkans countries to be achieved, and regional coordinated actions within the regional cooperation under the principle of Interpol, Europol and the World Customs Organization to be taken, BALKANPOL needs to be formed. The formation of BALKANPOL (joint and coordinated police activity) will develop and promote cooperation between the Western Balkans countries. This collaboration will be part of a broader international cooperation and direction in detecting organized crime, adjusted to the specificities of this region. Through this cooperation, the Western Balkans countries will cooperate when taking measures, sharing information, as well as in the exchange of information about the methods and means used by the highly developed countries in the crime combating. This kind of cooperation is necessary for acquiring more effective protection of the Western Balkans countries which would lead to successful and free walk to other integration processes.

**Keywords:** *Integration, Western Balkans, cooperation, security.*

**Iliaz Labi / Denis Celcima**

“Future perspectives under EU integration processes to Western Balkan’s countries”

**Abstract**

The thought that dominated onto academic attention about Western Balkan during the 1990’s, was that it is a region full of violence and long-lasting transitions in comparison to the political and economical transformation occurred in Central and Eastern Europe. During the 2000’s this tendency or thought as troublesome countries was promised to be changed because people of these countries were also tired . This promise was taken at the same time in which the enlargement was held as the most successful EU foreign policy. This policy was the most successful one because it contributed to create peace and stability, gave the right inspiration for reforms and also got awaken the spirit of liberty, democracy as well as the free market trade and economy. Since the political continent of the EU member states in Thessaloniki Summit in June 2003, the primary focus on the Western Balkan was not on security issues related to the war but on the new prospective for this countries so that they could become a part of EU as well. The factors in favor to this are that firstly, EU entered in Balkan’s politics as an unchallenging international actor. Secondly the entire region was exhausted by all those wars and conflicts between the states and on the other hand, EU enlargement involved the possibility to facilitate the accession process of these countries.

**Keywords:** *Western Balkan’s countries, EU’s enlargement, new perspectives, integrations.*

<b>SESSION 2</b>
<b>Moderator: Aleksandar SPASOV</b>

## **Günther Fehlinger**

“Focus Regional economic integration Albania, Kosovo, Macedonia and Montenegro based on the Benelux model”

### **Abstract**

The current global crisis has reached the southern Balkans at a very unfortunate moment just at the end of the first decade of reconstruction and statehood. Now in the 6<sup>th</sup> year of the crisis public, companies and family reserves are reaching a new low. The modest achievements in savings and wealth accumulated in the reconstruction decade are reaching their limit. One of the remedies for the southern Balkans is stronger regional economic integration and new export markets within the region. This is true for all 4 countries of the Southern Balkans. Albania, Macedonia, Kosovo and Montenegro will benefit from closer cooperation and the international community should actively encourage and support such integration efforts. The main strategic objective of the Balkan Benelux project is to create a market of 8 ME with free movement of goods, services, capital and people. Much faster than an eventual EU Membership, obviously the ultimate goal of all southern Balkans countries, such a new partnership will bring these countries together and so allow them to create a joint economic dynamic and a growth agenda missing up to now. The countries need economic growth now and have no time too loose. Growth is necessary to create jobs, prosperity and living conditions to keep the people here in the region by creating the conditions for sustainable economic growth and ensuring the ambitious EU Integration agenda can be realized. All 4 countries will only be member of the EU in foreseeable future if they are seen as a success story in Brussels and the EU member states capitals. The recent trade wars and embargos and boycotts focused on cement, potatoes, honey and possible leading to an escalating trade conflict as currently possible between Kosovo and Macedonia show that old solutions focused on protectionism and government scarifying public interest for vested industry clients both local and international are still the rule in the southern Balkans. Economic populism is celebrating now heights, as simplistic solutions are easier to sell to an electorate facing 50% unemployment and still trapped in a collective trauma of war and ethnic antagonism. This is wrong and it is always the consumer meaning the middle class family paying the price for protectionism and in medium term all sides are worse off. Yes we understand the trend goes towards protectionism but this is very much the reason we want to show the world and the public that this is the wrong way and regional economic integration is the right way and it can be done now and it is time for Balkan Benelux. Now!

## **Jasmina Trakjoska / Mitko Gadzovski**

“Balkan Benelux as a (not) possible model in the future”

### **Abstract**

The constellations of the relationship between the states in Western Balkan region are not on an level, enough high, for the countries to be able to bond in a union like Benelux in order to toughen-up it's economic and political interest and to begin to move towards an integration in the European Union as a whole. Unlike Belgium, Netherlands and Luxemburg R. Macedonia, R. Kosovo, R. Albania and Montenegro are economically weak and politically unstable in their bilateral relations. R. Albania has not recognized R. Macedonia under its constitutional name, yet. R. Kosovo is a young state which is fighting for integration in the international organization, yet. What remains is the question why R. Serbia and Bosnia and Herzegovina to be out of this union. Nationalism which is still present in the political rhetoric's of almost all politicians is a obstacle plus for a real efficiency in such a union. The nationalistic rhetoric on the last elections in R. Albania, R. Kosovo, R. Montenegro and R. Macedonia has shown that this region is still “sacrificing” the euro-integration process on the account of electoral victory by the political elites. The European Union supports the “Balkan Benelux” idea but still indicated that it's not possible for all the countries to enter in a package. Are the countries in this region ready enough to reject the nationalistic rhetoric and be able to direct towards overcoming of the bilateral issues with a purpose of closing up towards the European Union and accession toward membership? In all of the four countries there is a high level of corruption, clientelism and nationalism. If each one of the countries does not manage to resolve these issues or start dealing with it, the union would only toughen-up and enlarge them, with which the membership towards the European Union would be slowed down.

**Keywords:** *Nationalism, corruption, clientelism, membership.*

## **Klodjan Seferaj**

“Expanded EU in Western Balkan: Challenges to good neighbourhood relations”

### **Abstract**

The fifth enlargement of the European Union (EU) in May 2004 brought the number of countries in the Union to 25, with an increase of 19% in population and 18% in total area. The EU marked a rise in total GDP from 9,730 (9,311 in PPS) billion Euro to 10,208 billion Euro, but saw a fall in GDP per capita from 25,400 (24,300 Euro in PPS) to 22,300 Euro. The European Union, first and foremost, is an economic entity, although more recently it has expanded its political role. This implies that understanding the Union's economic goals and policies, especially the European Monetary Union, is basic for analysing the Western Balkans accession perspective. Beginning with the 2003's European Union Enlargement Summit in Thessalonica, and after the 2004's wave of the European Union (EU) enlargement, good prospects lie ahead of the Western Balkan countries in joining the EU. It is widely accepted that the EU integration of these countries, now representing the less developed region in Europe, will bring significant positive economic, social and political impacts for their development toward reaching the European standards. The purpose of this paper is first to detail the economic position of the Western Balkans vis-à-vis EU accession, and then identify the institutional policies that the Western Balkan countries should focus on to speed up the integration process. The paper will try to assess the socio economic realities in the Western Balkans, the role of cross border cooperation for integrating these countries and future perspectives under EU integration processes. The Western Balkan has a highly diverse population with many different languages and ethnicities that are continuously changing. This creates complex challenges to and opportunities for good neighbourhood relations across and within nation states. In order to understand the opportunities for good neighbourhood relations across state and ethnic borders, it is vital to understand and challenge obstacles created by mental and symbolic divisions. The paper will explore that successful integration policies and social cohesion cannot be achieved without all citizens developing a sense of belonging to the community. Policy makers are called on to institutionalise policies of equality and cultural recognition as a basis from which trust and a sense of belonging can emerge.

**Keywords:** *EU, Enlargement, Western Balkan, cross-border cooperation.*

**Reis Mulita / Ylber Sela**

“Bridging Western Balkans through Epistemic Voices”

**Abstract**

Western Balkans and the Albanians in the region are facing challenges of EU societal and institutional integration. Meanwhile this process needs concrete steps in regard to our history and the common future perspectives. Universities and their research bodies can strongly contribute to this process in the region due to their knowhow, expertise, and scientific arguments in support the Euro Atlantic perspectives of the of the Western Balkans. Under these circumstances a common voices of university and academia in the Albanian Western Balkan area is needed to be focused on exchanging ideas, discussions, public opinion polling's, collaborative initiatives undertakings, etc. Through my presentation. We will try arguing steps to make concrete the idea of a common epistemic Albanian voice in the Western Balkans. The model will serve as pilot demonstration to be used for other initiatives targeting the Albanian area in the Western Balkans. Some methodological steps will consist on defining stakeholders, steps of intervention, literature reviews, scientific arguments comparisons and analysis, as the quantity and quality work will serve to the final assumptions of the work. ICT will be a key element of this work, too.

**Keywords:** *regional cooperation, epistemic voice, Western Balkans, Albanian space, university.*

<b>SESSION 3</b>
<b>Moderator: Aurora Ndrilo – KARAMETI</b>

**Liljana Siljanovska**

“Media and European Ideology of Balkan with special accent of Europeanization of R. of Macedonia”

**Abstract**

In the era of globalization and technical-technological revolution of communications system, Medias have high influence in informing community for all socio-economical, political and cultural events in globalized world through realizing the symbolic of the message of the Marshal Mac Luan – The world is a big village. Stereotypes and prejudices in the collective memory of certain Balkan civilizations are result of long term existence of media reality based on centralized political party, selected facts and values, domination of monotheism instead of pluralism of interests and political and state governance of media institutions and structures as well as their finance. Europeanization of the Balkan through media is understood as creation of European Ideology who has positive influence in creation of European values for Balkan countries in the process of membership in the European Union which in the media is called European public thinking. But, in the meantime, unilateral information without creating critical publicity has negative impact. This can be seen in the fact the national, political and ethnic consensus for membership in the European Union, transforms to another ideology, which tends to transforms to European dogma. Or, membership in the EU has to be accepted as a truth which cannot be refuted. In scientific circles debates are conducted in two directions – does this means that Balkan countries including Macedonia are entering in new concord when it comes to strategic goal and second directions – that represents aspiration towards European values which offer better life to citizens.

**Keywords:** *Media reality, European values, Europeanization, European ideology, Balkanization.*

## **Aulona Zotaj / Bernard Zotaj**

“Mass media, civil society and democracy in the Balkan region, the case of Albania”

### **Abstract**

Media plays an important role in the creation and success of a strong civil society structure. Media sways public opinion helps influence and even create the direction of social change. It is a tool that can help put civil society principles into action and can enable more effective participation in a civil society framework by providing accurate and timely information. The media and responsible journalism also helps to reinforce accountable behavior in society. Media are often acclaimed as the “fourth power” in a democracy. They are hailed as the “Watch-dogs” of democracy. As an integral force of civil society, the mass media is expected to play a prominent role in controlling the parliament, the government and the judiciary, in investigating whether private industrial and financial interests respect the law, sounding the alarm if the environment is polluted, and engaging in conflict prevention and resolution. Mass media are omnipresent in modern times. Perhaps, therefore, people expect omnipotence from the media. However, at the same time, what the media produces is important for the public. Communication channels that are established and operated by mass media are vital to society. Without free and balanced political communication, democratic institutions will corrupt. These are all truisms. It is simple to spell out what the media should and should not do in democracies, especially in post-authoritarian countries which are still building democratic institutions. However, in this paper there is little of a normative approach. It intends to offer a basic analysis of the politics of media control in post communist countries. All that can be done is to determine where the transition has led to in comparison with the normative outset. The discrepancy between reality and the norm, if there is one, offers substance for a political debate and, perhaps, political action to change the direction of the development of the media industry and the public sphere.

**Keywords:** *Mass media, civil society, Balkan post-communist countries.*



## Aleksandra Srbinovska-Donchevski / Tatijana Ashtalkoska-Baloska

“Responsibility of mass media and the citizens’ right to be informed in the Republic of Macedonia – a condition for Europeanization”

### Abstract

Never before has this world been so complicated, heterogonous, contradictory, interdependent and dynamic. None of the world problems or projects can be perceived only through one lance, through one contradiction, nor by preferring one principle or interest. We live in a time when the public, caught within and carried by the flow of daily information, “*does not have the time nor the means to perform a retrospective control*”, and all that increases the power of the mass media. People’s reactions show that the media is more than a tool. They can violate our personal space, they can attune our character, be our partners, fool the external stereotypes, and they can cause emotional reactions, they can influence our memories and change our perception of what is “natural”. The right to be informed is a person’s natural right. It is promoted with the Universal Declaration of Human Right (article 19), and it is regulated in detail by the European Convention on Human Rights (article 10). The Constitution of the Republic of Macedonia guarantees to its citizens the right to be informed with the provisions of article 16. These provisions represent good constitutional and legal objectification of the provisions regarding the right to be informed consisted in the international legal acts, according to the needs of the Macedonian society. The freedom of thought, determination, freedom of press and other forms of public informing and expression are constitutionally guaranteed in every democratic state. That means freedom of having own opinions, receiving and conveying information or ideas without interference from the public authorities and regardless of the state boundaries. The constitutional guarantee for freedom of public informing mustn’t grow into becoming severe threat to the rights and freedoms of the citizens by performing of criminal acts through the means of public informing.

**Keywords:** *The right to be informed, information, communication, mass media, penalty law, criminal responsibility.*

## **Ngadhujim Brovina**

“The usage of media as a tool for development of public diplomacy by the policy of Kosovo”

### **Abstract**

Never has been agreed upon the term "public diplomacy". When we talk about the history, functions, and development trends of public diplomacy, normally that is more easily because we can find more literature. This is due to the fact that public diplomacy is very little studied in the Albanian lands, and even less in Kosovo, as it is known that Kosovo is a new country with its first steps of diplomacy. This research has tried to make a connection between the development of public diplomacy in the XXI century, and the greatest focus is given to the case of Kosovo and its public diplomacy. The general approach of this scientific paper is about the possibility of adaptation of public diplomacy in the case of the Republic of Kosovo diplomacy being in its first steps, and due to this fact it should be seen as the most efficient and new method for the advancement of recognitions, lobbying, the image and overall mission of diplomacy. This research paper aims to draw some basic elements, as well as some interesting elements dealing with public diplomacy in the case of Kosovo, by which to other (young) researchers may come to help and boost them for the advancement of this field.

**Keywords:** *Diplomacy, public diplomacy, international relations, politics.*

<b>SESSION 4</b>
<b>Moderator: Arta MUSARAJ</b>

**Ivica Josipovic**

“The Macedonia’s Regional cooperation perspectives: Awareness raising or symbolic synergy”

**Abstract**

Regional cooperation is in the center of the international efforts for stabilizing the Western Balkans, which still faces with post-conflict issues, organized crime, high level of unemployment, corruption and the challenge of building society based on human rights and the rule of law. Also, it is central characteristic of the Stabilization and Association Process and represents more than a bilateral process with free trade agreements and reintegration of the region. Regional approach is incorporated in the legal frame of the Stabilization and Association Agreement, introducing regional cooperation with provisions not included in European Agreements. Republic of Macedonia is active supporter of the regional cooperation, based on increased understandings for mutual dependence and the need of confronting with common challenges. The purpose of the paper work is to consider the regional cooperation as a necessary process in the integration of the Western Balkans. It is of exclusive significance for the Republic of Macedonia, whether to continue with the regional cooperation despite the existence of open issues with its neighbors blocking the integration or to consider resolving political issues and then to open the way for faster economic development. Experience has shown that Macedonia is not prepared for such parallel process: fulfillment of the membership conditions and resolving open issues with its neighbors. Therefore, the paper aims to give opportunity for such development and through regional cooperation to understand that the resolving of open issues is in the use for everyone and will contribute for the regional cooperation and the integration process. The aim, among others, is to raise the awareness at the decision-makers that the future needs to be considered from the aspect of mutual economic development, rather than acting existence of synergy on paper slowing down the process in practice.

**Keywords:** *Regional cooperation, Stabilization and Association Agreement, integration.*

## **Rossen Koroutchev**

“The Bulgarian-Serbian border region and its problems”

### **Abstract**

The border region between Bulgaria and Serbia possesses important economic potential. It is located in strategic positions and plays the role of a bridge between the Western and Eastern Europe and the Balkans, that makes it suitable for the successful development of the economy and the cross-border cooperation. Despite the existence of five border crossing check points, the border is still regarded as a separating line due to the mountainous and hilly character of the terrain and the underdeveloped transport infrastructure. Important reasons for this situation play as well the long period of isolation during the communist regime, the periphery character of the region, the consequent socio-economic problems, the way the democratic transition has been done, the recent war and embargo in Yugoslavia and the lack of serious interests for investment from of the western economic societies. Tourism and eco-tourism are a good perspective for the future. The border region has an important natural potential for its development. Some intentions are made in this direction. However, investments are needed in order to develop them. The Bulgarian-Serbian meetings at the border are also an important stimulus which helps to strengthen the ties between the people from both sides of the border. These meetings help the development of the tourist potential of the border area, the exchange of traditions and ideas between people of all ages, the taking of decisions about problems of common interest and help young people to know and understand each other. The cross-border cooperation has been enhanced within the European IPA Cross-border Program. The aim of this Program is the straightening of the common work by helping to develop an efficient infrastructure and enabling social and economic development on both sides of the border through the following specific objectives

**Keywords:** *Border region, IPA Cross-borders, development, efficient infrastructure.*

## **Eliona Kulluri Bimbashi / Ensuida Hoxha**

“Social integration of marginalized group through CBC initiatives in Macedonia and Albania”

### **Abstract**

Albania and Macedonia are generally facing same problem of high rate of unemployment all over the country and especially in the border regions and rural areas. Despite the facts that the governments from both of the countries have taken steps for reducing of the high rate of unemployment, like creation and implementation of National Employment Strategies, National Action Plans for Employment, active measures for employment, the situation in both of the countries has remained insignificantly changed. In particular, big percentages of the unemployed are aged between 15 and 24, rural population, and women, who face difficulties due to their limit level of education and qualification. In these context civil society actors from both countries undertook a cross border action, which aimed at capacity building of the local governments through transferring of know how in creation of local strategies and action plans for employment for marginalized groups. This paper aims to present the importance and significance of sustainable development of the communities in the cross border region of Macedonia and Albania through implementation of cross border initiative. The cross border cooperation contributed in achieving of (1) equipping the marginalized groups with knowledge and capacities to be more competitive in labor market; (2) social inclusion of the marginalized groups; and (3) strengthening of cooperation between crossborder regions and countries. The exchange activities were considered a good opportunity, especially in professional education sector and in building of an effective cooperation with business and marginalized groups. This process was facilitated by a Regional Network for Employment with representatives from both regions. As a conclusion, this initiative has contributed to further development of cooperation with local government structures and other actors, such as business, NPOs and public institutions.

**Keywords:** *Regions cross border, unemployment, marginalized groups, sustainable developments.*

## **Drenusha Kamberi**

“Enchasing political relation through cross border cooperation of municipalities”

### **Abstract**

Maintaining political stability in the Balkan and developing regional cooperation is determined by willingness and readiness of the policy makers to solve bilateral disputes by peaceful means. Cross border cooperation as a concept and practice started to gain significant importance in advancing good neighborhood relations, particularly in the process of accession of the western Balkan countries to the European Union. Through the Instrument for Pre-Accession Assistance (IPA), the component for cross border cooperation, European Union gives special attention on progress of the political dialogue and mutual understanding in the region. The aim of this paper is to present some of the most important aspects of the cross border cooperation of municipalities in maintaining good neighborhood relations, particularly in situations where are present bilateral disputes between states. The analysis involves examination of the initiatives and cooperation of the municipality of Strumica, located in the southeast of Macedonia, with units of local self-governance from Greece.

**Keywords:** *Political dialogue, cross border cooperation, municipality.*

## **Adriana Zotaj**

“Military cooperation a bridge for peace and prosperity in the region”

### **Abstract**

There are many the good reasons and achievements that bring together the Balkan countries. Among them it's the SEDM process, enrichment and enlargement of the SEDM family with new members, values and dimensions, enhanced cooperation with international bodies and improved capacities, in just fourteen years, SEDM has developed from a regional level forum onto a higher plane. Fourteen years ago in Tirana, SEDM fathers/originators conceived it simply as a means to promote understanding and develop a positive climate of cooperation in a region long divided by contradicts and mentalities of the past. Nowadays, SEDM it's a regional tool, which contributes to democracy, peace and security, even to remote corners of the world; and most importantly, a SEDM that is willing and determined to continue to assist the efforts of the international community in overcoming modern challenges and protecting universal values, peace and democracy. During this period of time we note that SEDM process is in the edge of enhanced its objectives after it has been told that. SEDM has successfully cooperated with the world's greatest military alliance, NATO, while SEEBRIG has successfully undertaken and accomplished its first mission ever. Thus, SEDM has continued to be an important initiative in promoting the integration of NATO-aspiring countries and we deem that SEDM should continue to support our integration in the Euro-Atlantic structures. We believe SEEBRIG's first mission was a good start, but it is just the start, and as such we should continue to develop our military capabilities and improve our deploy ability, at any agreed level, for future missions. SEDM has been a promoter of cooperation among its member nations and various international bodies. We believe SEDM should continue to promote regional cooperation and enhance cooperation with the other international organizations on issues of common interest. SEDM has enhanced the level of political and inter-governmental cooperation of all SEDM member nations, through its various projects and activities. We deem SEDM members and Chairmanships of current projects should continue to focus on the practical value and substance of the projects, while exploring ways to enhance their effectiveness. Our common efforts should now be devoted to those who are still waiting to join the NATO alliance, so that, through their participation in this initiative, they can meet the conditions to be invited as full members.

**Keywords:** *Balkan countries, NATO, integration, cooperation.*

## **Bardhok Bashota**

“Western Balkan countries and European neo-regionalism. Case study: CEFTA and its impacts in Kosovo’s economy”

### **Abstract**

Selection to study the “problem” of neo-regionalism has to do directly with its importance as a determining factor of lots of developments in the international relation. Its significance comes especially when displayed as theoretical approach, as analytical category, and as a new practice of economic and politic organizations in regional sphere as well as in international one. Although researches argue that the world is going towards increasingly larger units of integration with global dimensions, nevertheless regionalism (neo-regionalism) is becoming a new identity of the people in 21st century. This applies notably for the societies in European states that profess to be member of the supra-national structures of the European Union. Regarding this, the following of the research is focused to the new integration practices in Europe that are known as 'neo-regionalism', to see how this new practice influences the intensification of regional cooperation. In order to still more concretize the research, we have concentrated in the study case of regional cooperation within the CEFTA with particular focus in its implications over Kosovo and vice versa. Also, thesis will be argued if Kosovo has won or lost from this cooperation in order to scrutinise the opportunities of continuing of further cooperation or desert it. By all means, above findings could be used to achieve a conclusion for the results of this cooperation that would serve as a platform for finding of some recommendations for further coordination of actions for the cooperation in regional sphere.

**Keywords:** *Regionalization, neo-regionalization, Western Balkan, CEFTA, regional cooperation intensification.*



<b>SESSION 5</b>
<b>Moderator: Ali PAJAZITI</b>

**Suela Ndoja**

“Regional Social Integration for Youth with Intellectual Disabilities: an Educational Change Script Analyses”

**Abstract**

The goal of social integration is shared across disciplines and espoused as a universal value in today's society. Proponents of traditional rehabilitation propose delivery of intensive services in segregated environments specially designed to meet individual disability needs. Conversely, proponents of full-inclusion models maintain that services be provided in the mainstream of school and society. Aim of this article is to provide an Educational Change Script Analyses to discuss the Regional Social Integration for Youth with Intellectual Disabilities. Method: it provides the description of the type of analyses, case examples and then the analyses of the issue. Conclusion: regardless of different interventions, none of us can eliminate the impact of having a disability. However, researches and experiences indicate as well that various program models, implemented both in special education, general education and social activism can have moderately positive academic and social impacts for youth with disabilities. Suggestions: There are some valid suggestions to be taken into account from educators, therapists and psychologists for Regional Social Integration of Youth with Intellectual Disabilities in order to prepare and accompany them toward autonomy to become citizens with full rights to enter in Civil Society.

**Key words:** *Regional Social Integration, Youth with Intellectual Disabilities, Educational Change Script Analyses.*

**Mirela Sinani**

“The relationship between existential freedom and problem of education”

**Abstract**

Every society tries, first of all, to build a Present which means the different individuals living in a community: cohabitation. Every society tries to build a better future. So a big problem is the problem "how to educate new generations?" and “who educates whom?” A modern society, always in motion, is concerned above all sustainable development. To achieve this goal education systems play an important role. They need to create, on the one hand, a sustainable development, on the other one, to create opportunities for social progress and so to leave the necessary space to gradually change of the social order. Nowadays, modern educational systems put the single individual at the center of process. Modern Education is supposed to be extended for all lifetime. But what should be the values that should educate the single individual? In what way should we educate? If the highest value in modern and postmodern society is considered to be freedom, how can be realized the education of freedom to all generations? Existential philosophy sees freedom as a condition of existence. The human being without freedom is a simple object. This topic is intended to address the issue of existential freedom and report on education. If it is pretended that the man is free, how can be accepted that one should be subjected to an educational system with a set of rules and principles? Is there any contradiction between existential freedom and education, or being free does not preclude the acceptance of moral responsibility?

**Keywords:** *Society, educations, generations, moral responsibility.*

**Fatlinda Shkurti / Ilira Llupa**

“Regional Tourism and the Increased use of Vlora district Geographical space”

**Abstract**

During this long transition period, as a result of many great changes in the economic priorities of Albania, undoubtedly tourism is the one to have undergone the fastest growth. A characteristic of the contemporary tourism is the increased number of tourists and the increased use of geographical space to create the proper conditions for a longer stay of the tourists in a particular area. However, the growth of population and the construction of many new and unplanned touristic capacities endanger natural spaces. Tourism is a user of natural space, but it should also maintain some primary qualities of nature. This work deals with and analyzes the resources, development and characteristics of tourism in Vlore District. It also analyzes the role of natural and human factors in the tourism sector from the viewpoint of rational use of resources and stable development. This work deals with the importance of tourism sector in the regional economy, reduction of unemployment, revival of social life, emancipation of society and improvement of life style and level of the local population. By analyzing the indicators of the present situation, a modern tourism requires a large and complex infrastructure from the perspective of experience and management, financial needs, investments, staff preparation, etc. Consequently, the tourism development should be based on modern concepts with the aim of effectively combining the natural and human touristic potentials with regard to the international market and its parameters. This work draws attention to the implementation of tourism development strategies inside the geographical space of Vlore district.

**Keywords:** *Geographical space, touristic capacities, space user, resources, development strategy.*

**Diana Shehu**

“Education in Albania, Problems and Challenges for the Future”

**Abstract**

Education plays an important role for a new generation of a nation, especially when our country aims to become part of the great European family. It would be found in the study achievements in these 20 years of transition in the field of education, which would be expressed above all in the increasing number of the students that continue higher education, but also the number of state and private universities that opened in this period. It has been analyzed the problems that has currently education field and its challenges for the future. In this framework would be treat the problems of student's motivation, employment market that exists after they finish school, as well as the fact that most of them remain unemployed, because there are only a few favorite branches as legal, economic that go majority of students. An important fact is the education of young people abroad, who bring European culture, but the study shows that a considerable part of them do not wish to return to work in the country. It has been analyzed the problems of textbooks, the admission of pupils in high schools and the level of teachers and professors. Conclusions and recommendations will be given at the end of the study regarding strategies for the future in this field.

**Keywords:** *Education, motivation, problems, strategies, school, university.*

**Petrit Taraj**

“Evaluation of Academic Stress of students in relation with factors: Self Management, Study results and Academic Programs”

**Abstract**

This paper investigates the link between the academic stress, self management, study results and academic programs for 130 students of the University “Ismail Qemali” in Vlora. The main aim of the research is find the relation between academic stress and the factors which influence on it as: self management, study results and academic programs. In realization of this research was used the method of questionnaires in data collecting. Researchers adapted one questionnaire in relation with academic stress of students, which included 69 questions. There was used Statistical Package for the Social Sciences for statistical analyzing of factors which influence in increasing of the stress of the students. Data analyzing will bring to surface if there is any correlation between above mentioned factors and academic stress of the students. Reduction of impacts of those factors will decrease the academic stress of the students, this can be an effective strategy in reduction of academic stress of the students. The results of this pilot research will serve as basis for country wide research for researchers, in order the research to have general values. Another objective of this research is reability and validity of Likert Scale used by researchers, if it is in line with the coefficient (Cronbach's Alpha ( $\alpha \geq 0.7$ )) approved as a norm in social sciences.

**Keywords:** *Self management, academic stress, general values, social sciences.*

<b>SESSION 6</b>
<b>Moderator: Pishtar LUTFIU / Lulesa ILJAZI</b>

**Zamira Çavo**

“Politolinguistics in the transition period: The case of Albania”

**Abstract**

Politics means ‘communication’ and if I would express myself in a simple way; it means a word. With this quote I don’t want to minimize the productive act of political action, but in politics the main role are playing words. In reality, analyzes of language in politics often is left out by the politology attention. For politologist, political language is considered with secondary importance in comparison with political action, while linguists even due they know the importance of language they consider that political language is a specific field and is not important for them. In my opinion, political language has to be considered really important, as a study for what does it says as well as the secret meaning of the words. Politolinguistics serves as a tool to understand political language, political elites, historical conditions as well as the possibility to see the reality. How is stated this phenomenon in the 23 transition years of Albania? For studying this process, more exactly, political language as historical process mostly is used qualitative method. I preferred in lines of this research, an eclectic method for treatment of political language as a discourse method-historical approach.

**Keywords:** *Politolinguistics, Word, Political Action, Language Cohesion.*

**Ludmila Bogdan**

“Human Trafficking in Moldova: Rural Residents vs. Urban Residents”

**Abstract**

Human trafficking is a crime against humanity that affects every nation in the world. National and international organizations (IOs), scholars, and researchers argue that Moldova is among one of the countries with the highest rates of human trafficking. Moldovans from rural areas are considered to be the group that is the most vulnerable to human trafficking because of a lack of awareness, a lower level of education, a lower income, and less access to information about human trafficking. These beliefs are held by a majority of national and IOs of counter-trafficking. Consequently their views regarding this problem are adopted by many analysts, scholars and researchers working on human trafficking issues in Moldova. Organizations such as the United Nations (UN), The International Organization for Migration (IOM), and LaStrada agree that Moldova must dedicate more effort to raise public awareness and understanding of human trafficking among its rural populations. These views have shaped the nature of anti-trafficking efforts in Moldova. The majority of prevention and assistance methods have been drafted based on the perceived belief that rural residents are more vulnerable to trafficking due to their lower level of education, income, and information. Consequently these features make these residents less aware about the aspects of trafficking in human beings. This case study of Moldova is a comparative analysis of urban and rural residents regarding the aspects of human trafficking. The study questions the validity and applicability of the information regarding level of awareness and understanding of the trafficking aspects held by rural and urban residents of Moldova. The starting hypothesis of this project was that the differences between rural and urban residents are not significant regarding their knowledge and awareness of trafficking phenomena thanks to globalization and larger access to information. Surprisingly, the study finds that rural residents of Moldova are more aware about human trafficking aspects than urban residents. The findings of this study are of major importance because they are contrary to the information provided by major counter-trafficking organizations in Moldova. This study can change the IOM and LaStrada approach of combating trafficking in human beings (THB). The success of fighting this problem is directly related to the way LaStrada and the IOM perceive levels of awareness and understanding of rural and urban residents.

**Keywords:** *Human Trafficking, Rural Residents, Urban Residents.*

## **Geralda Resulaj**

“History of canons and their legal basis, Impact in Western Balkans”

### **Abstract**

I have prepared a paper for my participation in the conference, which compare three canons used in XI century in Albania. The content of the canons in the first place are presented the main principles: freedom, equality, honor, loyalty, and hospitality, social and moral values as legal principles. The canons are “Lek Dukagjini, Skënderbeu and Labëria. The paper will reflect similarities and differences of canons based on geographic location and economic development of areas where canons are used. The paper will show the importance of canons as regulators of daily life in the regions where they are used. Canons have played the role of the constitution and government. Canons in Albania have points in common and are similar to each other, because they are used in the same period, and were the only constitution but also have differences. Changes occur as a result of social development that is different in different areas, geographical position and their origin. My paper consists of the following parts: Part I: "The role of the canon in everyday life", in which I shall discuss the rules of canons, starting from the region where they are used. In Dukagjin, Debar and Labëri. Part II: "The similarities between the canons", in which I will discuss the common point between the three canons that have ruled the country. Part III: "Changes", in which are presented the specific points of the three canons, the changes that are affected by geographic location and lifestyle. At the end, the conclusions in which I represent the influence of canon even now a days, Their regional characteristics, and how these traits have reached and passed today. But canons are enriched with many new norms and practices in its application to wide spaces.

**Keywords:** *Canons, similiares, impact in Western Balkans.*



**Olta Nexhipi**

“Customer Relationship Management in Banking Sector – Durres Case”

**Abstract**

Many companies nowadays have realized the importance of Customer Relationship Management (CRM). They have realized its importance to acquire new customers and to retain the existing ones. This paper deals with the role of Customer Relationship Management in banking sector and the need for Customer Relationship Management to increase customer value by using some analytical methods in CRM applications. In this case study come data analysis is conducted in order to see how much does communication and the direct sale influence the creation of business values and increase in the finances.

**Keywords:** *Customer Relationship Management, Customer Value, Communication, Customers.*

**Ilira Llupa / Fatlinda Shkurti**

“Regional Cooperation in the field of education through improvement of educational curriculums”

**Abstract**

Countries of Western Balkan will live under one joint political map, the one of European Union. The joint map won't be ordinary political map, but map of social, economical and political standards and performances. Education of Society in general and cycles of school education in particular, has a certain importance for society cohesion fragmentized Balkan as well as in Europe. That's why is important educational curriculums to be adapted to the European standards, to be modernized and advanced. Cooperation and exchange of experiences in regional level it is what is needed for advancement. Through this seminary i will prepare one curriculum model for high school education in general, and some concrete indicators in relation with the current reality in Albania. I will demonstrate how it can be consulted and cooperated with the colleagues and institutions of Western Balkan countries. The literature data, comparative methods, analyzes, we will use together with quantity and qualitative methods in preparing of our ideas, with a help of arguments for our represented idea.

**Keywords:** *Regional cooperation, Education, Educational curriculum, Standard, Performance, European integration.*

## **Edlira (Ngjeçi) Shima**

“Comparative analyze of Albanian model of social care in comparation with European models”

### **Abstract**

The field of services for social care is facing a complex process of reforms in many European countries. The fact that this field contributes a lot in creation of European Social Model (presented in the Summit of Lisboa, 2000), as well as influences European Union Legislation in giving the services in general, leads to significant efforts towards modernization and reform in recent years. The need for a perspective towards the role of social services requires firstly new orientation type of this sector and lately clasification in accordance with ‘modernization’ of social services measures. This modernization proces of social services is implementing in all EU country members, thats why is important to be guaranted sustainability and efficiency of public finances. Integration proces in EU have motivate Easter European countries as well as Albania to start reforming social care system in accordance with Euroepan legistlations and with certain integration standards. Reform model of social care system in Albania is in accordance with experinces of Western European countries, through adapting their successful experiences and practices. This model doesn’t include only theory but also programes and technics, as well as practices for sharing responsibilities and their administration. We cannot say that there is an invention in the Albanian model, but it is based on best European practices and their adaptaion in Albanian circumstances, reality and mentality. This adaptaion makes this system a unique one.

**Keywords:** *Social Care System, European Social Model, Decentralziation, De-institutionalization.*

**Entela Velaj**

“Taxation Trends in Some Balkan Countries”

**Abstract**

This paper aims that Albania has the lowest taxes in the region and is the main competitor for attracting foreign investors. The research and the analysis that we have done do not show that there exists a big difference between Balkan countries. This paper starts with the description of the Albanian tax system, recent changes in tax legislation (2005-2013), their impact on business and their potential for attracting more investors. In order to show this difference and the potential of the Albanian taxation system to attract foreign investors we have done a comparison between neighbor countries and Albania. This study refers to the project report Doing Business 2013, which is the one that helps us to give recommendations and to identify some of the causes that may have contributed to the improvement or deterioration of the situation, a comparison of the Albanian position with some of the countries of the region. We will try to give answers to questions such as: what proportion lies in the fiscal burden to operate the business in Albania to other countries? Fiscal changes were effective for our country and have contributed to the ranking made by the project from doing business in the years proceeding the current period? Albania What to do to attract more investors as internal and external to the fiscal plan? Which region may represent the main competitor in terms of tax burden? The methodology used is the comparative analysis.

**Keywords:** *Tax, fiscal system, Balkan Countries, project report Doing Business.*

**Ilda Kadrimi**

“One European Sky”

**Abstract**

The roots of Albanian Aero Transport are dated since 1925, with the first Albanian Aero Society "Adria Aero Lloyd". Since this year, this sector has grown rapidly. The communist period it is an exception, where many flights were stopped as a result of political influence, and as a result of this the number of flights and passengers was reduced too. Today air transport consist 16 % of all transport categories and only in 2011 the number of user of this kind of transport increased to 18.2%. One of the characteristics of this market, especially in the last 5 years is its competitors structure. Currently in Albania are operating 13 air companies, in meantime the percentage which three companies are covering in the total of air transport is 64.3%. Any way this market operates as other markets, some of its characteristics lead towards one problem in link with dominant position of some air lines. The aim of this research is to find the factors and their effects in competitors market. Hypothesis of the research is: Current structure of aero market, fully competition or abusive dominant position? The indicators where I lean for realization of this research are: the part of the market which posses the air companies, ticket prices of certain flights, entering barriers for new companies, international legislations and economic factors which influence in the expenses.

**Keywords:** *Albanian Aero Society, passengers, ticket prices, companies.*

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