



# 14<sup>th</sup> UBT ANNUAL INTERNATIONAL CONFERENCE ON MANAGEMENT, BUSINESS AND ECONOMICS

## PRELIMINARY AGENDA

Date: October 24-25, 2025

### HYBRID CONFERENCE

Venue for the Opening Ceremony on Friday: UBT Innovation Campus - Lipjan  
Venue for the sessions on Saturday: Physical (UBT Innovation Campus - Lipjan) & Online  
<https://conferences.ubt-uni.net/2025/>

| Time                 | Event                                                                                                                                                         | Location                       |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|
|                      | <b>Friday, October 24, 2025</b>                                                                                                                               |                                |
| <b>14:00-17:00</b>   | <b>Registration</b>                                                                                                                                           | <b>UBT Campus Lipjan</b>       |
|                      | <b>Saturday, October 25, 2025</b>                                                                                                                             |                                |
| <b>08:00 – 15:00</b> | <b>Registration</b>                                                                                                                                           | <b>UBT Campus I101</b>         |
| <b>08:30 – 09:00</b> | <b>Opening Ceremony</b><br><b>1. Prof.Dr. Edmond Hajrizi (President of UBT)</b><br><b>2. Representatives from the Government Institutions of Kosovo (TBC)</b> |                                |
|                      | <b>Saturday, October 25, 2025</b>                                                                                                                             |                                |
| <b>09:00 – 10:30</b> | <b>Session 1</b>                                                                                                                                              | <b>UBT Campus I301 /Online</b> |
|                      | <b>Chair: Muhamet Gërvalla</b><br><b>Co – Chair: Sema Kazazi</b>                                                                                              |                                |
|                      | Do Environmental Practices Enhance Productivity? A Micro Level Analysis of Emerging Economies – <i>Arta Mulliqi</i>                                           |                                |
|                      | The Impact of Regulatory Reform on Microfinance Performance and Protection in Kosovo – <i>Shpresim Vranovci</i>                                               |                                |
|                      | Motivational Policies of Private and Public Enterprises and Their Impact on Workers' Migration - <i>Engelbert Zefaj</i>                                       |                                |

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|                      | <p>The Economic Impact of University–Industry Collaboration: The Case of Albania - <b><i>Klaudja Guga, Ilira Pulaj</i></b></p> <p>The Impact of Circular Economy on the Development of Firms in Kosovo - <b><i>Riona Bajrami</i></b></p> <p>Advancing Green Finance for Sustainable Development in Kosovo: Lessons and Regional Perspectives - <b><i>Florida Beqiri, Shpresa Alija, Liridona Seferi, Driton Asani</i></b></p> <p>Review of Implementing Energy Efficiency in Buildings at Global and European Level - <b><i>Mimoza Fejzullahu, Jehona Hoxha, Fuat Pallaska Visar Hoxha</i></b></p>                                                                                                                                                                                                                                                                                                                                                              | <p><b>UBT Campus<br/>I301<br/>/Online</b></p> |
| <b>10:30 - 10:45</b> | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                               |
| <b>10:45 - 12:20</b> | <b>Session 2A</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                               |
|                      | <p><b>Chair: Ermal Lubishtani</b></p> <p><b>Co – Chair: Ardian Uka</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                               |
|                      | <p>Innovation and Technological Change Management in AI Era - <b><i>Ermira Shehu, Osman Sejfiqaj</i></b></p> <p>Impact of the COVID-19 Pandemic on Public Procurement and Market Prices - <b><i>Rezelina Uka</i></b></p> <p>Employee Perceptions of the Work Environment in Kosovo’s Public Administration - <b><i>Nazmi Zeqiri, Fisnik Bytyqi</i></b></p> <p>Employment and the Impact of Nepotism in Human Resources - <b><i>Arsim Gjinovci, Dren Gjinovci</i></b></p> <p>The Role of External Audit in Improving the Quality of Financial Statements and Financial Sustainability of LLCs in Kosovo - <b><i>Dafina Abdullahu</i></b></p> <p>BIOAQUA COST Action: Biomolecular Pathways to Sustainable Aquaculture – Transforming European Fish Farming Through Innovation and Collaboration - <b><i>Besa Shahini</i></b></p> <p>The Role of Organizational Culture and Management Strategies in Sales Employee Performance - <b><i>Dorjana Feimi</i></b></p> | <p><b>UBT Campus<br/>I301<br/>/Online</b></p> |

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|               | The Impact of Stress Factors on Employee Performance - <i>Blerina Gerbeshi , Kujtim Zylfijaj</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | UBT Campus<br>I301<br>/Online |
| 12:20-13:20   | Lunch Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |
| 10:45 - 12:20 | Session 2B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                               |
|               | <p><b>Chair: Gonxhe Beqiri</b></p> <p><b>Co – Chair: Fisnik Bytyqi</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                               |
|               | <p>Estimating Informal Economic Activity through Import - Income Gaps: A Structural Approach Applied to Kosovo and Albania - <i>Filloreta Brahimi</i></p> <p>Impact and Prospects of ICT as a Source of Economic Growth in the Information Age - <i>Blerim Morina</i></p> <p>Integrating Fuzzy Graphs for Enhanced Real Estate Investment Decision-Making – <i>Visar Hoxha</i></p> <p>Public Debt Management in North Macedonia: Challenges and Opportunities in the Context of EU Accession – <i>Sani Saidi</i></p> <p>Comparative Analysis of Inflation Rate in The Western Balkans - <i>Marigonë Plakaj Vërbovci, Atdhetar Gara</i></p> <p>The Application Challenges and Impact of Lean Management Principles in Public and Private Sectors in the Developing Countries - <i>Mirinda Jashanica Gashi, Edmond Hajrizi, Ylber Limani</i></p> <p>System Models in Family Businesses and Measuring Trust Through Sustainable Family Business Model: An Application on Family Businesses in Tirana - <i>Oltjan Hamza</i></p> <p>Relationship Between Inflation, Economic Growth and Unemployment: Empirical Analysis for Balkan Countries - <i>Getoar Lubeniqi</i></p> | UBT Campus<br>I308<br>/Online |
| 12:20-13:20   | Lunch Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                               |

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| 13:20 - 14:50 | Session 3A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |
|               | Chair: Arta Mulliqi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                        |
|               | Co – Chair: Kujtim Zylfijaj                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                        |
|               | <p>Online Second-Hand Shopping Motivations According to Consumer Age Groups: An Empirical Evaluation - <b>Meryem Koca, Gülay Keskin , Afërina Skeja</b></p> <p>The Impact of Digital Advertising on Consumer Awareness of New Products - <b>Gonxhe Beqiri, Riona Rushiti</b></p> <p>Digitalization and International Marketing: How E-Commerce is Reshaping Global Trade - <b>Mohammad Esa Isar</b></p> <p>The Impact of AI-Generated Personalized Advertising on Consumer Trust, Privacy Violation Perceptions, and Purchase Intensity - <b>Rajan Arapi, Ajsel Xheladini</b></p> <p>The Impact of Innovation on Regional Economic Development in Kosovo - <b>Mirjeta Domniku, Arta Jahiu</b></p> <p>The Role of Strategic Marketing in in Increasing the Competitiveness of Kosovar Businesses in the Regional Market - <b>Hamëz Rama</b></p> <p>Modeling Consumer Behavioral Dimensions in Multicultural Societies: Out-group and In-group Dynamics - <b>Irfan Ishaq, Rana Muhammad Ayyub</b></p> <p>The Impact of Marketing and Accompanying Campaigns of the "Golden Eagle" Energy Drink on Consumer Choice of This Product and the Application of Machine Learning for Market Segmentation and Consumer Behavior Prediction - <b>Albrim Badallaj</b></p> | UBT Campus I301/Online |
| 14:50 - 15:05 | Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                        |
| 13:20 - 14:50 | Session 3B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |
|               | Chair: Shpresim Vranovci                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                        |
|               | Co – Chair: Engelbert Zefaj                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                        |
|               | <p>Smart Tourism Cities - <b>Arta Kadriu</b></p> <p>The Importance of Green Hotels in the Hospitality Industry; Best Practices - <b>Aseda Banushaj , Doriana Matraku (Dervishi)</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | UBT Campus I308/Online |

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|               | <p>An Analysis of Economic Growth and Happiness in the Western Balkans - <b><i>Elirjeta Beka, Ermal Lubishtani</i></b></p> <p>Accommodation and Hospitality Services in the Development of Tourism in Kosovo - <b><i>Kushtrim Dreshaj, Fatmire Shala Dreshaj, Sali Krasniqi</i></b></p> <p>The Impact of Transformational Leadership on Employee Performance - <b><i>Rubjana Zguro , Kujtim Zylfijaj</i></b></p> <p>Digital Technologies and Financial Innovations: Effect of AI and Blockchain - <b><i>Ylber Limani, Mjellma Ejupi, Diellza Hajrizi</i></b></p> <p>Strategic Priorities for Real Estate Investment in Prishtina: An Integrated DEMATEL and Quantum Spherical Fuzzy TOPSIS Approach - <b><i>Visar Hoxha</i></b></p> <p>Empirical Analysis of the Impact of FDI, Trade Openness and Human Capital on Economic Growth Case: Western Balkans (WB6) - <b><i>Ardian Uka, Erzana Uka</i></b></p>                                                                                                                 | UBT Campus<br>I308/Online |
| 14:50 - 15:05 | Coffee Break                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |
| 15:05 -16:35  | Session 4A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |
|               | <p>Chair: <b>Ylber Limani</b></p> <p>Co – Chair: <b>Mirjeta Domniku</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |
|               | <p>MACHINE LEARNING -Project Data Analysis: Linear, Multiple, and Logistic Regression. Diamond Price Prediction. Diamond Price Category Prediction. – <b><i>Ardian Uka, Teuta Shala</i></b></p> <p>Interaction of Monetary Incentives, Feedback, and Recognition to Improve Performance of State Universities Lecturers: An Experimental Study - <b><i>Fajar Gustiawaty Dewi, Rindu Rika Gamayuni, Liza Alvia, Eha Nugraha, Effriyanti</i></b></p> <p>Investigating the Digital Technology Impact on Cyber-Security in Financial Sector - <b><i>Ylber Limani, Rrezarta Zukaj</i></b></p> <p>Defending Your Brand from AI Misuse: A Practical Playbook Against Image/Video Deepfakes in the Age of Sora2 &amp; WAN2. - <b><i>Labinot Gashi</i></b></p> <p>International Financial Management Albania Exchange Rate Regimes – <b><i>Ardian Uka</i></b></p> <p>Engaging Communities in ESG Integration: Narratives and Practices for Sustainable Accounting in Financial Reporting - <b><i>Ejona Duçi, Eda Tabaku</i></b></p> | UBT Campus<br>I301/Online |

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|                            | <p>Review of Evolution of the Role of the Real Estate Broker at the Global Market, Professionalism, Post-Pandemic Changes During the Period (2020-2025) - <b>Dea Gerdovci, Veli Lecaj, Jehona Hoxha, Visar Hoxha</b></p> <p>Quantum-Enhanced Multi-Criteria Group Decision-Making for Real Estate Investment Prioritization in Prishtina - <b>Visar Hoxha</b></p> <p>Management Optimal Combination of Production Two Products - <b>Shaqir Elezaj, Rame Elezaj</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <p><b>UBT Campus I301/Online</b></p> |
| <p><b>15:05 -16:35</b></p> | <p style="text-align: center;"><b>Session 4B</b></p> <p><b>Chair: Ermira Shehu</b></p> <p><b>Co – Chair: Kestrim Avdimetaj</b></p> <p>Adoption of Financial Technology (FinTech) in Businesses in Kosovo: Owners’ Readiness to Use Digital Payments - <b>Rozafa Sahiti, Ermira Shehu</b></p> <p>Leadership and Organizational Culture as Catalysts of Innovation and Business Sustainability - <b>Fisnik Ferizi, Kujtim Zylfijaj</b></p> <p>The Use of Artificial Intelligence in Business Managers’ Decision-Making Processes - <b>Venet Shala, Demir Lima, Qamil Xhaferi</b></p> <p>Project Cycle Management in NGOs: Challenges and Best Practices - <b>Laurita Morina, Kujtim Zylfijaj</b></p> <p>Navigating Global Rankings and Local Realities: Rethinking Quality Assurance in Pakistani Higher Education - <b>Zohaib Hassan Sain</b></p> <p>Forest Loss or Stability? A Binary Analysis of Land Cover in Ferizaj (1985–2025) - <b>Pajtim Zariqi, Lena Halounova</b></p> <p>Research on Improvement Mechanism of Financial Management to Service Capability of Kosova Technological Small and Medium Enterprises - <b>Driton Fetahu</b></p> <p>Abusive Supervisors Make Me Quit: A Meta-Analytical Review Contribution Title - <b>Ahmet Hakan Özkan</b></p> <p>Review of Neural Network Model in Prediction of Real Estate Prices at Global Level – <b>Jehona Hoxha, Samina Spahi, Visar Hoxha, Fuat Pallaska</b></p> <p>Digital Transformation: From Analog to AI - <b>Arta Këpuska, Agon Kokaj</b></p> | <p><b>UBT Campus I308/Online</b></p> |

| Poster Session |                                                                                                                 |                   |
|----------------|-----------------------------------------------------------------------------------------------------------------|-------------------|
| 16:35-17:00    | Leadership in the Era of Remote Work: Challenges and Strategies for Effective Management - <i>Afërina Skeja</i> | UBT Campus I301   |
| 17:00 - 18:00  | Closing Ceremony                                                                                                | UBT Campus Lipjan |

Location: Innovation Campus - UBT - Google Maps

Web: <https://conferences.ubt-uni.net/2025/>

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