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**ICRISH 2018**

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## Social Innovation and Marketing: Examples from Turkey

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### Abstract

*Today, there is an increase in social, economic, cultural and environmental problems and the societies are experiencing a state of unrest. With the world's becoming a more difficult place to live each day, the states and non-governmental organizations, as well as corporations and even individual citizens are already in the process of acquiring those problems. Seeking a solution to social problems is now a task for everyone. Within the scope of this study, the concept of social innovation is taken into consideration from the marketing perspective with a wide literature review and also in the study it is given the examples from Turkish firms and brands and their efforts about social issues through social innovation applications whose aim is basically finding creative solutions to social problems. It is expected that this study will make a contribution to the literature on social innovation, marketing and social marketing areas. At the same time, in terms of marketers, it is expected that the study will be inspiring to create strategies, develop social innovation applications and widen their vision.*

**Keywords:** *Social innovation, marketing, social marketing*

## Entry Motivations for Choosing Teaching as a Career, Satisfaction with Choice and Intention to Leave Among pre Service Teachers in Albania

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### **Abstract**

*A vast body of empirical research has evidenced that different factors influencing teaching choice as a career affect later job satisfaction, professional engagement and productivity among teachers. This cross sectional study aimed at exploring the relationships between the entry motivations for choosing teaching as a career, satisfaction with choice and intention to leave among Albanian pre service teachers. The participants in this study were 800 pre service teachers: (Female=664 (83%); Male=136 (17%)), who were attending the last year of teacher education programs in seven public Albanian universities. The instruments used in this study were the FIT-Choice scale (Watt and Richardson, 2007) for measuring motivational factors influencing teaching choice as a career and the satisfaction with choose. The three items Turnover Intention scale (Camman, Fichman, Jenkins and Klesh, (1979) adapted to the teaching context was used to measure the students intention to leave the teacher training programs. The highest rated motivation for choosing the teaching as a career were intrinsic value,(the enjoyment one gets from teaching), beliefs in personal teaching abilities, social influences and the desire to make a social contribution. The lowest rated motivation were prior teaching and learning experiences, fallback career and work with children and adolescents The motivational factors rated in between were job security/time for family, and job transferability. The results showed moderate to strong*

*positive relationships between altruistic and intrinsic motivations (intrinsic motivation, desire to make a social contribution, perceived teaching abilities, working with children and adolescents) and satisfaction with choice. On the other side the results showed a negative relationship between fallback career (choosing the teaching because other choices were impossible) and the satisfaction with choice. Students who were less satisfied with choice and with high levels of fallback career motivations were more likely to leave the teacher training programs.*

**Key words:** *factors influencing teaching choice as a career; satisfaction with choice; intention to leave.*

## Ethics in Banks' Publicly Accessible Documents: The Case of Slovenia

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### Abstract

*The article focuses on ethics being mentioned and addressed to in banks' publicly accessible documents in Slovenian banking system. Authors in the first part deal with the question, whether a bank as a financial institution can be ethical as such, taking the responsibility for formation and development in the recent financial crisis into consideration. However, ethics in banking refers to ethical behaviour and activities at all levels of banking operations: from back office to front office, bank's policies and strategies, and nevertheless, banks' influence and involvement in the community. Such banks provide financing for projects and scholarships, sponsor events, promote environmental protection and similar activities described as socially responsible banking. Socially responsible banks can by all means act ethically. Our research is geographically wise limited to the banking system of Slovenia and content wise merely by looking into the fact whether or not ethics and ethical principles are present in Slovenian banking system and being a subject to banks' reporting. We do not place a judgment about individual bank or banking system behaviour regarding ethics. The research is fully based on the presumption that information held in annual reports and other publicly accessible sources are correct and honest. In that context we set and tested two hypotheses. First (H<sub>1</sub>), being*

*divided into two sub hypotheses, deals with the presence of ethics and ethical activities (H1a) and definition of ethical bank behaviour in banks' publicly accessible documents (H2a) and second (H2) tests, whether banks in Slovenian banking system have ethical codes. We have accepted H1a and H2 and partly accepted H1b.*

**Keywords:** *ethics, banks, ethical banks, ethical code, Slovenia*

## **Inclusive Management, Job Satisfaction and People with Disabilities: An Evaluation of Organizations Located in Rio de Janeiro and São Paulo**

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### **Abstract**

*This thesis' project aims to verify the degree to which the organizational policies and practices of an inclusive management impact on the work satisfaction of people with disabilities. The study in question is based on the theory of institutionalism and presents as latent variables - in addition to those already presented - some of the main concepts of the area of human resources: personality, career perception, performance, involvement and psychological contract. To this end, the study will use Grounded Theory as the main research strategy and, as a method, the study of multiple cases in companies located in Rio de Janeiro and São Paulo (Brazil). The pursuit of the research will adopt qualitative and quantitative research procedures, involving the participation of Human Resources agents, managers and employees with and without disabilities of the selected organizations. The results obtained will be analyzed through coding procedures, in the case of the qualitative step, and verified through the modeling of structural equations, in the quantitative stage. It is also important to highlight the relevance of this topic, in addition to supporting the human resource theories that involve the relationships between the concepts studied, is based on the historical marginalization of people with disabilities whose data confirm, still today, that they continue to have restricted access to rights basic.*

**Keywords:** *Job Satisfaction, Inclusive Organization, Inclusive Manager, Institutionalism.*

## Teaching Religious Music as an Interdisciplinary Activity

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### Abstract

*The distinction between multidisciplinary and interdisciplinarity make an important difference in educational activities in general. Multidisciplinary activities combine multiple disciplines in one activity while interdisciplinary activities involve multiple disciplines combined with disciplines outside the general field. In addition, interdisciplinary activities foster a set of interdisciplinary skills in students. This set includes creative and critical thinking, collaboration, and reflection. Incorporating these activities into teaching contributes to successful learning and bringing into being a challenging and engaging learning environment. Music education contributes to form creative thinking skills. In specific, religious music has its peculiarities in the form of class, the psychological aspects attributed to it and the dimensions that are expected to be affected by it. Religious music learning requires creative thinking on the level of understanding the notes and relating them to the hymns and from behind to the meaning. Religious music is applied in the congregations, accordingly it requires collaboration. The level of harmony and symphony required in order to be a performer in a chorus requires a high level of reflection. Accordingly, by applying the definition of interdisciplinary activities to religious music education, it can be deduced that religious music teaching is an interdisciplinary activity. Needless to mention that in the case of religious music the environment is by nature engaging to the learners, otherwise they would not come. The teacher should be formed not only in music, but also in education, phonetics, group dynamics, religion, and leadership. This paper details the interdisciplinary nature of teaching religious music, and highlights the aspects required for successful teaching.*

**Keywords:** *religious music, teaching, interdisciplinary, multidisciplinary.*

## Organizational Decisions on the Analysis and the Subject Matter of Accounting Statements in Albania and Kosovo

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### Abstract

*Knowing the key financial concepts and the proper use of calculating and mathematical skills in personal finance situations are generally considered as a basic criterion for assessing a person as financially cultured. For this reason, the accurate measurement of these two criteria also constitutes one of the main objectives of the survey. This is to be achieved through a community of 8 well-studied questions that test respondents' knowledge on simple concepts such as: simple and compound interest, risk, return on investment, and inflation. In our analysis we will focus on the accounting system that provides users with both financial and non-financial information. Budgets, a tool often used, have been around for a long time. Operating budgets seem to be the most common. Although rarely used for their, potential, operating budgets are usually among the first budget budgets. The numbers for these budgets are not difficult to handle and most managers will give at least some confidence in their benefit. In the objectives of the paper we will also consider how the internal user is oriented to use the accounting information and to use it straight to it.*

**Key words:** *Budget, operational data, Ministry of Finance in Albania and Kosovo, Empirical Study Accounting Empirical studies, interest, risk , Accountings politics.*

JEL Classification Security System: No, N1, N2, N3, O1, O2, O3.



## Understanding the Intention to Purchase Recycled Product

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### **Abstract**

*The purpose of this study is to examine the relationships between product recovery awareness, attitude toward the importance of recycled product, collectivism, intention to purchase recycled product. Based on the data collected from 223 consumers in Turkey, we found that attitude toward the importance of recycled product and product recovery awareness have positive effects on the intention to purchase recycled product. Collectivism has positive effects on attitude toward the importance of recycled product and product recovery awareness.*

**Keywords:** *Product recovery awareness, attitude toward the importance of recycled product, collectivism, intention to purchase recycled product.*

## **Fiscal Expenditure and Education Quality in China: A Regional Heterogeneity Analysis**

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*University of Economics and Law*

### **Abstract**

*In this paper, we explore whether fiscal input brings the raise of regional education quality. To discuss this relationship, we employ Chinese provincial panel data ranged from 2008-2016. By constructing a two-way fixed effect model, we find that provincial education quality is positively associated with the fiscal expenditure, and more specifically, educational expenditure. This correlation is robust even we consider other important factors such economy growth, industrial structure and population structure. Besides, since the regional heterogeneity across China, the relationship between fiscal spending, and education quality may exhibit different patterns, we thus split our samples into eastern region and non-eastern region. Empirical results indicate that our main argument only exists in non-eastern area, which refers to the western area, where expanding fiscal expenditure would be more efficient for the government to raise provincial education quality. Meanwhile, fiscal policy would be less efficient to raise education quality for eastern area, thus new policy instrument is necessary.*

## The Historical Works Written in Italian by Nicolae Iorga

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### Abstract

*The most important Romanian historian, Nicolae Iorga (1871-1940) – for whom Italy was his second country and whose language he learnt alone during childhood, although he was also a good speaker of Latin, – had a significant historical and literary work published in Italian and Romanian, both in Italy and Romania. During 1890-1940, with short breaks, N. Iorga first travelled to studies, then wrote articles and books about the Italian history and literature, in connection or not with the Romanian history, lectured in numerous Italian cities, as guest of the academic forums, actively campaigned for the development of the Romanian and Italian relations, activity for which he was often honoured in Italy and Romania. The paper reviews the historical works in Italian (books and conferences), today almost unknown, without including those works in Romanian about the Italian history. The paper is accompanied by the list of books and conferences sustained in Italian by N. Iorga at the Italian universities and institutions.*

**Key words:** Nicolae Iorga, Romanian-Italian relations, Iorga in the Italian universities, *Breve storia dei Rumeni*.

## **Relationship between Organizational Control and Job Performance of Special Education Teacher in Pakistan**

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### **Abstract**

*Over the last decades, Organizational performance has been often studied by different human resource managers. Many studies have suggested how to enhance performance and guide employees. But there is dearth of such researches in the field of special education schools in Pakistan. Keeping in view cultural context of Pakistan this study had examined how organizational control in special education schools was related to teachers' job performance and how effective control could increase job performance. Therefore, purpose of this study was to examine relationship between organizational control and job performance of special education teachers. Using data of 374 special education teachers from 9 districts of the Punjab, researcher found support for research questions. Stratified cluster random sample technique was used to draw the sample. The data was collected through questionnaire developed by the researcher for job performance and organizational control in schools. The results of this study showed that there is positive relationship*

*between job performance and control of organizational culture. Findings of the study showed that if organizational control will be effective, the job performance will also increase and similarly if control in an organization will be weak, job performance of teachers will be decreased. It was concluded that organizational control leave strong impact on job performance of special education teachers. The implications of the results for further directions and research were discussed.*

**Keywords:** *Job performance, organizational control, Special Education Teachers*

## **One Man's Trash is Another Man's Treasure: How the Circular Economy Contributes to Achieving SDGs. The Case of Used Tires in Spain.**

**Marina Mattera  
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María del Pilar López-Portillo**

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### **Abstract**

*During the end of the 20<sup>th</sup> century and beginning of 21<sup>st</sup> century, there is a trend to evaluating the actions undertaken to improve the socio-economic environment in which we live, to achieve a greater level of wellbeing for all citizens. In the context of Stakeholder Theory, considering an organization should always operate towards creating positive value for society, the creation of the UN Global Compact and the 17 Sustainable Development Goals created a shift in many regions. The present study evaluates this context and how the implementation of circular economy policies has affected the achievement of SDGs in Spain. Specifically, the role of different private and public agents is evaluated in the tire manufacturing industry and the impact in each of the SDGs. Results show positive results as well as areas of improvement to further improve the roadmap towards achieving the 17 SDGs.*

## **“Continuing Challenges of Women in Albania for Putting Gender Equality at Work, Case Study in Kruja”**

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### **Abstract**

*This thesis is about women in Kruja, who every day deals with challenges and perspectives to go forward with their lives. I argue that the status and the role of Krujan women are mostly restricted from the impact of a patriarchal society, fanaticism and negative mentality, beside the lack of opportunities that are in place in Kruja. The other stresses include economic issues. Change will come if all the society, girls and boys, men and women, are willing to undertake it.*

**Key word:** *Continuing, Challenges, Women, Gender, Work, Albania, Kruja*

## Factors Affecting Customer Switching Behavior towards Hybrid Electrical Vehicles (HEV's) from a Customer Perspective in Jordan

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### Abstract

**Purpose-***This paper aims to investigate factors that affect customer switching from Internal Combustion Engine Vehicles (ICEV's) to Hybrid Electrical Vehicles (HEV's), in Jordan for the period of (2010-2014).*

**Design/methodology/approach-***A self-administered survey was hand-delivered to the targeted sample of car users in Jordan. The authors delivered 400 questionnaires to customers, from which 333 were deemed valid for the analysis, corresponding to the percentage of (83.25%) which indicates the validity of the study.*

**Findings-***There was no difference in switching behavior between (ICEV's) and (HEV's) based on gender in the Jordanian market. Fuel consumption efficiency was the number one variable that supports the switching behavior towards (HEV's), followed by Eco friendliness, lower taxes and technological features. Price and the current trend in the market were the least supporting factors. In addition to that the perception of the battery life of (HEV's), limited choices in the market, lack of information and fear of the relatively new technology were the major hindering factors of choosing an (HEV).*

**Research limitations-***Future research needs to investigate other factors that may affect customers' behavior such as perceived image, trust, and subjective norms. Future research should investigate into the importance of environmental awareness and new technologies, and gender differences in behavior. From an international marketing standpoint, comparative studies between Jordanian and non-Jordanian customers are potential areas of future research for international marketing strategies and cross-cultural consumer behaviour analysis.*



**Practical implications-***The paper identifies the determinants of switching behavior. marketers should focus addressing customers concerns in terms of providing enough information and building awareness towards the technology and it's benefits towards the society and the environment.*

**Originality/value-***Our study is one of the few in Jordan that investigates the switching behavior towards vehicles technology. Our study is thought to have made a modest contribution to consumer behaviour literature and, specifically, for decision making process. It offers marketers insights into the determinants of switching behavior towards the hybrid vechicle technology and how this contribute to consumers' decision making process and attitudes to achieve the intended behavioural outcomes*

**Key words:** *Customer Switching behavior, Internal Combustion Engine Vehicles (ICEV's), Hybrid Electrical Vehicles (HEV's), Jordan.*

## **Financing of Social Services for Children in Macedonia**

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### **Abstract**

*Over the last decade the social services sector in Macedonia has been involved in a reform processes in line with the strategic paths towards decentralization, deinstitutionalization and pluralization of social welfare. Children are in the main focus of the reform processes through twofold policy interventions: reduction of child poverty with incentives for improving range and amount of child benefits and advancement of social services for children facing social problems. Additionally, the reform processes were instigated by substantial budgetary allocations for administration of child benefits and delivery of social services for children followed by a critique for inappropriate targeting of children, undeveloped, low quality and expensive services for children mainly organized in massive residential institutions.*

*Whereas, several researches had been carried out with focus on the quality of social services for children and coverage gaps, there is an insufficient evidence and analysis of the costs of services and their budgeting. This analysis is to serve the purpose of filling in the existing data gap through: (1) to map the existing social protection measures for children in Macedonia executed by state, non-governmental organizations and private service providers; (2) to identify the main mechanisms for financing social services for children and to provide clear insight into state financial support in the social services delivery and alternative child care support arrangements.*

**Key words:** *children, social benefits, social services, mechanisms of financing.*

## The Reading Horizon of Adam Smith from the Perspective of his Italian Library

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PhD(c) **Cristina Ioniță**

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### Abstract

*The paper proposes understanding the reading interest in Italian of the thinker Adam Smith (1723-1790), author of the Theory of Moral Sentiments and of the Wealth of Nations from the perspective of the partial review of his library's catalogue, with approximately 1,000 titles published in English, French, Italian, Greek and Latin. The list of books published in Italian, which Adam Smith purchased for his library and we assume he also read, since he quoted some, represent the Appendix of the present work. From his Italian library, 60 volumes were identified, published between 1547 (B. Castiglione, Il Cortegiano) and 1784 (32 volumes from Parnaso Italiano ovvero Raccolto de' Poeti Classici Italiani). Just a few years before his death, the great admiror of Italian literature, assiduous reader of Italian poetry, drama, memoirs, correspondence, biographies, jurisprudence, economics, art and history (especially that of Venice and Florence) was still purchasing and reading books from the Italian states, a fact which sketches a personality with a profound cultural and humanities features.*

**Key words:** Adam Smith, Italian Enlightenment, Italian library, Italian catalogue, Italian publishing, Italian bibliography

## Social Partnership in Vocational Education and Training in Albania

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### Abstract

*In the course of the still ongoing transition process the country has performed major structural and economic reforms. The Albanian economy, the labour market and individuals' aspirations have undergone fundamental changes in the past years. The Vocational Education and Training (VET) system has generally not been in a position to keep pace with these developments. Good practice examples exist only in certain institutions and programmes that have benefited from sustained national, donor and/or private sector support. Numerous analytical and strategic papers have concluded that more systemic efforts are needed at this point to bring VET provision better in line with identified labour market demands. There is no sense of offering education and training for young people or adults, which is of little value for them in terms of becoming skilled workers or progressing on in education to develop higher levels of skills. Within this context, the definition of social partnership in VET is still unclear for both governments and the social partners themselves and is presently not seen as a mechanism for supporting decision making. Social partner organizations are poorly structured to deal with their new roles in VET. A combination of several factors still limits the effective participation in VET systems of social partners. In the conclusions of this study, it is important to know that the governance and decision-making capacities of social partners need to be improved, as well as their technical and operational knowledge of the vocational training sector. It is important to ensure that all potential misunderstandings and overlapping functions in this complex plethora of advising bodies are clarified as soon as possible. Careful revision of the roles and responsibilities of social partners that participate in a number of different councils can be a good starting point for acquiring a clear picture of potential overlaps.*

**Key words:** *Social Partners, vocational education and training, clarity of roles*

## **The Interminable Transition; An Analysis of the Electoral Behavior in Albania (1991-2017)**

**Kledja Lazebeu**

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### **Abstract**

*Albania has been led by a communist regime, characterized by repression and isolationism for over 45 years. The transition, started at the '90 toward a democratic system and to an open society based on the occidental model couldn't be accomplished in a fast and bloodless way. There were too many reasons to explain this difficult transition, but just to mention, must be considered the absence of the democratic culture of the entire political ruling class (elite) (leadership). The transition process toward democracy in Albania began when the communist regime entered into crisis and its political elite (leadership) proclaimed the intention to open a new phase and to extend significantly freedom and rights. Starting from 1990 began to fail the obstacles that prohibited, till that time, the expression of the freedom, the disagreement and the pluralism. This transition process was characterized by its multiplicity, as the political changes was correlated with economic, cultural and social changes. Immediately after 1990, Albania had to face many challenges, but the most important concerned the institution of a new democratic order and the creation of a market economy, without, however, that this process was accompanied by a structural reform of the institutional framework. There is necessary to consider the communist heredity, while undertaking efforts to achieve a sufficient level of democracy. The heredity of the past means to consider dissimilar features like values, identity, standards, institutions, élite, behaviors and practices, that survived the transition and affected the later aspects, encouraging some changes, and hindering others. The communist regime let behind a flat socio-political landscape, a weak civil society, a fragile law domain, turbulent political coalitions and main political tendencies compromised. The experts that study this period state that Albania has undergone one of the most turbulent transformations at the post-communist world. There are, particularly, three dramatic moments that shook from the basis its institutions: a) the collapse of the communist regime at 1991-1992; b) the crisis of the financial pyramids at 1997; c) the influx of half million refugees from Kosovo in 1999. So, the transition process cannot be completely*

*understood without considering the role of the old and new political elites, the mechanisms that regulates the internal activities of the parties, and the structure of the electoral behavior.*

**Keywords:** *Albania, electoral behavior, transition, pluralism, political elites, communist regime*

## Effect of Psychological Wellbeing on Violent Behavior among Adolescents In Reference to Parenting Style

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### Abstract

*Present study aims to find the relationship of psychological wellbeing and violent behavior among adolescents in relation to parenting style. In other words this study wants to see the effect of parenting style on psychological wellbeing and violent behavior among adolescent. A single group co-relational design is planned to see the relationship between the variables of the study. 150 urban adolescents between 14 to 20 years from senior school to under graduate level from different part of the world and social economic background were used as the sample of the study. They were assessed by Ryff's Psychological Well-Being Scale (PWB) to see psychological wellbeing and Parenting Style Inventory II (PSI-II) by Nancy Darling and Teru Toyokawa is used to know their parental style and Adolescent Violent Behaviour Checklist (AVBC) was used based on the feedback from school/college authorities, parents and neighbours to know their violent behaviour. Pearson product moment correlation method and factor analysis are used to find the results. Negative significant high correlation was found between psychological wellbeing and violent behaviour among adolescents. Psychological wellbeing and authoritative parenting were found significantly positively correlated among adolescents. Positive relation and autonomy (psychological wellbeing factors) were the prominent factors and significantly correlated with authoritative parenting style. Conclusion generated from the study was that psychological wellbeing and authoritative parenting effects negatively in developing violent behaviour among adolescents. In other words both help in developing nonviolence behaviour among adolescents in the world.*

**Key words:** *Psychological wellbeing, violent behaviour, parenting style, adolescents*



## Differences in Rhythm Creation in Television Series

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### Abstract

*Although the forms of image creation are different, all the items that make up the movie, filmic space and time are also used in television. The items to be used for using image as a means of expression, creating a plotline and creating a dramatic language are similar in cinema and television. Zettl (1998) lists the aesthetic items of the media as light, space, time, motion, and sound. Kılıç (2000:63) suggests that the association of image and sound items reveals the motion and time items which can be physically and psychologically perceived. This motion and time editing leads to a rhythm perception in the audience. The media industry, which became prosperous in the 2000, also led to an increase in domestic television series. Television series were the most watched program type on national television channels. The produced television series exceeded the national borders, and made our country the second country exporting television series after the USA. However, Rhythm differences attract the attention between USA production series and Turkey production series. Within the scope of this study, along with the argument that there are differences between the time allocated for the narration of an event or topic in a scene and the cinematographic presentation of it, content analysis was performed within the scope of the items constituting the rhythm of two television series with high rating called "İçeride" broadcasted in Turkey and "Person of Interest" broadcasted in the USA, and similarities and differences were revealed.*

**Keywords:** *Rhythm in cinema and television, analyzing mise-en-scene, television series*

## An Empirical Class Analysis Based on Indebtedness, Expenditure and Living Conditions

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### Abstract

*The approaches, which contrast with those of Marx and Weber relying on property relations and status in analyzing classes, lead to the emergence of new approaches to the concept of class. These new approaches involve reconstruction of class-related concepts and emphasize the use of empirical methods. It is difficult to discuss classes on a unidimensional perspective, however determining a specific question might be an appropriate starting point for a systematic discussion on classes. This study focuses on describing classes in the consumer society and places indebtedness, expenditures and living conditions at the center of the class analysis. For this purpose, "Household Income and Living Conditions Data" published by TurkStat is used. To compose all these dimensions with an objective approach, aggregate indicators, which encompass indebtedness, debt burden, purchasing power, employment conditions besides others for each household reference person, is formed via a special implementation of Multiple Correspondence Analysis. After that, these aggregate indicators are brought together with education, occupational status, position in production relations and income variables. Consequently, an answer is sought for the question, how these variables, which are extensively covered in the class literature, are distributed against aggregated dimensions. Through this, we try to draw conclusions on the choice of appropriate indicators for obtaining a more straightforward map of classes, which constitutes the main objective of this study.*

**Keywords:** *classes, living conditions, indebtedness, expenditure, multiple correspondence analysis (MCA)*

**JEL Classification:** Z13, C38, C81

## **Environmental Governance and Foreign Direct Investment Inflows to Indian States**

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### **Abstract**

*The present paper tries to examine an enquiry into the role of environmental governance in the case of Indian states to attract FDI. To test for the hypothesis, the study computes an abatement cost index adjusted for industrial composition at the state level using methodology given by Levinson (2001). The study then compares the actual pollution abatement costs in each state, unadjusted for industrial composition, to the adjusted abatement costs in each state, where the adjustments are based solely on nationwide abatement expenditures by industry and each state's industrial composition. This is followed by testing whether this index has any role in attracting for FDI in a state using data for two periods - 2002 and 2005 for 16 major states after controlling for other variables having impact on FDI attractiveness. The analysis finds support for environmental governance, as the states which have higher abatement costs tend to attract more FDI.*

**Key words:** *Foreign Direct Investment, Environment Governance, Abatement Cost and Indian States*

## The Views of Directors of Health Institutions Relating to the Current Situation of the Healthcare System in the Republic of Macedonia and their Expectations for the Future

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### Abstract

*Health institutions as an integral part of the healthcare system operate in a dynamic and complex environment in which they are constantly faced with numerous shocks from the economic, technical, technological, political, socio-cultural and demographic changes of the uncontrolled external environment that are expected to be much more challenging in the next decade. The purpose of this paper is to identify how the top management of health care institutions assess the current state of the health system and how they prepare for the future of this system. This research is conducted through an anonymous annual survey of responsible persons of the decision-making hierarchy in the public health institutions. Directors of health institutions predict that in the future the new model of value-based healthcare will reformulate and change the future of healthcare. The technological advancement is the one that will significantly improve future healthcare by making the services more accessible, information more transparent as well as prepare the doctors and other medical staff to be able to provide a better healthcare. It can be concluded that healthcare managers feel great uncertainty about the dynamic and complex environment they are operating in, the overall economic situation and the possibility of increasing income. They are focused mainly on the implementation of contemporary technology for creating new values in new forms, developing new and dynamic partnerships and reducing the spending.*

**Keywords:** *The views of managers of health institutions; expectations for the future of healthcare system; Value-Based Healthcare Model; Orientation towards patients; The technological advancement.*

## The International Court of Justice and the Macedonian –Greek Case

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### Abstract

*In the international law there is often a mention of the peaceful arrangements of international disputes. The resolution of international disputes is also part of the most important principles of international law. Given the historical development of international law, we observe that states that have been subjected to the fictitious subjects of international law have often had disputes between them on interrelated issues. For these differences between states to be provided international law different mechanisms are being considered in order to resolve disputes and diplomatic aids and in some cases also judicial means that serve to resolve these disputes. This paper presents the dispute between Macedonia and Greece regarding the issue of the name where the role of the international community has been extremely important by putting its diplomacy at its disposal with the sole aim of reaching a resolution of the parties'.*

**Key words:** *International Court of Justice, dispute between the parties, negotiations, mediation, agreement.*

## Defamation Laws and Practice in the Age of Internet in Albania

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### Abstract

*The picture of recent legal developments concerning defamation in Albania is mixed. On the one hand, several criminal defamation and insult statutes have been abolished since 2012, following strong lobbying of human rights organizations. On the other, the application of criminal defamation laws has not stopped, while government officials and other high profile persons have discovered the power of civil defamation claims. Faced with intense criticism, the government has tried to re-introduce the abolished criminal defamation laws and has faced the same strong opposition and international outcry. In the meantime, defamation claims or threats thereof are routinely being used against the media or against the political opponent for the only purposes of creating tension and diffusing the attention of the public. The vagueness of the laws and the inconsistencies of judicial interpretation, helped in no little measure by judicial corruption and the political control of the judiciary, have widened the gap between constitutional and international guarantees of the freedom of speech and the actual enforcement of those guarantees. This article will briefly expose the history of defamation laws in Albania, the difficulties of their application, and the status of affairs concerning defamation laws and claims.*

**Keywords:** *defamation, insult, media, journalist, criminal liability of journalists, Albania.*

## **Narrative Lives, Music, Virtue and Character: Perspectives from Philosophy and Psychology**

**Dr. Ogunyemi Omowumi Omoyemi**

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### **Abstract**

*In today's world, the ease of having paused rational reflections seems to decrease as the tendency to live continuously connected to a virtual digital space increases. Often, one needs to make a conscious effort to stop for reflection if one recognises its importance for making deliberated choices needed for self-development. For many people, such a break from the frenzy of activities is facilitated by listening to music or learning to play a musical instrument. Many fields of enquiry point to the role of music in calming one's nerves or as a source of relaxation and as such a preparation for other intense activity requiring other skills. Philosophy and psychology are only two of these. This attribute of music in preparing the individual for other tasks has been observed along the ages. Ancient philosophers affirm that music tempers the soul, calms our troubles and gives rest. Music calms the passions making their subject more open to the influence of reason. Such an influence facilitates conscious character formation. In fact, Plato affirmed that music is helpful in education to virtue as it tempers the emotions of a child to raise it towards the good. However, such high regards for art and music in character formation is often forgotten today. While examining the effect of music on our lives we may ask: How can music contribute to wellbeing of the individual? Can music help students to improve their study habits and increase their capacity reinforcement learned habits? Could classical music or natural sounds be an antidote for bombardments from social media or a means to facilitate the peace of mind that one needs for study, for calmness, or for the serenity that is required for reasoning and making sound judgements? Could the aesthetic experience contribute to the psychological preparations for learning as it rests the mind? This paper explores some ways in which music aids character formation and acquisition of virtues. Through the lens of narrative philosophy, it shows the nexus between musical appreciation and the acquisition of virtues that comes when musical training is connected to various aspects of human life. While this is a philosophical paper, it uses examples from contemporary psychology to reinforce the discussion of the topic.*

## **The Role of the Family on the Education of Children in Conflict with the law. Empirical Evidence from Albanian Context**

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*Department of Sociology. Faculty of Social Sciences,  
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### **Abstract**

A child is considered in conflict with the law when he/she has committed or has been accused of committing an offence. According to local context, a child can also be in conflict with the law, when it is taken up by the justice system for minors or for adults, due to the alleged dangers faced by the child in view, or behavior or environment (IDE, 2016:2). The family is a primary agency that influences the child socio-psychological formation. In the case of children in conflict with the law, on one hand family can contribute on creating causes of antisocial and deviant behaviors of children, but on the other hand, it can be an important factor for rehabilitation and correction of the children attitudes. Recently, in Albania, children in conflict with the law have been in center of the attention of policymakers and researchers, but very few of them have explored in depth the role that the family plays on the education of children in conflict with the law. This paper aims to fulfill that gap of researches in Albanian context.

The methods used to gather data are based on: (a) the use of the secondary data such as international and national literature about the topic, researches with the focus on children in conflict with the law, statistics and other data from different Albanian institutions; (b) the use of the primary data taken from the interviews with experts who work in Probation Service in Albania, school psychologist, experts and professionals in prisons etc.



The study revealed that the role of the family is crucial, especially for the children in conflict with the law. Empirical evidence from Albanian context shows that children in conflict with the law came mainly from families with socio-economical problems and/or lack of the attention and neglect toward the children. The collaboration of the family with other socialization agencies such as schools etc., must be an effective way for the correction of the attitudes of this category of children.

**Key words:** *family, children in conflict with the law, education.*

## I Feel Myself in a Cage of Birds': Berber Female Students' Self-Identification in the Algerian Society A Phenomenological Study



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### **Abstract**

*Algeria is flavoured by a diversity of ethnicities and languages. The country is dominated by two ethnic groups: Arabs and Berbers. My concern falls upon identity negotiation within the latter group and exploring how women within the Berber community represent themselves and how the society perceives them. To answer this question, I explored the autobiographical stories of three Algerian female students who study English as a foreign language at Bejaia University, and who grew up amongst Berbers. They took part in a forum theatre course I ran at their University to explore EFL learner identity. Adopting an idiographic case-by-case phenomenological analysis to the written stories of these three students brought my attention into the self-image they gave to themselves to articulate their identity. This study also looked at the factor of power relations in their experiences drawing on Bourdieu's perspective. The findings of this phenomenological analysis revealed the impact of culture and ethnic norms on these students' freedom, desires, and*

*transitions in education. This impact was at some stage distinctive. I discuss in this further in this paper.*

**Keywords:** *Berber ethnic group, Women, self-identification, power relations.*

## Legal Aspects on the Audit of the Albanian Olympic Community by the International Organisations

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### Abstract

*One of the main factors influencing the determination of the degree of democratization of a country and its economic development is the transparency of decision-making bodies and its free exercise without being influenced by political factors and other related elements. Transparency is the most important element in the exercise of any activity of any budget institution or economic entity, for the fact that it creates credibility and security for the general public in undertaking new initiatives, as well as offers strong grounds for fair and effective powers of all state institutions. To achieve this goal, a stable state approves in its constitutional and legal acts, the creation of special and independent structures with the sole purpose of controlling the legality and efficiency of the activity of any state body or even of private entities. Such special structures help to create a strong and constitutional power that exercises its core activity through independent bodies in full compliance with the legislation in force. It should be acknowledged that often different subjects or institutions exercise their activity by causing irregularities in conformity with the law and thereby violating openly other legal rights arising from them. For the purpose of avoiding and eliminating these abuses, the legislature has created an independent body of Supreme State Audit which enables the exercise of effective control over any activity of state bodies and institutions. This right which enables the exercise of such control in the legal language shall be considered as an audit process.*

**Key words:** *Supreme State Audit Institution; The Albanian National Olympic Committee; audit; financial report; transparency; financial control.*

## Tale of an Indian City – Socio-Economic Development and Rostow's Growth Stages of Greater Noida

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**Ritu Srivastava**

*Assistant Professor, Birla Institute of Management Technology*

### **Abstract**

*The purpose of this paper is to explore the relevance and application of the Rostow's five stages of growth theory to the emergence and development of the Greater Noida city. The paper also debates whether rapid industrialization of this city emanates increased socio-economic security of the residents. The study uses Qualitative methods to explain the perceived socio-economic security of the residents in a sub-urban area of Greater Noida, which has undergone a shift in the structure of its major economic activities. Interview questions related to social protection, employment, income, poverty, healthcare, education, demography, and economic policy were analysed in the light of Rostow's growth stages of economy using Content Analysis (Diction 7.1.3 Version) and Thematic Coding. Thematic coding of 20 interviews yielded four major themes, which revolved around socio-economic development, industrial and infrastructural development, environment degradation, hardships, and exploitation. The sentiment analysis through Diction 7.1.3 revealed scores for 20 interviews in terms of master variables like certainty, optimism, activity, realism and commonality which were well with-in the range. The calculated variables like insistence, variety, embellishment and complexity were also in the range specified. This research paper can help the policy-makers to take into account the sentiments while formulating these policies.*

**Keywords** - *Socio-economic development, Rostow's Five Stages of Growth, Content analysis, Sentiment analysis, Qualitative study, Greater Noida.*

## Situations of Physical Activity in Leisure Time to Adolescents in Albania

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### Abstract

*Of the youth risk behavior surveillance system among adolescents was to monitor six (priority) categories of health risk behaviors among youth in Albania. One of these categories was the participation of adolescents in physical activity. This was a quantitative study with participation of high school pupils, aged 14-16 years during 2018 year. The sample size was 245 pupils, drawn on a multistage cluster sampling technique with probability proportional to size (for the Tirana district of Albania). The instrument of the study was a standardized questionnaire adapted from the USA (CDCP). The data analysis was conducted in SPSS. About 40% of the pupils did not perform any physical activity during a week, while 37% reported to have had physical activities with a duration of 30 minutes without sweating or having difficulties in breathing 1-2 days per week. 26% of pupils have performed a physical activity of 20 minutes which had made them sweating in 3 or more days per week (34.7% male and 16.8% female pupils). About 69 % of pupils participated one hour of physical education and 11% of them in two or more hours. 32% of the pupils stay in computer and watched TV for 3-4 hours per day. Participation of the adolescents in physical activities has decreased over the years in Albania. There is an urgent need for active promotion of physical activity, efficient health education, and greater focus on health education in school curricula, as well as involvement of health professionals in promotional campaigns related to youth participation in different physical activities.*

**Keywords:** *Adolescent; Sedentary Lifestyle Physical Activity.*

## Mediatized Child Characters

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### Abstract

*Child actors and actresses perform in television programs, such as contests, shows and series, and in movies broadcasted in Turkey. After the program is broadcasted, social media accounts such as Facebook and instagram are opened by their parents for these children and it is attempted to increase their popularity. Children with increased popularity begin to act in new series and advertisements, and they are drawn into a consumption cycle. While these children, who are used for humour, promotional or dramatic factors, are disturbed, on the other hand, they cause that children's real and big problems (poverty, child labor, abuse, abduction, refugee, etc.) are ignored. This study provides a perspective on child characters in competition programs, TV shows, television series, television programs and movies broadcasted on televisions in 2018 in Turkey. The program in which children aged between 3 and 12 years appear, and their Facebook and Instagram accounts were tracked, and the advertisements in which they appear were examined. Instagram accounts of 5 children selected by purposeful sampling were analyzed by content analysis. The culture of benefiting from the child in the media multiplies itself as the use of children as mediatic characters in the media in Turkey continues, and the fact that children can be used as a source of income without considering that they can be overwhelmed by the burden of fame becomes widespread. This indicates the perception of childhood in society, the visibility of child individuals' problems, and a frightening future for children.*

**Key Words:** Cinema, Television, Social media, Children, Mediatized Children,

## The Benefits of Albania from the European Union Cohesion on Environment Policy and waste management .

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### Abstract

The Functioning of the European Union as a whole requires low social and economic disparities between participating countries and regions. Cohesion has evolved as an important issues to be addressed, especially at the beginning of the EU enlargement process when the differences between the founding members and the new ones that aimed to be part of this organism emerged. In order to support solving it, the EU Cohesion Policy in general and especially on environment and waste management was developed as an instrument that aimed to reduce economic and social disparities between different regions of the EU. Despite the assistance to member countries the EU provides support even for those that have received the EU candidate status, in order to implement the necessary reforms for them . Albania, as an EU candidate country, has received support to improve economic growth, competitiveness and technological development and therefore also the integrated environmental management. This paper aims to analyze the benefits of Albania from the funds assigned by the EU for applying a environment and waste management standards as cohesion during different time periods, highlighting the main areas and sectors where funds are used. The main objective of the study is to make evident the importance of these funds and how they affect improvement in environment and waste management sectors, highlighting the deficiencies that cause their not fully-efficient use.

**Keywords:** *cohesion, environment and waste management inequality, EU funds,*

JEL Classification: F35, F37, F15



## Language Learning for all: Language MOOC as a Catalyst for Social Inclusion

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### **Abstract**

*According to the data offered by UNHCR (United Nations High Commissioner for Refugees, <http://www.acnur.org/>), 24 people per minute are forced to leave their country due to military, political or natural disasters. In addition to the immediate challenges of survival, these millions of people must also face enormous difficulties of integration in those countries to which they arrive, one of the most urgent being their linguistic integration. Furthermore, the new millennium has witnessed the exponential growth of Massive Open Online Courses (MOOCs), heralded as the solution for the internationalization and democratization of learning. Language MOOCs (or LMOOCs) are defined as "Web-based online courses for second languages with unrestricted access and potentially unlimited participation" (Bárcena & Martín-Monje, 2014:1)*

*This article considers the potential of LMOOCs as a catalyst for social inclusion and employability within the MOONLITE project (Erasmus +, ref.120-1-ES01-KA203-025731), which aims to create mass open online courses (MOOCs) to foster linguistic and cross-cutting skills. This, in turn, should facilitate the access of this displaced group to education and, in particular, to those foreign languages that may be useful for their integration into the host society and the labour market. It also shows the potential of LMOOCs to make the most of online tuition and social media, creating open learning communities in which participants can interact and practise all language skills, and taking self-directed language learning in Higher Education one step further.*

**Key words:** *Language MOOCs, distance learning, social inclusion, migrants, refugees, language learning, Higher Education*

## Prevalence of Football Participation in Albanian Children Living in Tirana

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Faculty of Movement Sciences  
Department of Sports*

### **Abstract**

*There is a tendency of children taking part and playing football Albania. This study focus on the prevalence of children practicing football. The children were asking by a questionnaire for their engagement in football (870 children; age 7-14 yrs old). The results of this study show the prevalence of participation in sports specially on football of Albanian children living in Tirana. The prevalence of football participation on after school and structured clubs is 51% on both boys and girls (boys 83% while girls 21%). Comparing data to age increase, there is a tendency of increasing on football participation from 7 years of age to 14 years of age. The data show encouraging results on the prevalence of football participation in Tirana.*

**Keywords:** *football, children, prevalence*

## The Aspects of National Branding: Conceptual and Theoretical Framework

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### **Abstract**

*The concept of countries as brands has been increasingly recognized in the post-modern global world. The terms "national brand" or "country brand" define a symbolic construct, which emphasizes the attractive, unique and sustainable qualities of a nation. This paper argues that the national brand and its competitiveness, based on the new approaches of nation branding using sociological and economic theories and concepts, can establish and communicate a specific image of national identity. This paper presents some empirical findings of a study that investigate Croatian national brand. Nation branding might be obtained by a sustained dialog between government, decision makers, business, cultural and civil community, leaders, and individuals in the society. A country brand, therefore, consists of an identity and image, as a system of signs and codes, where nation branding applies widely used marketing concepts for promoting the country's image and attractiveness. Finally, the paper argues that "national brand" or "country brand" is not just a function individually performed by governments or companies, but an integrated and concerted effort on behalf of all interested stakeholders.*

**Keywords:** *country brand, national brand, image, marketing, Croatia.*

## Academic USO Survival in Spain: The Role of University Support

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### Abstract

*The phenomenon of creation of USOs within the universities is relatively recent, although Public Administrations have shown great interest in it. This interest has been due mainly to the contribution of these academic companies to economic growth and employment, as well as technological development, the creation of new sectors and contribution to the financing of universities. The consequences of this interest are reflected in the university support in all life stages of the USO. If initially this support were focused on the creation of these companies, nowadays, the support has been focused on existing ones, in order to increase their survival. This is due to the low growth in the invoicing of the USO after being founded. We have analysed 97 questionnaires from founders of Spanish USOs with a regression model. From them, it has been obtained that the factors that lead to improvements in sales are the support of the university, especially in the fields of training and management and in the field of bureaucracy.*

**Keywords:** *Determining factors; public support; survival; USO*

## Absolute invalidity of legal actions and trial of relevant lawsuits pursuant to the Albanian civil procedural legislation and jurisprudence

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Faculty of Political-Legal Sciences  
University "Aleksandër Moisiu" Durrës, Albania

Msc Enkelejda Haxhiraj

### Abstract

**Purpose of work:** *The Civil Code of the Republic of Albania provides no terms with regard to the validity of the legal action; however it sets forth the circumstances (legal facts) causing invalidity of legal actions. The purpose of this work is to analyze the essential elements of the legal action, which lack and ambiguity leads to action nullity. On the other hand, this work intends to present the interaction between material and procedural law and case-law with regard to the trial of those lawsuits dealing with absolute invalidity of legal actions.* **Research method:** *The methodology employed in this work relies on surveying and analyzing methods. Given its characteristics, this work is based on the qualitative methods to analyze the main elements of legal actions, which lack results in invalidity to nullity of such actions. The qualitative method includes the descriptive and interpretative method for trying lawsuits related to absolute invalidity of legal actions.* **Results:** *This work will give a clear picture of the concept of absolute invalidity of legal action and its trial pursuant to the Albanian procedural legislation and jurisprudence.* **Conclusions:** *Through this study we intend to make a deeper analysis on the absolute invalidity of legal actions, the causes of such invalidity and its trial pursuant to the procedural legislation and jurisprudence.*

**Keywords:** *legal action, absolute invalidity, effect, legislation, lawsuit, trial, jurisprudence*

## Does CSR Disclosure Enhance Financial Reporting Quality

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*United Kingdom*

### **Abstract**

*This study examines the impact of Corporate Social Responsibility disclosure (CSR) on accruals-based earnings management (AEM) and real activity earnings management (REM). Using a sample of 1908 firm-year observations of available data from Indian listed companies. We found that firms High-CSR tend to reduce or avoid AEM compared to low-CSR firms. We also found that high-CSR firms are less likely to engage in REM. Additional analysis of firms with relatively strong earning management incentives confirm the significant impact of CSR on earning management. Our findings are also robust to the alternative measure of earnings management.*

## Participation of Children on Sports with Regard to Volleyball in Tirana

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Altin Martiri

*Sports University of Tirana  
Faculty of Movement Sciences  
Department of Sports*

### Abstract

*This study aim to find out the prevalence of practicing volleyball during recess or participation on team clubs on elementary and secondary school children (7-15 yrs old) living in Tirana (total N= 1244; girls N= 689). A questionnaire were distributed to the children aiming the participation in volleyball during their after school time. The prevalence of sports participation with regard to volleyball of Albanian children living in Tirana is 37.1%. Primary and lower secondary girls practice more (42.8 %) compared to boys (31 %) on volleyball. This participation is during after school recess and organized team clubs. This data are on the same line with other studies with regard to a high prevalence of girls practicing volleyball.*

**Keywords:** *children, volleyball, school*

## Corporate Internal Communication and Performance; Evaluation Process and Prospects for Change as Part of the Implementation of Strategic Management

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### Abstract

*Communication is at the heart of the problem of human resources management and organization management. Any approach is questioned about the impact of communication on work performance. Companies are investing in a project to standardize communication practices based on standards of ISO 9000, 2000 applied to the management of human resources to subscribe to the harmony between individual behavior and organizational behavior. This harmony is satisfied with a procedural, technical or instrumental and psychosociological approach in order to obtain a **behavioral label** integrated in the exercise of global know-how. Communication is a concept reified in a set of practices. It is not limited to a static apprehension of the individual in its context of action but is also interested in dynamic complexity and evolution that requires the adaptation of intervention methods to the new professional and psychosocial dimensions in the workplace. The apprehension of the communication system, like a set of managerial devices, must not be in contradiction with the new tendencies of behavioral improvement from the perspective of the joint regulation (JD Reynaud, 1989) which constitutes a break with the approach resistance to change. It is therefore impossible to speak of organizational communication outside of a reflection on the evolution of the concept of communication in the theories of organization. We should recognize the obsolete nature of the identical tool for managing communication in the workplace because **"dilemmas, uncertainties and contradictions are at the very heart of HRM"** (Louart, P, 1993). This amounts to saying that contingency factors – environment, technology, psychosociology, strategy, organizations – and dependent variables (structures, HR practices, or processes) make communication management practices more appropriate than others to particular conditions. Indeed, an issue that crosses this approach is that of the link between communication and strategic management mode that is both global and specific to*



*communication within organizations. Our basic assumption is that any instrumentation of the management of the communication implies beforehand the definition of the rules of operation related to the social regulation both formal and informal. The regulation thus establishes a triadic management scheme: autonomy – control – negotiation. To be competitive, the company must review certain priorities. Thus, instead of subordinating communication to other components of the managerial strategy, it must be given more importance. The managerial dimension of communication makes it possible to shape the system of relevance resulting in the homogeneity of actions. The company must establish an organized communication, unifying not as a set of predefined recipes or formulas to initiate a process of participatory communication, but must be thought of as a dynamic process of adaptation, support to management and creation value. So, one wonders whether the managerial approach to communication is in fact a necessity or a forced approach to reposition and resize communication in companies beyond what the concept and practices allow. Strategic thinking seems to be abandoning the approaches that derive directly from traditional thinking as it developed at the beginning of the century. Communication is no longer thought of as a practice underpinned by imperatives of day-to-day factual management, but a managerial necessity underlying the creation of standards adapted to each company for the purpose of attested performance.*

*This is a predictive base based on a series of questions:*

- Is performance assessment instrumentation possible when it comes to internal communication in organizations?*
- What should be evaluated in an internal communication process?*
- What performance benchmark could be built and consolidated when it comes to internal communication?*
- How does the performance of tools and practices lead to work performance?*

*Through this paper we intend to provide elements of answers to these questions in order to understand internal communication in its new dimension; the one that integrates the strategic implementation component, evaluation and continuous improvement. Our methodology aims primarily at situating the concept of performance in management without pretending to define the conceptual status of the performance. Then, we will invoke its interest in improvement and change. Finally, we will show how internal communication has close relationships with performance and evaluation. The instrumentation process is described and then analyzed with the theoretical framework of communication, performance, communication skills, and evaluation concepts in terms of content, practices, context and actors.*

## Times are Changing: Challenges and Promises of Using Technology in Language Learning

İrem Bailie

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### Abstract

*In recent years, technology has become an integral part of language learning and has been incorporated into pedagogies and methodologies of language teaching. The necessity of using technology as an educational tool to engage students in the language learning process has become more evident with the changes in student profile. The new generation of students, known as Gen Z, are technology savvy as they have grown up surrounded by technological tools of the digital age. The research on Gen Z suggest that this generation has graduated from high school with different demands and expectations as regards their higher education. While the need to incorporate technology to facilitate language learning has arisen with the arrival of this new generation into tertiary education, the role of a teacher as an 'information giver' has undergone a change as well. By drawing upon the author's experience as a teacher at an English Preparatory School, this paper reviews challenges a teacher faces in applying technology in the language classroom. The paper also talks about the benefits and drawbacks of using educational technology in prep schools and discusses how to incorporate technology into language learning process to make language learning activities more relevant, learner-centered, interactive and motivating with respect to the characteristics of Gen Z.*

## The Growth of Physical Indicators as a Base for a High Sports Performance

**Alketa Caushi**  
**Aida Shehu**

*Sports University of Tirana*  
*Faculty of Movement Sciences*  
*Department of Sports*

### **Abstract**

*In this study, maximum strength is estimated as an indicator of high sports performance on volleyball. The data were gathered before and during the U14 National Championship. The data obtained from the tests were analyzed. The preliminary test of the vertical jump (Abalakov test) applied over 40 athletes (female) was compared with the statistics after the activity (championship). In comparison with regression equations, it was noticed that athletes with higher altitude gained more catching and kicking on the opposing block. The regression relationship that existed between them was quite strong regardless of other elements such as coordination, balance etc. The best results in this test were played in 22 players (56%). The stronger linkage of jumping test was between shooting over block, and less robust between the block where it is thought to have reservations to the specific specification that this element has. The growth of this physical quality, such as the explosive force, will reward the performance of athletes in the volleyball game.*

**Key words:** *explosive force, test, physical quality.*

## Interdisciplinarity Mediated by Technology in the Case of English for Specific Purposes

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### Abstract

English for Specific Purposes (ESP) is, by default, a discipline which mixes the foreign language with the specific terminology of the faculty's profile. This raises a series of challenges for the English language instructor as it involves a significant amount of time spent on familiarizing with the terms (young researchers), searching for materials and (re)thinking the ESP curricula so that it is comprehensive enough to cover vocabulary from all areas of study specific for the (under)graduate programme. At the same time, the interdisciplinary nature is characterized by a sense of fluidity of the social sciences and humanities which are under constant development. As a result, the dynamics of the social, economic, cultural, demographic changes dictates the direction of the course or seminars. Under these circumstances, the present paper aims at analysing some aspects on how the ESP curricula is developed according to the latest trends of these factors which trigger changes at some of the faculties at the University of Bucharest, Romania. The analysis is done in view of Brexit (European Studies Department and Law School), economic developments such as remarketing strategies (Marketing Department) and Augmented Reality/Virtual Reality (Economic Cybernetics Department). These considerations are coupled with technological tools utilized to facilitate the teaching/learning process with a focus on the students' learning strategies so that they develop basic mechanisms of critical thinking by combining the foreign language, specific terminology and technology. The necessity of mastering these skills is dictated by a competitive labour market and the interdisciplinary curricula implemented by the instructors has in view competent future experts in their field of expertise thus trying to overcome the global issue of unemployment

## Using Mind Maps to Teach Vocabulary in Reading Classes to 8<sup>th</sup> Grade Pupils

Dr. Erinda Papa

Fan S. Noli University, Korçe, Albania

### Abstract

*Learning and memorizing new vocabulary is a challenging task for pupils learning English as a second language. The traditional way of teaching and vocabulary learning strategy such as providing word explanations and repetitive practices is not effective for some pupils. Mind mapping has an important value in learning English. It has proven to be a good technique for memorizing, creative thinking, and learning. This paper reflects on how mind mapping helps EFL students connect concepts in different contexts through the assistance of pictorial representations by hand that enables learners to create associations between words and images in order to better learn and memorize information in a second language allowing the students to clarify their thoughts by categorizing and grouping into related ideas. It starts with the students' main topic or the theme as the central idea and allows the main branches of mind mapping to represent the main points of their thought combined with interesting colors and images which will stimulate the brain. The aim of this study is to improve pupils' competences in English learning by introducing mind mapping techniques to facilitate the knowledge acquisition and the retaining process, reflecting on techniques in teaching vocabulary to increase the pupils' motivation. Through a qualitative and quantitative research method, we aim to prove the impact of mind mapping in students' vocabulary learning. The instruments chosen, the paper based questionnaires and vocabulary tests, were delivered to 50 pupils of two secondary schools, to explore the situation of the research. The findings and results of this research will provide recommendations for the on-duty EFL teachers and curricula and text designers working on the vocabulary teaching activities intended to be applied.*

**Keywords:** Methodology, learning process, mind maps, new vocabulary, EFL texts, secondary education

## **Gender, Political Participation & Rehabilitation: An Inquiry into the Women Ex- Combatants in the Maoist Movement of Eastern India**

**Bijayani Mishra**

*Jawaharlal Nehru University*

### **Abstract**

*All through the history of revolutionary upsurges women have actively taken up various roles. They have forgone the traditional assigned roles of wives, mothers and sisters and have assumed leadership roles, going beyond just rendering support to male combatants. In the different liberation wars of Africa, Latin America and Asia women have proved to be brave fighters. Women fought with valor and zeal in order to match the men force wore identical combat uniforms and received equivalent military and technical trainings. The Maoist movement in India has attracted a number of women cadres, over the years. Women combatants have outnumbered their male counter-parts in some of the crucial military operations. The Maoists' publication titled "Women martyrs of the Indian Revolution" (2006) highlights that, "women from the most oppressed sections, join in large numbers". Both young girls and grown up women of different ages actively participate in the Maoist movement. They have proved themselves as professional fighters in the Peoples' War and a few have attained crucial leadership positions at various levels. Besides direct military roles, they have engaged themselves as propagandists, organizers, espionage workers, logistics suppliers, nurses and cultural activists, as cadre managers and as human shield to combatants. For those in prison, they are visitors and vital source of inspiration. They also act as sympathizers for martyrs' households. This study will make an attempt to address the agency and motivations of women that led them to make a decision of joining the movement and will also focus on the debates regarding how women's experiences in the movement changed their viewpoints regarding gender discourses in the society. It will also explore the challenges faced by women combatants in the movement and ex-combatants when they try to integrate into the larger society.*

## **Business Tourism Integrations, Characteristics, Principles and Developing Theory**

**MSc. Xhevahir Doçaj**  
**Dr. Arben Terpollari**  
**Prof. Assoc. Dr. Edmond Kadiu**

*Faculty of Economy & Agribusiness,  
Agricultural University of Tirana*

### **Abstract**

*This is a descriptive paper that intends to analyze the Tourism Integration Theory, considering the theoretical consideration, different opinions and ways of approaches. It considers carefully definitions, and the essential basic factors and characteristics that determine conditions and chances of creating a tourism integration system. Importance of the competition and possible cooperation meantime between present actors in a specific location. Very significant aspects and elements of the integration areas follows: technology, innovation and creative innovative ideas, marketing, operating mode; significance of suppliers evaluating meantime its influence on the added value chain of local Agri-tourism development. Integrations as well can create economy of scales and bring profits to the integration's actors. Furthermore, concept of the sustainable tourism is a keyword of developing policies, what makes present active subjects to think globally.*

**Keywords:** *Tourism Integration, competition, cooperation, sustainable development*

## **Silver Surfers and New Media: Experiences, Thoughts and Observations of Elder People about Internet**

**Assoc. Prof. Dr. Haluk Birsen**

*Anadolu University, Turkey*

### **Abstract**

*The effects of internet over media had changed either content production of mass media or audience way of using media. The breaking point created by internet has caused to call Radio, television and newspaper as "traditional media" while creating new media. The passive audience of traditional media had gained an active role by spread of Internet. New audience or user had gain content producer role for new media. There are considerable effects of Social Network Sites on content producing. Social network sites which are simulating social networks existing in public life, had give a new dimension to interpersonal communication with the help of asynchronous, independent from place and continuously opened communication channel. Another word, the interpersonal communication carried to public sphere had become a content of mass communication. When the technology had kept in step with this new situation, audience had increased rapidly. This development had caused wider the age range. Different genders are using new media and especially social network sites for many reasons such as to communicate, to get information, to get news and research. Different generations can show different adaptation levels to new media. It is a reality that people met Internet in early age or people who born in this new era are easily and completely adopted the new technology. The other side of this reality is elder people who had grown up with traditional media cannot easily adopt new media and its technology. That's why digital nomads and digital migrants discrimination is made. Researches are show that numbers of digital migrants are increasing. These increases show itself especially on to have new technology. This study aims to appear the observations, experience and thoughts of elder people (55 and up) about Internet and using technology. To reach this aim deep interview method are used on 6 women and 6 men who own new media technologies.*



## A Unifying Decision or Normative (Legal) Acts to Calculate non-Pecuniary Damage?

Dr. Juliana Bylykbashi

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### Abstract

*Judicial practice in Albania has undergone a significant improvement over the meaning of non-pecuniary damage, indemnification and the ways of calculating it in its Unifying Decision No. 12, dated 14.09.2007. "The Supreme Court's 'Revolution' on Judicial Practice prompted all law enforcement persons to not only clarify his views on this argument, but to look beyond the content of a norm. Insurance companies in calculating non-pecuniary damage caused by the insurance case are based on legal acts defining the fixed value for each figure of non-pecuniary damage. While courts in calculating non-pecuniary damage take into account a number of factors so that the remuneration of the damage is as complete and comprehensive as possible. This explains why most injured parties served by insurance companies address their cases to the courts for reimbursement of the non compensated part due to them. This paper aims to analyze the legal conflict represented by the collision of two mandatory acts for enforcement by the judicial system, the decisions of the high court for unification of judicial practice on the one hand, and the laws on the other.*

**Key words:** *non-pecuniary damage, compulsory insurance, indemnification, unification*

## Study on Youth Employment in Cee Countries

Ana-Maria Bercu

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Iași, Romania*

### Abstract

*The challenges from social and economic environment have determined fast changes for labour relations in EU member states. Our paper aims to analyse two major groups of determinants of young unemployment in order to reflect the social and economical impact in EU countries: the first one is represented by the policies and institutions, and the second one is explained by labour demand that could be reduced by a negative GDP shock. The hypothesis are that the employment among young people is higher in labour markets based on high values in cooperation in labour-employer and that in countries with more regulatory obstacles, the young unemployment tends to increase. The methodology approach is based on data collected from International Labour Organization, Transparency International, Fraser Institute and Eurostat, and includes data from 2007-2015 for EU member states.*

**Keywords:** *youth unemployment, labour relations, employees, employer, policies*

JEL Classification: E24, L38, H83

## Transforming Radio, Changing Listener

Özgül Birsen

Anadolu University

### Abstract

*The new media concept, which emerged with the rapid change of technology, has also changed the perception of society to mass media. It is an absolute reality that the changing radio concept in the digitizing period has changed and transformed the listener along with it. It has also reformed the new media audience, which has been reformed with the convergence of mass media with technology, not only as an audience but also as a participant. As a result of convergence, new concepts such as interaction, synchronicity and mass unification have emerged. While interaction in the traditional media is provided at a limited level, content in the new media is often determined by the audience. From the point of view of new media and user relations, radio has become the medium of communication that can adapt to this change in the easiest way and change contents in this direction. the Internet has offered a radio technology to radio listeners that allows the radio to establish its own radio. All these technological developments and the activation of the audience have reshaped the radio and listener relationship. The main aim of this study is to reveal how the radio, a warm communication medium, is shaped its own language and the relationship established with the audience through technology. In this direction, a structured in-depth interview will be held with 24 people working at Anadolu University in February 2018. These people will be randomly determined according to their socio-economic status. According to the Socio-economic Statutes, 8 faculty members, 8 civil servants and 8 workers will be selected. The selected sampling will ask questions such as radio listening habits, why they listen to the radio and what the effect of participating in radio programs for a democratic society will be in order to define the link they establish with the radio.*

## Traditional Teacher-Centered and Student-Centered Teaching Methods

Dr. Ervin Balla

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### Abstract

*In recent years, the main debate regarding teaching and learning has gone through the relevant merits of "constructive methods" versus "instructional methods". On the one hand, constructivists believe that learning of human nature requires each individual to create his own understanding of his own experience, his actions presented by a teacher and a textbook. On the other they also believe that these methods have to be mixed up to achieve good results. On the other hand, instructivists believe in the values of the correctness of direct and accurate teaching, especially for the achievement of some goals in teaching. They consider that it is not impossible but also very necessary for a student to pursue a structured course in which important information is presented in a sequential, practiced, evaluated and regularly revised way. To a degree, constructivist and instructivist perspectives are presented in two opposite teaching methods that Prosser and Trigwell have called the Learning Inventory Method (ATI). One of the methods is mainly focused on a student who is called a centralizing student and is mainly concerned with the deepest conceptual understanding and changes in the student, while the other method is more focused on the teacher and is called the centering teacher method and is related to transmitting information from the teacher to the student. Some writers consider these methods as "Progressive Methods" versus "Traditional Didactic Learning Methods".*

**Key words:** English language, teaching, learning English curricula, Universities, learning process etc.

## Financial Sustainability of Non-Profit Organizations

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### Abstract

*Non-profit organizations refer to institutions that dedicate to resolve and broaden their specific social cause. Their priority is to follow organizational plans that allow the management of financial flux in the short term, as well as developing social and financial long-term objectives. This paper will examine the particulars in which successful non-profit organizations structure, employ, and utilize the limited resources available to them to maintain sustainability and remain solvent. Particular emphasis will be on analysis of the financials of non-profit organizations. In this paper, we will provide a detailed analysis of organizational structure with particular focus on financials. Using Amnesty International and Doctors without Borders as models of successful organizations who have maintained sustainability and viability, we will examine the particulars in which these organizations structure employ and utilize the limited resources available to them to maintain sustainability and remain solvent. We will focus on an overall analysis of their financials, specifically the procurement, budgets, maintenance and allocation of resources, economy, and retention of funding. Through exploration of their financial aspects, we will analyze the ways in which their operations and practices lead to sustainability. Additional focus will be on economic constraints and challenges of non-profits, identifying threats both social and political, that affect financial sustainability both specific to the two organizations of mentioned and others in general. In conclusion, potential methods, approaches and ideal models for financial sustainability will be suggested.*

**Key Word:** *Non-profit organizations, Financial, Economics, Social causes, Stability, Viability*

## The Principle of Equal Treatment in Occupation and the Amendments in the Albanian Legislation

**Prof. As. Dr. Eneida Sema (Dervishi)**

*Professor, Department of Civil Rights,  
Faculty of Justice, University of Tirana*

### Abstract

*Prohibition of discrimination and equal treatment in the work place is one of the most vital principles in regard to occupational rights and as such it is sanctioned and enjoys special protection in international acts. After the '90s, Albanian Legislation that regulates occupational law explicitly prohibited discrimination in the work place, thus promoting equal opportunities in employment. Nowadays, the amendments in Albanian Code of Labour and the laws passed during the last decade offer a larger protection for the employees in this aspect. The actual changes are evidenced in the manner in which the employees that claim to have been discriminated in the work place are offered protection, as well as in the complaint procedures. In the framework of implementing International Labour Organization Conventions<sup>1</sup> which have encouraged the prohibition of occupational discrimination since the middle of the previous century, our country as a ratifying country of these acts respects the standards established by them. Meanwhile, during the last years, International Labour Organization in regard to achieving a new goal "Decent Work for Everyone", has determined as one of its targets to guarantee decent work for men and women all over the world, including taking the adequate measures to eliminate occupational discrimination. In this prospect, special measures to guarantee decent work and equal treatment in occupation are to be taken into consideration.*

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<sup>1</sup> See: "Equal Remuneration Convention" No 100, ILO, 1951, "Discrimination (Employment and Occupation) Convention, No 111, 1958, ILO

## La Violenza in Famiglia!

Av. Saimir Vishaj  
Av. Manjola Islamaj

### Abstract

*Un fenomeno di qui si è parlato spesso, si è discusso e ci sono cercate le soluzioni, nei tempi passati, e ancora oggi. La violenza domestica è un fenomeno molto diffuso che riguarda ogni forma di abuso psicologico, fisico, sessuale e le varie forme di comportamenti coercitivi esercitati per controllare emotivamente una persona che fa parte della famiglia, ma anche di più. In certi casi si riconoscono diversi casi di violenze causate dall'amante, dal fidanzato, e dal convivente. La violenza domestica, l'unica cosa che succede dentro di "muri di casa" ma che le conseguenze sono enormi, che affettano tutta la società, al di là di quello che oggi forse pensiamo. Sappiamo che più si violentano le donne, gli bambini, gli anziani, ma di ciò che si parla meno e anche la violenza sui maschi!*

*In Albania la violenza è un fenomeno che ha accompagnato la società dal passato, e anche il presente. È addirittura spaventoso il fatto che ogni giorno che passa si registrano nuove denunce della violenza domestica. Ma ciò che mi preoccupa di più, sono i casi che non si denunciano mai e che finiscono in tragedia. Questi sono dei casi dove anche la legge non può fare niente! In questa presentazione, tratteremo il ruolo della legge rispetto alla violenza domestica e di quello che si può fare per migliorare la situazione, e incoraggiare le persone violentate, a denunciare e dire "STOP" agli abusi in famiglia. Il codice penale albanese prevede la violenza in famiglia come un reato aggravante. L'articolo 130/a del codice penale prevede "Pichiare, ed altri atti di violenza, verso il marito, ex-marito, convivente o ex-convivente, parenti, imparenti, con le conseguenze fisiche, psico-sociali, economici", si punisce fino a due anni di reclusione. In fra tempo, l'articolo 90 del codice penale albanese prevede che "Pichiare, e ogni altro atto di violenza è un contravvenzione penale e si condanna con la multa", che significa, non è un crimine. Ma anche questo non basta. In casi di violenza, la persona violentata può cercare in tribunale altri mezzi per*

*proteggere se stessi, come la "causa di protezione". Ma anche questo non basta, perchè le cuase di protezione, si danno anche se il violentore e la vittima convivono sulla stessa casa. Come si puo capire, la legge non basta per proteggere le vittime, oppure per impedire una tragedia in famiglia. Così, si finisce per sentire sulla televisione, sui reti sociali, sui giornali alla prima pagina "Ha uciso la moglie", "ha violentato e uciso la figlia" etc. È per questo ragione che le politiche penali devono essere più severe e le tribunali in Albania, prima di dare una sentenza in casi di protezione, devono pensare che la vittima e il violentatore non possono stare mai più sotto il stesso tetto. Ricordiamo che solamente l'anno scorso, un uomo che appena è uscito dal carcere, ha uciso la sua moglie, che per ironia del destino era un "GIUDICE". Un altra voltà, la legge stessa, non ha potuto proteggere neanche il funzionario della giustizia. Per concludere, in questa presentazione, tratteremo i problemi legati alla violenza in famiglia, il ruolo della legge, e cosa si puo fare per migliorare la situazione e impedire di più i casi fatali che vengono come conseguenze della violenza in famiglia.*



## Principal Leadership Style and Job Satisfaction of High School Teachers

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### Abstract

*This paper deals with the issue of school leadership as one of the main priorities of education policy and focuses on the role, importance it has mainly on teachers job satisfaction. It tends to highlight the influence of the school leaders' style in the pre-university education context. Two dimensions of leadership conceptualisation are underlined in this study: the transformational and transactional leader. Teacher job satisfaction is often considered as an important aspect in their performance and productivity. In addition leadership style is considered one of the major influences affecting the job satisfaction of the teachers. The scope was to study the relationship and correlation between the style of the principals and job satisfaction of teachers. Various research techniques, primary and secondary data sources have been used to carry out this study, which are intertwined with one another. As a source of primary data were used two surveys, one for evaluating the principals' style of leadership and the other one for measuring job satisfaction of the teachers. The sample consisted in 5 teachers from 25 high schools in Albania and Kosovo. There is evidence from the findings that transformational leadership has significant relationship and it has beneficial effects on teacher job satisfaction. These leaders transform, inspire, and empower followers by creating changes in their goals, values, needs, beliefs and aspirations.*

**Keywords:** *Job satisfaction, Leadership styles, Principal, Teacher, Transformational leadership, Transactional leadership.*

## Investigating the Predictive effect of Anger and Anger Expression on Subjective Well-Being

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### Abstract

*Anger is a feeling but it is generally considered negative. Anger can be expressed in different ways. However, the anger that is suppressed and cannot be controlled properly is negative. It can be said that unhealthy anger can affect psychological health negatively. Satisfaction of individuals from life, pleasant feelings, and unpleasant feelings indicate subjective well-being. In this sense, subjective well-being is a precursor of psychological health. This research aimed to investigate the predictive effect of university students' trait anger and anger expression on subjective well-being. The sample of the study consists of 376 university students studying in Cyprus. Of these, 176 (46.8%) were female and 200 (53.2%) were male. The model of this study is the relational model for determining the level of anger in predicting subjective well-being. The Subjective Well-being Scale (Tuzgöl-Dost, 2005) and State Trait Anger Scale which was developed by Spielberger et al. (Özer, 1994) were used as data collecting instruments in the research. In the analysis of the data, statistical techniques such as percentage, frequency, correlation and simple linear regression analysis were used. SPSS 20.0 was used in order to evaluate the data which were collected by the scales employed in the research. The results were tested at a significance level of  $p < 0.05$ . According to the research results; It is not possible to say that there is a significant relationship between anger and subjective well-being scores. Likewise, anger is not a significant predictor of subjective well-being.*

**Key words:** *subjective well-being, anger, anger expression, university students*

## Modern Schools and its Management

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### Abstract

*Effective schools are places with high expectations, where teachers expect and accomplish higher working standards. They are close to learners and assess them trying to include them within the life and work in the school. School principals and teachers can understand well that one of the problems that the unprivileged groups face with, in most of the cases, fail to notice that the classroom environment is unwelcoming. An unwelcoming environment is considered as "a cold environment" or has a discriminating approach. Usually none of these is done intentionally. They happen because of the lack of awareness which affects teachers' behaviors. Kryeziu (2007) states that this is "devaluation " where unprivileged groups whether in a conscious or unconscious way are considered as individuals with less value or less importance. With the development of society, life and work are also democratized. A child's personality is founded upon its family, while the school enriches making them grow into a more developed personality. The school principals should manage and support its teaching staff through the teaching process, being appreciative, and implementing the new curricula. This is the evidence on how we should manage change, supervise and monitor teachers, and increase quality in teaching. The school principal has a central role in fulfilling these expectations. A quality school is managed by a professional principal which is the main element in fulfilling its objectives. Moral is a fundamental aspect of school managing; presence of moral means presence of quality, thus the moral is the quality.*

**Key words:** school, teaching, managing, modern

## Aspects from the Parliamentary Elections' Campaign of 1925 in the Prefecture of Elbasan

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### Abstract

*The first parliamentary election campaign in Albania was held in March – April 1921. This constituted innovation for Albania, since it was considered as a country with a fragile democracy and parliamentarism. The second experience was in December 1923, in the framework of the elections of the Constitutional Assamble, as the institution that would determine the kind of regime in Albania. In January 1924, after the Konstitucional Assamble fulfilled its mission, it changed into Parliament, which executed its activity in two periods 21 January – 2 June; December 1924 – 2 March 1925. The bourgeois-democratic revolution that prevailed in June 1924, continued up to the end of the same year. On 21 January 1925, the constitutional assamble declared the Parliamentary Republic of Albania, with president Ahmet Zogu; on 31 of January there were enacted the first articles of the Republican Status. The new Parliament consisted of two rooms, the Senate and the chamber of deputies. This new system lasted for a short period of time, and it constituted a unique experience in the history of Albanian parliamentarism. The law concerning the parliamentary elections was enacted on 14 of March 1925. According to the law the elections would be realized at two levels. The opposition and the independent deputies were missing. The parliamentary election campaign in Elbasan, local characteristics, candidates, th two levels of voting, the results and its importance constitute the topic of this paper. The paper is based on archived and media documents, as well as the memorial one.*

**Key words:** *parliamentary elections, parliament, senate, the chamber of deputies, election campaign, elections law*

## Innovated Water-Reuse through Redistribution Schema, Benefits and Challenges

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### **Abstract**

*The drought regarding a climate forecast Albanian departments have marked the past three months were the result of winter rainfall that was insufficient for replenishing water tables this year and before. We often say that water shortages are not a threat for our country due to plenty water sources. It's possible to think this when we compare our situation to that in other countries. Still, in some regions the availability of water resources is becoming an urgent problem, even more so if we link this to the different scenarios tied to climate change. Each basin has specificities, but some general evolutions should be planned for, increase in water demand due to the rise in temperatures, causing an increase in the price of water and usage conflicts, change in the amount of the available water resources, changes in the flow of waterways and the aquifer recharge, decrease in water quality (meaning a concentration of pollutants and a weakening in self-purification capacities) rise in nitrates in waterways and in aquifers may occur, as well as increased salinity levels, increase in the vulnerability of certain ecosystems due to the rise in the risk of erosion, flooding and salting. This paper aims to introduce the benefits and challenges of applying at homes or communal buildings of an Eco-innovation, through developing a new inside distribution of wastewater so that it concludes into **sustainable development** of inside communal water distribution, therefore recycling inside the house. The main objective of the study is to make evident the cost- efficiency importance of these re-distribution systems, and how they affect improvement in water needs sector,*

*highlighting the deficiencies that cause their not fully-efficient re-use of grey inside water and the positive impact on the potable water saving .*

**Keywords:** *reclaimed water , sustainable development , eco-innovation , technological change .*

*JEL Classification: O30, O31, O32, O33 .*

## The Role of Religion in the Construction of Identities

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### Abstract

*The purpose of this article is to analyze how religion is able to form the identity of people. Since ancient times, humanity has believed in different forms of religion. The personal identity of each individual is in most cases influenced by religion. Today we still see people killing in the name of religion in the world, as happened in many wars in the past. The study will be based in Balkan area and the methodology of this article will be quantitative and qualitative based on a sample of 1000 people in Albania, Kosovo and Macedonia. For the collection of data, the interview and the questionnaire will be used. One of the main objectives of this research is to study the influence of religion on the behavior of the individual, mainly in the behavior that leads to violent extremism and religious radicalization. Some aspects such as the sense of belonging and the causes that lead to violent gestures will be taken into consideration.*

**Keywords:** *Identity, religion, Balkans, behavior, radicalization*

## Challenges of integration of families that have committed internal migration

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### **Abstract**

*This study deals with family-related issues that shift from their home country to the Kamza area for a better living above the minimum standard, taking into account the challenges that need to be overcome to integrate into society. Their massive movement begins after the fall of the totalitarian socialist regime in the early 90s of the 20th century, where massive displacement of the population from villages and small peripheral towns and their settling was about a 7 km from Tirana. The population of the Kamza area gradually became present and today is faced with massive overcrowding. Kamza is a region that has been waiting for many migrants mainly from the northern Albania. The study aims to explore the impact of families on their integration into society. The method used in this study is the qualitative data collection methods through semi-structured individual interviews as well as free conversations primarily with heads of households, which show in detail what they have done for their family to integrate into society and challenge the minimum vital. Also in the study is used the method of secondary data analysis. In the interview participated 27 individuals, of whom 17 are heads of households and 10 of them are boys and girls. For the purpose of obtaining the findings, thematic analysis was used, which was made possible through the organization of data based on labeling and coding. One of the most important findings of this study is that the Albanian family based on internal migration and the departure from their previous community makes them suffer structural and functional changes within its interior.*

**Key words:** *family, internal migration, integration, local characteristics, structural-functional changes, social change, sociocultural integration, internal migration project*



## **Affiliate marketing. Can online news portals use successfully affiliated marketing in Albania?**

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### **Abstract**

Affiliate marketing is viewed as one of the online strategies that help marketers' measure success and deal with productivity. Marketers use it as a starting point to create new business or to develop an existing one. Affiliate programs support and develop these new strategies of marketing. Affiliate marketing is performance-based marketing where merchants reward affiliates commission for successful referrals. In Albania, we have chosen some of the most ranked online companies to see how this new techniques could be implemented to benefit both parts. Some of the research questions that have been raised in this paper are; how are the affiliated marketing techniques used in information portals in Albania? Under what conditions those web sites are developed? What payment fees are better to be used? In the evidence of a descriptive research, this paper will make an attempt to answer these questions.

**Key Words:** *Online news portals, Affiliate marketing, Potential*





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