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**MIGRATION AND DEVELOPMENT: LOOKING FORWARD POST\_COVID-19**

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**Book of Abstracts**

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## **Session I: Migration, culture and communication during Covid and post-Covid era**

**Chairperson: Alija Kozljak**

- 1) Conceptualizing the term of 'migration' in three major monotheistic religions | Enver Abdullahu, Avni Avdiu
- 2) Tough Talk vs Tough Action: policymaking and information in the post-Covid era | Tonito Solinas, Laura Ortu, Simona Solinas
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## Conceptualizing the term of ‘migration’ in three major monotheistic religions

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### Abstract

The concept of ‘migration’ from the religious perspective is seen as a phenomenon and process that dates back to the existence of a man himself, i.e., to his creation. The roots of ‘migration’ are cosmic, transcendental, and divine for the fact that after the first error of the first man Adam [Adam], he and his wife Eva [Eve] they were expelled from paradise. As a result, they were punished by the almighty God for their sin and were forced to continue their life on the Earth. The three major monotheistic religions also derive the concept of migration from the ‘father of monotheism’ Abraham [Ibrahim] and his migration from Haran to Canaan. Jesus also emigrated from Galilee to Jerusalem, as his pilgrimage was intended to spread the teachings of the Lord, help and mercy among the people. We recall that a migration based on these teachings and with a similar mission was made by Mother Teresa from Skopje to Calcutta. Also, in Islam, migration has great weight, both cosmic and metaphysical, as well as vital, because it symbolizes Hijrah and the mirage - the transfer of the Prophet Muhammad on a mysterious journey through the heavens and the Hijrah - his migration from Mecca to Medina. The deportations of Jews throughout history from 1880, their ghettoization and deportation by Hitler, their return to the Middle East in 1948, and the migrations of Christians and Muslims around the globe carry with them their religious beliefs and the influence of their religion before, during and after migrations. This paper aims to shed light on these issues, aiming to be a starting point of the chain of works of this nature, which will be based on the method of comparative analysis of the literature, preliminary research and our empirical studies in this field.

**Keywords:** religion, migration, institution, integration, globalization

## **“Tough Talk vs Tough Action: policymaking and information in the post-Covid era”**

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### **Abstract**

Following the mid-2017 inbound migration peak of third countries' nationals in Italy, the then Italian Minister of the Interior Marco Minniti signed a Memorandum of Understanding, with the purpose to curb illegal immigration and “liberate our lands from traffickers”. The MoU marked the first step towards a stricter set of national regulations, intensified by the succeeding Minister of Interior Matteo Salvini, and adjusted by the current Minister Luciana Lamorgese. The fight against human trafficking shape the political agenda and steer Italy's public opinion, deepening the gap between those who support the pushback of migrants, on one side, and those who advocate compliance to regulations and treaties, not to mention the respect of human rights. Empirical evidence shows that adopted policies have at least partly achieved their objectives, discouraging irregular migration to a certain extent, but at the expense of migrants' living conditions and their perception by national citizens. The paper provides an overview of the policy instruments deployed by the Italian Government to control the irregular migration wave, and what kind of resistance policymakers have had to confront during the implementation phase from the press and the public opinion. A section of the paper is dedicated to the importance of, and the need for, fair and truthful communication: fact-checking and debunking fake news are presented as necessary tools to inform and guide policymaking in the post-Covid era.

**Keywords:** migration policy, talk, action, fact-checking, pandemic

## **Emergence of New Global Communication**

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### **Abstract**

The new era of global communications has brought serious changes in the way of communication in the world. Communication in every sphere and in each field, as we know it, is slowly diminishing. Over the past period, the process of new global communication was under development, but people were shyly willing to accept the new way of communication. The emergence of the Covid 19 pandemic, dubbed the 21st Century Plague, which took many lives, has accelerated the emergence of new global communication. When the entire world hoped for a change in the way of communication, it happened, not only locally and regionally, but also globally. Suddenly, the business community, educational institutions, hospitals, judicial institutions, municipalities, labor organizations, etc. realized how important it is to change the way of communication in order to realize the planned activities. With the implementation of new types of global communication, the world has also got new way of implementation of organization programs. Protocols and processes have been introduced that require active and precise realization of everything that will be sent from one communication channel (sender) to the other communication channel (receiver). With this scientific paper through the method of analysis of document content and presentation of results, we will analyze and bring closer the importance of the emergence of new global communication. This will clearly emphasize how important it is to follow every small change in the way of communication, in the part of realization of the activities. Eventually, the Covid 19 Pandemic will show how it has completely changed the way society communicates.

**Keywords:** Global communication, new era, change, society

## **New Media, New Society, New Diaspora, Formation of Digital Diaspora among Bosnians in Germany**

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### **Abstract**

As part of labour migration that occurred after the Second World War, millions of people migrated to western European countries. While more than 10 percent of the European population is made up of immigrants, it is known that in countries of immigrants like Germany, one out of every 4 people has a migrant background. Bosnians' immigration to Germany, which started as part of the immigration agreement signed in the former Yugoslavia period, continued due to forced migration due to war and then for economic reasons. According to statistics of the German state, more than 400 thousand people of Bosnian origin currently live in Germany.

Relationships with the homeland are of great importance for migrant communities to develop a diasporic character. The development of media and communication technologies has reinforced the relations between the migrant community and the homeland; furthermore, the developments in this area have started to make significant contributions to the formation of diasporic identity. Communication technologies have brought significant changes to the social relations both in the target country of immigration and in the homeland, and thus seem to have transformed diaspora communities and organizations. With the development of the internet and social media, the traditional diaspora communities and organizations have inevitably evolved. The contributions of IT technologies to the diaspora communities have not only enabled their established activities to be carried out more efficiently but also led to the emergence of new types of networks called CCEs (Cyber-grassroots Organizations) that exist primarily in cyberspace. The importance of CCE organizations for diasporas, their function in meeting the social, cultural, and economic needs of the diaspora community and sustaining the relations with cognates in the homeland and other countries have been particularly discussed throughout the literature. Analyzing civil networks of migrants organized particularly in cyberspace through a specific analytical model, Jenifer Brinkerhoff has developed the concept of digital diaspora. Because, simply through internet use, digital diaspora organizations have overcome the difficulties of physical gathering faced by classical organisations, they can now increase the number of active members very quickly and reach their members more easily. Compared to classical organizations, members can share their ideas more easily and participate in a two-way and more democratic communication

environment by preparing social media contents.

The present study reveals the results of the literature review on the digital diaspora of Bosnians in Germany. It discusses digital networks, platforms, and new media tools created by the diaspora members as well as their activities. The Digital community of Bosnians in Germany contributes to the establishment of close relations with both Germany and their homeland; moreover, it makes significant contributions to the reinforcement of their ethnic identity and the production of diasporic consciousness. Online organizations maintain communication flow by establishing an online bridge between the two countries, and support the economic, social and cultural development of not only Germany to which Bosnians migrated but also the community in their homeland.

**Key words:** Migration, digital diaspora, Germany, Bosnians.

## **Session II: Migration, Policmaking and demographic challenges in Western Balkans**

**Chairperson: Mimoza Dushi**

- 1) Covid-19: Employment situation of women and young people in Albania | Irida Agolli (Nasufi), Artur Rada
- 2) Migrant crisis in Bosnia And Herzegovina: An institutional failure | Alija Kozljak, Haris Sehovic
- 3) Demographic changes in the Republic of Northern Macedonia in recent years | Fati Iseni, Agim Jakupi
- 4) The social impact of migration in Albania | Merita Xhumari, Megi Xhumari
- 5) Public safety, community and local government during Covid 19 - the case of the municipalities of the Prishtina region | Ferdi Kamberi
- 6) Factors that hinder the development, organization and resizing of the new socio-economic and psycho-social reality in the Post Covid-19 era in Kosovo | Dardan Lajçi, Petrit Hajdari

## **Covid-19: Employment situation of women and young people in Albania**

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### **Abstract**

Analysis suggests that groups at particular risk in this Covid-19 situation are likely to be young people and the lowest paid, with women more adversely affected than men. Older people are also likely to be particularly at risk. *Purpose:* The purpose is to explore the effect of the pandemic in women and young people employment situation. *Methodology:* Semi-structure interviews were developed with women and young people (N=16) about their employment situation during COVID-19. Gender wise, females were considered at high risk of unemployment. Women are over-represented in more affected sectors (such as services) or in occupations that are at the front line of dealing with the pandemic (e.g. nurses, education), they also as being at high risk in terms of job losses and reduced working hours, because they are working in sectors that are most affected by the pandemic such as manufacturing, accommodation/food services, wholesale/retail trade, fasons, call centers, etc. For young people this period has been difficult because of disruption to education, employment and income security difficulties. Before the pandemic, young people were already facing challenges in the labor market. These are worsened by the COVID-19 crisis; some youth are facing difficulties balancing education and training with the need to complement family income, others are facing the challenge of searching for their first job in a labour market.

**Keywords:** women, young people, employment, pandemic

## **Migrant Crisis in Bosna and Herzegovina: An Institutional Failure**

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### **Abstract**

Migrant crisis has been one of the predominant security challenges for the Western Balkans states. It specifically holds true for Bosnia and Herzegovina due to its dysfunctional political system. Geographical location of the country has additionally enticed illegal migrants to utilize it as a transit route towards EU. There are external and internal factors that influence the crises, including EU and neighboring states misbehavior and lack of the state institutional response. Due to some retrograded political pushbacks, migrants are only transported in two cantons, which creates an unbalanced burden sharing, undermining overall political and security situation. The role of international community regarding the accomplishment of reforms in Bosnia and Herzegovina will persist crucial, otherwise, country will remain only a “parking lot for migrants” in Europe. Rational: Illegal migrations present an issue which is endangering the stability of the region and beyond. This calls for the reexamination of state policies for effectively responding to illegal migrations. The purpose of the study is to examine impacts of the massive illegal immigrants, the country’s response, and to outline possible solutions for the future. Methodology will include application of qualitative research methods, while data will be collected through secondary research, literature review and document analyses. Results present that country has a complex constitution and internal composition. Croats and Serbs refuse to receive migrants into territories where they are the ethnic majority. EU has invested over €88 million since 2018 to contain migrant crisis. There are malign activities of the neighboring countries as well as the EU reluctance to receive migrants. Conclusion that might be derived is that the political setting in Bosnia and Herzegovina, framed by the Dayton constitution, seriously prevents the country to adequately respond to the migrant crises.

**Keywords:** illegal migrations, Bosnia and Herzegovina, region, EU, security

## **Demographic changes in the Republic of Northern Macedonia in recent years**

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### **Abstract**

In the Republic of Northern Macedonia in recent years according to official data the state has undergone major demographic changes. Fertility rates have been declining in recent decades, while mortality has been rising. Another important element is migration. Recent years have seen the departure of part of the population to European Union countries. Mostly the young and middle age of the population leave the country. The migration of the most vital part of the population also reflected in the decrease of the number of students in the primary and secondary schools in the country. Undoubtedly the movements of young people have played main role in this regard as migration has the most economic-social character. For this purpose, all demographic changes for the period 2008-2019 have been analyzed, to see the direction of movements that reflects changes. In order to have more consistent information we are based on official data of the State Statistical Office of the Republic of Northern Macedonia.

**Keywords:** Demographic change, natural increase, birth rate, migration, mortality, census, daily politics.

## **The social impact of migration in Albania**

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### **Abstract**

In the context of continuous migration tendencies and demographic projection of ageing, Albania is facing new social challenges that should be taken into consideration from social policies. The fundamentals of state welfare systems are being questioned, especially under the COVID-19 pandemic situation that has worsened the situation of vulnerable groups as well as has created new social categories such as returnees.

Even though the governments' social policies immediate responses, the long term social impact will impose new approaches in social policies to empower people to face new social problems. The concept of "New Normality" is evident for returnees, which are the Albanian emigrants forced to turn back to country as they failed to be integrated in the EU countries and the EU has imposed stricter policies regarding migration.

The aim of this paper is to assess the returnees' needs and how adequate are the public services targeted to this category. The research methodology is triangulation which combines literature review, questionnaires with return families, and interviews with key stakeholders during April 2021. The results show their need to establish a "new normal" life for all family members which requires remodelling social welfare system toward an integrated approach. Empowering people to be able to face their social problems needs harmonization of various social welfare schemes to address the complex needs of returnees as well as coordination of activities of various stakeholders in community.

**Key words:** return migration, social needs, social/public policies, integrated approach.

## **Public safety, community and local government during Covid 19 - the case of the municipalities of the Prishtina region**

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### **Abstract**

Public safety today is one of the main needs of the individual and society, because it has to do with the existence of man as a being. State institutions have the responsibility to establish safety mechanisms so that all citizens feel safe in the environment in which they live and operate. In sociology, community safety plays an important role in the empowerment of its members. There are no social exceptions. The focus is more on solidarity and mutual assistance, and cooperation between them is highly valued. This creates a sense of community security and protects people from crimes and deviations, diseases and dangers that may threaten them. In Kosovo, community safety is organized under the guise of Municipal Community Safety Councils. Councils are security forums that established in the municipalities of Kosovo and hold meetings in order to create greater inclusive security for local communities. The purpose of this study is to study and analyze the role of community safety committees in the cities of Prishtina and the community's perception of their safety. The research method focuses on the literature from public institutions and civil society organizations, as well as quantitative research conducted in the municipalities of Prishtina, with a total of 550 respondents. The results show that in this period there has been a decrease in community safety council meetings as a result of Covid 19, although about 50% of the community have expressed that despite this they feel safe.

**Keywords:** Public safety, community, local government, Covid 19, Prishtina region.

## **Factors that hinder the development, organization and resizing of the new socio-economic and psycho-social reality in the Post Covid-19 era in Kosovo**

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### **Abstract**

Social transformations in the new re-dimensioning of the dynamics of modernity are increasingly bringing innovation in the perception and judgment that societies are making of the trends of globalization, multiculturalism and the challenges of the millennium. In this context there are three factors which are related to the social fact as: Market, Family and State. The market is the main source of well-being, because it (the market) generates income through employment. But also because almost all of our well-being is bought by the market (economy). Also, Family and kinship conventionally (traditionally) play an important role, regardless of care and revenue sharing services. In some cases, respectively countries, it plays a key role in terms of social security. The state, on the other hand, should be seen differently, since it is not about either (purchasing) welfare or reciprocity, but a “social contract” of redistribution, which reflects some forms of collective solidarity . Each of these three pillars is interdependent and each of these three pillars can compensate for each other's failure and it may happen that some citizens in an acute situation will face a triple failure with all the consequences of mental health that can carry them with him. The research methodology will be mainly focused on the data extracted from the questionnaire and interviews. Using the interview method we gain new knowledge about the importance and socio-cultural function of members of society in the new Post-Covid-19 reality. The statistical method was used to show statistical data on the number of respondents, psycho-social dependent units, income, social status. The method of direct field observations has been used to get a closer look at the difficulties, problems and challenges that citizens are facing. This study, such, necessary in time and space (field) defined study could contribute with new results that would be in the service of the common good.

**Keywords:** Welfare, culture, change, opportunity, perspective, challenge, consequence, reality.

### **Sesion III: New horizons for education in times of digitalization and Covid-19 Crisis**

**Chairperson: Drenusha Kamberi**

- 1) Implementation of online learning in higher education and accounting modules-  
Perspective of accounting teachers | Safet Abdullahu
- 2) Testing Statistical Hypothesis on Learning Effectiveness: pre-and post-COVID 19 | Ina Shehu
- 3) The impact of e-learning during the pandemic of Covid-19 | Elda Latollari
- 4) Education and e-learning as a new trend | Lavdim Klinaku, Elez Morina
- 5) Dependence on Social Networks in Times of Pandemic and academic results in adolescents age 12-15 years old | Arjana Mucaj, Shkelqim Xeka, Igli Mucaj
- 6) Education and e-learning as a new trend | Besjana Rexhepi, Eronit Rexhepi

# **Implementation of online learning in higher education and accounting modules Perspective of accounting teachers**

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## **Abstract**

Through this research, I have analyzed the benefits and difficulties that have resulted from the application of e-learning within accounting modules. The main source of data was the professors who teach accounting at the faculties of economics, where a random sample of 25 professors from different universities in Kosovo was included. Within the benefits of implementing E-learning, we can consider that they are the application of innovative teaching methods and it is considered that it can be a more effective process of communication with students in terms of notification and consultation. The biggest difficulties found in the study are those of the technical aspect, precisely in the necessity of solving technical problems which are reported by students especially during the lecture, then the dedication of time to conduct online activities with students. Descriptive statistical analysis was used to present the first results of participation, while correlation analysis was used to measure the relationship between difficulties, advantages, and evaluation of quality factors of online learning as I have singled out in terms of preparation, content, evaluation of technical conditions, time and achievement of student competencies. It is considered that the preparation of the course for E-learning and the content were less difficult compared to the traditional teaching, and in terms of the time it turns out to be appropriate. What can not be considered appropriate and unsuccessful is the activity and active participation of students during lectures, and for this, a method should be applied which obliges and enables the control of each student during the presentation of the course. Based on the research results it can be concluded that online learning was effective and has produced a new innovative form of teaching, which requires specific technical time and conditions for its better realization. In this context, the accounting modules in Kosovo have been realized with great success and I consider that this should continue to be improved.

**Keywords:** E-learning, Accounting module, High education, Educators

## **Testing Statistical Hypothesis on Learning Effectiveness: pre-and post-COVID 19**

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### **Abstract**

The objective of this paper is to find if there is a statistical significant relationship between face to face teaching and online teaching respect to learning effectiveness. We are trying to answer this question after more than one year of web based teaching which means that we have got all the necessary data of making a comparative assessment of two periods. This paper analyzes the performance records of students in the subject of Monetary Policy in the academic year 2019-2020 and 2020-2021 at the Mediterranean University of Albania. Student's academic performance is treated with high confidentiality. The statistical analysis is done through descriptive statistics and Chi-square analysis test where student's grade are treated as dependent variable and the way of teaching as independent variable. After data analysis, the conclusions are drawn and recommendations are made for the "post-Covid world".

**Keywords:** education, Covid-19, e-learning effectiveness, "new Normal", testing hypothesis, statistics

# The impact of e-learning during the pandemic of Covid-19

Elda Latollari

## Abstract

**Introduction:** Online learning is one of the most important option to educate students during the Covid-19 pandemic and the new normal period. This learning has been implemented at various levels of education with various platforms.

**Objective:** The main purpose of this study is to identify the effects of online learning. The specific objectives that were achieved through this study are:

- To analyze the role of online learning in education.
- To compare methods and studies.

**Method:** This study is a meta analysis, literature review of 5 literature review of the last year. All studies have a major focus on the impact of online learning and problems that this option faced during the pandemic. Data are extracted from 6 medical data bases. The results that came from this data were compared with a questionnaire that was completed online from 20 students

**Results:** According to this literature review that 50% of studies claimed that the major challenges encountered by learners in online learning were technical issues like internet connectivity problems, accessing classes, and downloading courses' materials problems. 25% of studies claimed a very big fatigue among teachers and students because staying with long hours online in front of computer and the light caused headache, eyes irritation, while 25 % of studies claimed that online education was a good way for expanding the provision of internet access and online library resources and it is not necessary to go to university to study while we can do it online.

**Conclusion:** After analyzing and discussing the selected literature, we conclude that learning online was a temporary adaptive way of learning during pandemic. Scientific research on this topic is limited, so it is suggested to increase research by different authors.

**Key Words:** pandemic, learning online, education.

## **Education and e-learning as a new trend**

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### **Abstract**

We as co-authors have treat the challenges faced by the education system of the Republic of Kosovo from mid-March 2020 to mid-September 2020. Time this, when the state of Kosovo was faced with a new situation, a different organization of the learning process that was a challenge in itself.

The state of Kosovo was not the only one that was challenged in this aspect, due to the fact that the disease (Pandemic) was global.

The way the lesson was reorganized, how the states in general were challenged and how Kosovo in particular was challenged are topics that will be addressed in our paper.

Teaching and learning is a new trend and its development over the whole period of time found research teachers and students, especially organizers of another process, thus Ministry of Education.

The way everyone was involved in the online learning process from the ministry to the student and parent was welcome. A lot of work was done voluntarily because speculation about this Global Pandemic was already heading towards an even bigger fog.

Technological equipment in Kosovar households was presented as a challenge not easily affordable for the issue of online learning for all.

As another challenge, the possibility of treatment in our topic is the online organization in special applications that have not been heard before for many, such as: Zoom, Google Meet, Clasroom, etc.

Distance learning through various platforms of modern technology remained as the only opportunity in this pandemic situation for teachers to establish online communication with the student and to be in step with teaching and learning.

In this situation, it was disturbing for the teachers, the parents, as well as everyone else, if the message is being reached from the transmitter (teacher) to the recipient (student), and vice versa. Lack of direct teacher-student contact, where the former cannot rely on non-verbal cues to confirm whether information has been transmitted to students.

But, as another challenge no less important though is listed below is the lack of mechanisms to establish order and discipline in a lesson to make it as attractive as it should be.

But, what are the aforementioned platforms and why were they created? What did they serve before the Covid-19 virus "attempted to overthrow the world"?

In an old popular proverb, it is said that: from every evil there is a good "but what were the good things from this, it seems that over 90% of the population was experiencing the Pandemic as a phenomenon for the first time.

Distance learning necessarily makes students more committed to technology, consequently they will know technology better.

Students as well as teachers have the convenience of being presented from any place.

Distance communication between these two factors is more open, consequently students could express themselves more freely.

As well as many other phenomena besides this nature will be treated more extensively in our paper.

**Keywords:** education, pandemic, online learning, guesswork, challenge

# **"DEPENDENCE ON SOCIAL NETWORKS IN TIME OF PANDEMIC AND ACADEMIC RESULTS IN ADOLESCENTS AGE 12-15 YEARS OLD"**

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## **Abstract**

This study builds on the need to understand the impact of social networks in pandemic times on the academic performance of adolescents and the 12-15 age group, through a sample of 102 students selected from public schools in Tirana. The aim is to assess the impact of social media on academic performance in adolescents aged 12 to 15 years. The purpose of this study is to assess the impact of Internet addiction on academic performance in adolescents aged 12 to 15 years in the Albanian context. Quantitative methods have been used in data collection. From the statistical analysis of 102 questionnaires it resulted that the continuous use of social networks in times of pandemic affected the reduction of academic results of adolescents aged 12 to 15 years in the Albanian context. Internet use and academic results are negatively correlated with each other. So, increasing internet use causes decreasing results in school.

**Key words:** Internet, addiction, school results, frequent use, loss of control

## **Edukimi dhe E-mësimi (E-learning) si trend i ri**

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### **Abstrakt**

Rrethanat e pandemisë Covid-19 që morën hov që nga 11 marsi i vitit 2020, edhe në vendin tonë ndryshuan kahjet si të edukimit njëjtë dhe të mësimin, duke bërë që nga të mësuarit në klasë të kalohet në të mësuarin online, i ashtuquajtur si e-mësimi. Njëjtë si faktorët didaktik kryesorë mësuesor: nxënës-mësimdhënës e prind që u preokupuan se çfarë do të ndodhte me procesin e të mësuarit, poashtu edhe institucionet gjegjëse si: DKA-të dhe vetë Ministria e Arsimit, Shkencës, Teknologjisë e Inovacionit menjëherë intensifikuan masat kundrejt kësaj nevojë emergjente së cilës nuk po i dihej mbarimi që të trajnojnë mësimdhënës dhe të japin zgjidhje sa më adekuate në mënyrë që nxënësit të vazhdojnë mësimin në mënyrë online. Rrjedhimisht qëllimi i këtij punimi është që të vihen në pah disa prej sfidave që i kanë hasur mësimdhënësit, studentët e nxënësit gjatë mësimin online dhe cilat kanë qenë dhe vazhdojnë të jenë platformat më të përdorura nga ta në procesin e të mësuarit online.

Punimi është sasior dhe deskriptivo-analitik dhe synon që të kuptoj gatishmërinë e shkollave dhe mësimdhënësve që në të ardhmen e afërt pas tejkalimit të pandemisë të punojnë në mënyrë hibride: klasë dhe online. Mostra e këtij punimi përfshin 100 respondentë: mësimdhënës, studentë e nxënës të anketuar online prej 12 qyteteve të Kosovës. Të dhënat e pyetësorit janë shqyrtuar në programin SPSS.

**Fjalët kyçe:** edukim, mësim në klasë, mësim online, platformë, sfida.

## **Session IV: A legal approach on migration issues and human rights**

**Chairperson: Kaltrina Zekolli Shaqiri**

- 1) The Reforms in Public Administration, one of the conditions for integration to the European Union | Suzana Mehmedi
- 2) Migration in the Western Balkans: Challenges for domestic politics, society and the EU impact | Mevludin Ibish
- 3) International Legal Framework for the protection of human rights - the right to migrate | Luljeta Xhemali
- 4) Constitutional Voting Right Its Impact Comparative Aspect | Naim Elezaj
- 5) The Refugee Crisis as a test for the crisis management system of the Republic of North Macedonia | Marjan Gjurovski, Mende Mocanovski

# **THE REFORMS IN PUBLIC ADMINISTRATION , ONE OF THE CONDITIONS FOR INTEGRATION TO THE EUROPEAN UNION**

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## **Abstract**

Reforms in the public administration occupy an important role among other priorities of a country aspiring for membership and EU integration. Not that integration depends on public administration reforms, but it's the quality of reforms that accelerate the pace and strengthen a country's road towards EU integration. The basic idea is to prove that there is a connection between these two elements or procedures on one hand, and on the other the process of integration of Republic of North Macedonia into EU depending on the public administration reform. This means that the more effective reformation of public administration the RNM has made, the shorter term of meeting the conditions for EU integration it will take.

From the very beginnings of the independence of the Republic of North Macedonia a lot of importance and value has been given to adjusting reforms in accordance to the new pluralist democratic conditions and those of the economy. Up to 1999, when the process of reforms was incited, a very small part of the specific engagements was accomplished in terms of improving the functionality of the public administration. The main goal to be reached through the implementation of the reforms in the RNM is the development of a democratic society and the development of the economy. The reforms in the public administration take a very important role among other priorities of a country that aspires to become a member and integrate in the EU. The integration does not depend on public administration reforms, but the quality of reforms does accelerate the tempo and strengthens the road of a country towards EU integration. The basic idea is to prove that there is a correlation between these two elements or procedures. The process of integration of RNM into the EU is very much dependable, among other things, also from the public administration reforms and if Republic of North Macedonia manages to conduct an efficient reformation of the public administration, it will comply with EU integration criteria faster.

**Keywords:** Administration, reform, European Union, integration.

# **Migration in the Western Balkans: Challenges for domestic politics, society and the EU impact**

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## **Abstract**

There's a profound historical evidence of population movement from the region of the Western Balkans in different periods related to many factors such as: warfare instabilities, political, economical and social factors that underpin the process of movements under the labels of migrants and refugees.

Post 90s and the dissolution of Yugoslavia via warfare and conflicts have supported a large population displacement and in the afterwards: via political, social and economical policy failures, the states of the Western Balkans indirectly have motivated the migration waves towards the European societies and markets.

Post 2000' and specifically after 2009 through visa liberalization process, the nationals of the Western Balkans region increased the speed of movement, thus entered into a new phase of migration while challenging the domestic politics in terms of establishment policy failures, demographics and challenged the EU migration polices related to legal and illegal migration and asylum seekers.

In this paper, we will try to make an assessment while answering the following research questions: Which factors increased the migration from the Western Balkans towards the EU in the post 90's, how migration effects the political, economical and social environment in the Western Balkans, did the states of the Western Balkans and the EU failed to curb migration in the post 2000s, does the EU have a clear policy perspective while addressing the issues of integration without migration and how can the Western Balkan states benefit from the so far migration waves and manage to not deteriorate their demographics?

Having in mind the population sensitivity in this region, the migration process helped to diversify household economies but brought political consequences for the establishments and failure for the EU polices of integration. The Western Balkans, on one hand can be seen as a region sender and on the other hand, as a region transit of illegal migration and refugees from different places. Of course we will focus our analyses on both trajectories.

**Keywords:** Western Balkans, EU, migration, demographics, household economies, integration and etc.

# **INTERNATIONAL LEGAL FRAMEWORK FOR THE PROTECTION OF HUMAN RIGHTS - THE RIGHT TO MIGRATE**

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## **Abstract**

The realization of the protection of the human dignity of all human beings lies at the core of the concept of human rights, putting the individual at the center of attention. Understanding human rights principles and procedures enables people to participate in social decisions that affect their lives to act towards resolving conflicts, improving living standards and enabling an environment of prosperity. The struggle for human rights begins with efforts to recognize his fundamental rights: the right to life and liberty, equality, security and the right to resist the oppressor. These same rights were traditionally treated as matters of internal competence and their regulation was done by laws, declarations or constitutions. They were transferred to the international arena after the Second World War in a new sense, that only international recognition and protection of human rights can be an obstacle to avoid repeating the crimes and violence that has been committed. Human rights have to do with the right which is protected by law and freedom and equality between people. We find this in the first article of the Universal Declaration of Human Rights: all human beings are born free and equal in dignity and rights. Human rights are expressed in international agreements, signed and ratified by states, with the clear aim that these rights are guaranteed to all people within the jurisdiction of states. The right to migrate from one country is the right to leave a state and its institutions and go elsewhere, where the same human rights may or may not be guaranteed. Human rights, by their very nature, cannot be taken from one person and transferred to another, therefore they must be guaranteed to all persons present in a state, including migrants, regardless of their legal status or duration of stay. They should be applied without discrimination, which means that there should be no reason to derogate or ignore fundamental rights and freedoms, where the most important ones are:

The right to life

Prohibition of genocide

Prohibition of slavery

Prohibition of torture, inhuman and degrading treatment

Prohibition of racial and systematic discrimination

The right to self-determination

The right to humane treatment during the period of detention

Prohibition of retroactive criminal laws

The right to equality before the law

Non-discrimination

The right to leave or return from/to the country of origin

The principle of non-return

**Keywords:** Universal Declaration of Human Rights, protection of human rights, migration, rights of migrants.

## **Constitutional Voting Right Its Impact: Comparative Aspect**

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### **Abstract**

In this paper you will analyze the general background of the votes, the proper constitutional aspect and comparison, the protection of the fairness of the votes, the first voting fillet as a fair element of the city, as well as the types of votes, the secret violation of voting, voting arrangements, the voting process as a whole as a fundamental right guaranteed by the constitution and the Product Convention, the linking of the voting process to the election process, and the ongoing electoral campaigns, which are based on the Constitution.

The vote is sacred in a democratic sense, and equal. free and also secret, personal and guaranteed which is related to the political interests or the groups that are part of it, the characteristics of the votes as opposed to the individual's own vote and sufficient family votes led to abuses, interference in the voting process, as marking of votes by the voter outside the voting booth, photographing the votes, buying votes, attempts by observers or even family members to favor their tires.

You will also analyze the jurisdiction of his judgment in order to face the distribution of the will of the voters who may take the opportunity to prefer to prefer to do the tire if you want to make to prefer their interest or grouping of acceptance in terms of aspect, and denial by the court as to the direction of election or candidacy as a result of the attempt to establish order and regulation of the state in the western Balkans.

**Keywords:** Constitutional law, voting, impact, elections and defense.

## **THE REFUGEE CRISIS AS A TEST FOR THE CRISIS MANAGEMENT SYSTEM OF THE REPUBLIC OF NORTH MACEDONIA**

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### **Abstract**

Crisis management is a methodology of acting and deciding at different levels of the system, which manages the social action and reaction by the main entities-institutions in charge of implementing the methodology. The entities and the system in which they are members, creating a structure called the crisis management system, create the response to the threat in a part of the territory of the state or the whole state.

Having in mind the characteristics of the crisis situation, in this paper we will point out the importance of the decisions made in a different temporal and spatial circumstances. We will also analyze the essence of the functioning of the crisis management system in order to make sustained decision-making practice, in accordance with the laws, but also with the values that we identify as essential for crisis management.

Such a crisis situation was imposed as a challenge for the crisis management system of the Republic of Northern Macedonia at the beginning of 2015. Among other things, it was clear that in those moments of uncertainty, the crisis management system of the Republic of North Macedonia had to prepare a strategy to respond to a security challenge posed by an external factor. In this case, as we know, the crisis was triggered by a crisis in the Middle East, and the governments of the transit countries were challenged to find a solution and balance between the humanitarian and security dimensions of the problem before them. The need for a serious response was clearly expressed after the announcements of the Western leaders that the influx of refugees will have to be properly managed and treated fairly and in solidarity, without compromising their rights.

During 2015 and in the first months of 2016, the Republic of Northern Macedonia faced a large number of refugees and migrants transiting through its territory on its way to northern and western European countries. The lack of proper coordination with the southern neighbor Greece, which is a full member of the EU, led the Republic of Northern Macedonia to monitor the

situation indirectly and postfestum, and all this put to the test the institutional capacity of the crisis system in terms of resources and managing to tackle such a challenge.

In this paper, through a case study "The Crisis Management System in R.S. Macedonia during the refugee crisis ", we will explain the methodology of action of the entities that are part of the crisis management system in our homeland. Through direct statements, interviews with members of the crisis agencies and data from the institutions, we will make a sublimate of the prism of the crisis management system looking from the security, humanitarian and demographic dimension of the Refugee Crisis. We will review the activities and coordination between the Intelligence Agency, the Crisis Management Center, the Ministry of Interior, the Army of the Republic of Northern Macedonia and the Red Cross of the Republic of Northern Macedonia as the most active actors in managing this crisis.

The results of this paper will express *the functionality* of the crisis management system in the Republic of Northern Macedonia in a real declared crisis situation. We will evaluate the coordination between the entities and we will have arguments to give conclusions and recommendations regarding the readiness of the crisis management system in the face of the future challenges it faces, as one of the pillars of the security system in the Republic of Northern Macedonia.

**Keywords:** crisis, crisis situation, crisis management, refugees, refugee crisis, management.

## **Session V: Session V: Economic challenges and opportunities in the New World**

**Chairperson: Iraj Hashi**

- 1) The impact of digital marketing on the customer's purchasing decision! | Adelina Emini
- 2) Microfinance Digitalization – Risk Or Opportunity | Borjana Stojkova
- 3) Migration, economic challenges and protection of human rights | Sheldiana Jano
- 4) The Future Trends of Tourist Travels in The Post Covid Pandemic |Jasmina Risteska
- 5) The Impact of Migration on Economic Development in Post-COVID-19 Case Study:  
Overseas Call Centers in Debar | Fisnik Muça, Xhemail Çupi

# **The impact of digital marketing on the customer's purchasing decision!**

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## **Abstract**

The article presents the results of the impact that forms of digital marketing have on the decision of citizens or customers to buy online. It accurately represents the opinion of citizens why they decide to buy and what are elements that they see as crucial when deciding to buy. The research was conducted through an online questionnaire with a random sample of 305 respondents from different territories in Kosovo. The results were analyzed through the SPSS program (v.25), while the statistical model I used is the SEM model - Structural Equation Model and correlation analysis. The research results show that the main reasons for using social media are related to obtaining information about products and services, but also for networking, offers, and promotions, entertainment, while the areas they buy the most are in terms of technology, clothing, and accessories, while the purchase of books and work tools has a lower level.

The research is based on five stages of the process on which it is considered that buyers rely in advance to buy. Those stages are classified into the need for recognition, information research, evaluation, selection decision, and post-purchase evaluation. According to the results of research conducted through Amos SPSS and correlation, we conclude that e-mail marketing and mobile marketing have a positive correlation with the need for knowledge, information research, evaluation, and purchasing decision, while retargeting is correlated only with information research. and the need for purchase.

In this context, we say that marketing models are a very important factor in citizens' decision-making for online shopping, but based on the results of e-mail marketing and mobile marketing play a positive role in purchasing decision-making. In this context, I recommend that companies be careful in the forms of marketing through e-mail marketing and mobile marketing so that this has an even deeper impact on decision-making, based on the five stages of the process. which is also based on the decision to buy online.

**Keywords:** Digital Marketing, E-mail, Mobile, Targeting, Customers purchasing

## **MICROFINANCE DIGITALIZATION – RISK OR OPPORTUNITY**

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### **Abstract**

The purpose of this paper is to explore the importance of digital transformation and all opportunities and risks for social inclusion. As the entire financial world goes digital and there are no “borders” left, the process of microfinance digitalization can no longer be avoided. Microfinance is part of the revolutionary changes within the financial industry, with a significant increase in clients over the past years. Along with the technological development in the banking and financial sector, it has expanded beyond traditional financing practices. The expansion of mobile money, super platforms and artificial intelligence, the rise of FinTech and the introduction of blockchain within the last decade, have all changed the face of financial services. Traditional financial services have evolved from brick and mortar to digital. Will the relations between clients and MFI remain strong or will they change for good? Microfinance institutions are taking progressive steps towards embracing digital finance, often starting with digitization of existing products, services and operations, either by using mobile devices, partnering with a digital financial service provider or developing a proprietary agency network. The purpose of this research is, based on the available data regarding microfinance and mobile money, to examine whether there are statistically significant differences in the level of microfinance between regions, but also between countries grouped together based on different income levels.

**KEY WORDS:** digitalization, Microfinance, social inclusion, digital finance.

## **Subject " Migration, economic challenges and protection of human rights"**

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### **Abstract**

This review summarizes main trends, issues, debates, actors and initiatives regarding recognition and extension of protection of the human rights of migrants. Its premise is that the rule of law and universal notions of human rights are essential foundations for democratic society and social peace. Evidence demonstrates that violations of migrants' human rights are so widespread and commonplace that they are a defining feature of international migration today. Evidence on globalization points to worsening migration pressures in many parts of the world. Processes integral to globalization have intensified disruptive effects of modernization and capitalist development, contributing to economic insecurity.

Not every aspect of migration is beneficial for developing countries. Migration may impose a high cost for developing countries by leaving the country without the human capital necessary to achieve long-term economic growth.

While migration impacts development, economic conditions are important drivers of migration. People migrate for a variety of reasons including the search for better economic opportunities, education, family reunion and escaping violence. People often migrate for a combination of these and other reasons. However, the expected income gap between developed and developing countries is a strong incentive for people to migrate. As such, migration affects development, but development also affects migration.

Under the Universal Declaration of Human Rights (created fifty years ago), human rights are universal (they apply everywhere), indivisible (political and civil rights cannot be separated from social and cultural rights); and inalienable (they cannot be denied to any human beings). However, their de facto extension to many vulnerable groups has been a long and difficult process, by no means complete. Migrants and indigenous persons, in particular, experience strong resistance to recognition of their human rights.

**Key words:** globalization, Migration, human rights, economic opportunities.

# THE FUTURE TRENDS OF TOURIST TRAVELS IN THE POST COVID PANDEMIC

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## Abstract

Abstract: The last couple of months have imposed several global challenges, affecting the tourism and hospitality industry in the worst possible ways. The borders between the countries are still closed. Social distancing is the new mantra that everyone's trying to get used to, masks and gloves are the new safety accessories. 2020 is a year that will remain in history for everyone as a missed season and 2021 is also proving to be just as complicated. This paper presents the new trends in the tourism, in particular, analyzing the development prospects of the tourism sector that characterize the Covid era and will characterize the Post-Covid era in the coming years. Highlighting the new Travel Trends of 2021 is essential for the future development of tourist movements. Resilience and adaptability are two fundamental characteristics for a rebirth of the hospitality and tourism sector. Although nobody knows exactly what will happen, one thing is clear; we won't be able to travel as freely, without consideration for our health, as we used to. Sadly, what once was the source of endless travel memories are now situations that incite fear and anxiety for many. It's clear that travel and tourism need to be sustainable; for the planet, the community, and the industry in general. Taking the principles of sustainable tourism into consideration, socially distant travel is even more important. While promoting safe health practices is, of course, going to be beneficial for the health of the travellers, it is also for the good of the community. Subsequently, these practices will allow tourism to start operating again safely and sustainably, producing economic benefits for those involved as well.

**Keywords:** global changes, post covid tourism, future trends.

**The Impact of Migration on Economic Development in Post-COVID-19  
Case Study: Overseas Call Centers in Debar**

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**Abstract**

As a result of the Covid-19 pandemic, many companies' executive boards have decided that their employees should work remotely, respectively, from their homes. Although many people have lost their jobs, this mode of operation has been profitable for many others because it has enabled them to be employed and generate income. The rapid development of technology, digitalization, and the Internet network seem to affect New Normal that remote work will be needed as never before, which is an excellent opportunity for work to be done even overseas. Call Centers, which have been operating in Debar for more than a decade, have developed their work uninterrupted during the time of the pandemic and have not fired employees. These Call Centers, which are an investment and idea of the migrants of Debar, have influenced the local economic development and beyond. Whereas previously services related to gastronomy were realized, today, the field of action has expanded even more. There are several Call Centers in Debar, and they cover various activities, including Real estate, sales, insurance, and others. This research aims to highlight the role and importance of these Overseas Call Centers in local economic development. These companies have hundreds of fluent English employees, make distance sales, and are excellent computer and internet users. Through interviews with managers of these companies and conducting focus groups with employees, we will find out what has been the impact of Call Centers on economic development in Debar. The employment of young people in these companies has reduced unemployment, increased living standards, increased family income, and influenced new investment opportunities.

**Keywords:** Debar, Call Centers, Economic Development, migration, living standard

