"FROM TRANSFORMATION TO INTEGRATION:

Digital Innovation, Governance, and Economic Development in EU Candidate Countries"

3rd Edition of Annual International Conference:

"Technology & Business Update" organized by Tirana Business University College, in partnership with:

Łukaszewski University, Warsaw, Poland
University of Insurance and Finance, VUZF, Sofia, Bulgaria
"Isa Boletini" University, UMIB, Mitrovica, Kosovo

20 November 2026
TBU Premises, Tirana, Albania

PLENARY SESSION

FROM TRANSFORMATIONS TO INTEGRATION: Digital Innovation, Governance and Economic Development In EU Candidate Countries

20 NOVEMBER 2026
10:00
CONFERENCE ROOM

OPENING SESSION

PROF. DR. VASILIKA KUME
Rector of Tirana Business University

DR. ENG. BOGUSŁAW WIJATYK
Rector of the University of Łukaszewski

DR. ALTIN SHOLLA
Administrator of Tirana Business University

PANEL I: BUSINESS & LAW PANEL

Governance, Legal Transformation, and Economic Development in the European Integration Process

20 NOVEMBER 2026
11.00 – 13.30
AULA MAGNA

SESSION I – CHAIR: PROF. DR. **ELVIN MEKA** & ASSOC. PROF. DR. **GERTI SQAPI**

PhD **LEONARDO STOEV**
Digital Fiscalization and E-Invoicing in EU Candidate Countries: A Comparative Analysis of Western Balkan Reforms and Their Implications for Accounting

PHD, ENG. **BOGUSŁAW WIJATYK** & **SYLWIA KALINOWSKA-SAWCZUK**
Artificial Intelligence as an Opportunity to Advance Public Procurement in Albania and Poland

PhD (Cand.) **GEORGI STOYANOV**
Regulatory Alignment with the EU Acquis in Insurance Reporting: Challenges of IFRS 17 Adoption in Candidate and Potential-Candidate Countries

DR. **NIVES SHTYLLA**
Beyond Compliance: Ethical Leadership and Organizational Change in the Age of AI and European Integration

PhD **GERT DRAGOSHI** & PROF. DR. HAB. **STANISŁAW M. SZUKALSKI**
Socio-Economic Situation of Albania and the Development of Modern Business Services (BPO/SSC/ICT) in the Context of Integration with the European Union

PhD **ERËZA ARIFI** & PhD **JON ARIFI**
Financial Sustainability and Digitalization under Global Macroeconomic Shocks: Evidence from Western Balkans Economies

PhD **LUCA LEZZERINI** & **ALBINA TOCILLA**
Evaluating Public Administration Performance: Lessons from Italy and a Transferable Framework for Albania

ASSOC. PROF. DR. **AURELA BRAHOLLI** & **SONJA PIPERI**
Internal Communication as an Engagement Instrument: The Case of BALFIN Group and a Strategy Based on an Integrated Platform

GENTJAN ÇERA & **EDMOND ÇERA**
Remittances and the Depth of Banking Engagement: Savings, Branches and the Limits of Digital Uptake among Albanian Bank Customers

MSc. **ERGET DORRI** & ASSOC. PROF. DR. **REZART DIBRA**
Accounting Practices and the Performance of Albanian SMEs: Evidence from Official Statistics

DR. **ANI MBRICA** & ASSOC. PROF. DR. **GERTI SQAPI**
Assessing IPARD Programme Implementation in Albania

DISCUSSIONS
Lunch Break 13.30-14.30

PANEL I: BUSINESS & LAW PANEL

20 NOVEMBER 2026
14.30 – 17.00
AULA MAGNA

SESSION II - CHAIR: ASSOC. PROF. DR. AURELA BRAHOLLI

DR. **ANA KEKEZI**
From shelf to feed to prompt: Place, Promotion and digital discovery among young Albanian Consumers

FABIAN PJETRI & MATEO VELIU
Impact of Artificial Intelligence (AI) in the Contract Lifecycle Management

PHD **LORENC GORDANI**
Smart Metering and Regulatory Governance in Albania Implementing the New Electricity Sector Law through Consumer Protection and EU Market Integration

ASSOC. PROF. DR. **REZART DIBRA** & MSc. **ERGET DORRI**
Corporate Governance and Firm Performance: Board Effectiveness, Transparency and Accountability in Albanian Banks

PHD **ARDIT GJECI**
Credit Risk Scoring with Reject Inference: Parametric and Non-Parametric Approaches

PHD **ELIDA MOTRO-ILJAZI**
Capacity and Trigger: A dispositional reference line of Albanian Gen Z students before the 2026 "Flamingo Revolution"

ASSOC. PROF. **AURELA BRAHOLLI** & DR. **ELENI KALEMAJ & MIKENA HOXHA**
Positioning Tirana East Gate against Temu: An Omnichannel Strategy for Increasing Physical Foot Traffic

MSc. **SAJDE ILIAZI**
The Auditor's Opinion and Its Influence on Risk Perception among Non-Institutional Investors: The Case of Albania

PANEL II: INFORMATION TECHNOLOGY PANEL

Digital Innovation, Emerging Technologies and Technological Transformation in EU Candidate Countries

20 NOVEMBER 2026
11.00 – 13.30
A3

SESSION I – CHAIR: ASSOC. PROF. **INDRIT BAHOLLI**

NJOMËZA GASHI & PROF. DR. **ESAT DURGUTI** & PhD **JON ARIFI**
E-Government and the Rule of Law: The Role of Digital Transparency, User-Centricity, and Institutional Integrity: Evidence from European Economies

DR. **ENDRI PLASARI** & MSc **ERALDA MATA**
Smart Contracts for Agri-Food Traceability and Escrow-Based Producer Payment in Albania: A Two-Iteration Design Science Study

MSc. **GENTIANA DUKA** & PROF. DR. **ELVIN MEKA**
AI as a Customer - A New Dynamic of Agentic Commerce when AI Takes Over the Transaction. Are We Ready?

LILJANA DURO & ANILA NANAJ
Connected but Not Capable: Digital Skills, Digital Engagement and the Shifting Digital Divide in Albania

MSc. **EDA META** & PROF. DR. **ELVIN MEKA**
AI as a Catalyst for Growth: Startup Ecosystems in Emerging Economies

DR. **SAMEL KRUJA**
Smart and Sustainable Management of Urban Green and Blue Spaces: Integrating Digital Technologies, Data-Driven Decision-Making, and Urban Governance

MSc. **RINA XHUXHA**
Digital Skills, Education Technologies, and Workforce Adaptation

PROF. ASSOC. DR. **INDRIT BAHOLLI** & PhD (Cand.) **ANILA GJATA** & PhD (Cand.) **ANTIGONA IBRAHIMI** & MSc. **KLEONA ELEZAJ**
Beyond Automated Feedback: The Role of Generative AI in Developing Students' Feedback Literacy and Independent Learning in Higher Education

PHD (Cand.) **XHEZMIJE PALUSHI**
Macroeconomic Determinants of Unemployment in Albania: A Machine Learning Analysis

DR. **ANISA KUME** & PhD **GERT DRAGOSHI**
Strengthening Fiscal Risk Assessment, Monitoring, and Mitigation in Albania: Climate Shocks, Contingent Liabilities, and Local Government Perspectives in the Western Balkans and EU Integration Context

DISCUSSIONS
Lunch Break 13.30-14.30

PANEL II: INFORMATION TECHNOLOGY PANEL

20 NOVEMBER 2026
14.30 – 16.00
A3

SESSION II - CHAIR: DR. ENDRI PLASARI

DR. **MIMOZA ZENELI** & DR. **ENKELEDA SHEHI & ARMALDA RECI**
Fiscal discipline and forecast reliability in Albania: A Comparative Analysis of the Macroeconomic and Fiscal Framework 2026–2028 and 2027–2029

MSc **ARTEMISA BAJRAMI** & PROF. ASSOC. DR. **INDRIT BAHOLLI**
Artificial Intelligence in E-Commerce: Opportunities and Challenges in EU Candidate Countries, with a Focus on Albania

MSc. **KLEONA ELEZAJ** & PhD (CAND.) **ANILA GJATA** &
DR. **DORIS DODA & KLODJANA MALIA**
Artificial Intelligence Readiness in Public Administration: Institutional Capacity and Opportunities for Economic Development

DR. **MIRANDA PRIFTI**
Digital Communication and Social Movements: A Comparative Study Digital Mobilization and the Organizational Life of Youth-Led Protest in Serbia and Albania

PhD (Cand.) **ANILA GJATA** & MSc **KLEONA ELEZAJ** &
PhD (Cand.) **ANTIGONA IBRAHIMI** & **VLORA KOZHANI (TOLAJ)**
The Role of Information Systems Auditing in Preventing Financial Fraud in Trading Platforms

DR **DORINA XHERAJ-SUBASHI**
Pixels, Presence, and Engagement: Driving Visitor Satisfaction in the Modern Museum

MSc. **KLEONA ELEZAJ & SONJA SEMA**
Analysis of Chatbots as Tools for Automating and Supporting Digital Services