



UNIVERSITETI SHITETËROR I TETOVËS

STATE UNIVERSITY OF TETOVA - ДРЖАВЕН УНИВЕРЗИТЕТ ВО ТЕТОВО

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International Conference "Regional Economic Cooperation in the Process of Globalization"
06 - 07 December 2013, Tetova, Macedonia
State University of Tetova, Faculty of Economics

General Programme

	06 December, Friday 11:00-12:00 "Rectorate building"		Registration of participants and payment of conference
	12:00-12:30 Conference room "Rectorate building"		Official opening ceremony. Greetings from the authorities of Ministry of Education, Economy and from rector of SUT
	12:30-13:00		<i>Coffee Breaks</i>
	14:00-17:00	06. December.2013	Sessions 1-A: Marketing and Management-Hall: 101
	Time		Topics
1.	14:00-14:10	PhD. Hamit Aliu, PhD.Candidate Nuhi Sela	Aplikimi i marketingut në ekonominë e Maqedonisë kusht për integrimin e saj në Unionin Evropian.
2.	14:10-14:20	PhD. Jozef Bushati, PhD. Edit Lezha and Mr. Miranda Abdurrahmani	Job satisfaction and occupational stressors in Public Administration.
3.	14:20-14:20	Ana Ristevska	Примена на стратегијата на диференциран маркетинг при таргетирање на различни региоалини пазарни сегменти.
4.	14:20-14:30	PhD. Toni Soklevski, PhD. Srgjan Prokikj	Comparative analysis of operation management of companies and sports organizations.
5.	14:30-14:40	Д-р Моника Марковска, Д-р Иво Кузманов	Стратегиските алијанси како предизвик за соверментите компании:теоретска анализа.
6.	14:40-14:50	PhD. Candidate Eldian Ballad dhe PhD. Candidate Hasim Deari	Si i percepton konsumatori shqiptarë produktet e huaja.
7.	14:50-15:00	М-р Џеваир Мемети	Менаџментот на промени како фактор за конкурентност на модерните организации.
	15:00-15:15	Discussion	
	15:15-15:30	<i>Coffee Break</i>	
8.	15:30-15:40	Д-р Лидија Стефановска, Д-р Менде Солунчевски, Стеве Стефановски	Стратегиското планирање како инициатор на организациски промени.

9.	15:40-15:50	PhD. Lidija Stefanovska, PhD.Toni Sokolevski	Balanced scorecard as a concept for measuring organizational activities and a base for creating future strategic and operational plans.
10.	15:50-16:00	Aleksandar Pusoski	The role of the management in making decision about organization alterations.
11.	16:00-16.10	М-р Никола Пановски, М-р Срѓан Прокиќ	Спортско менаџерските стилови еден од факторите за незадоволството и преминување на развојните спортисти и во други спортски клубови.
12.	16:10-16:20	PhD.Candidate Elvira Fetahu and PhD.Candidate Besa Xhaferi	The spontaneity of international market and the need for entrepreneurial marketing: evidence of Albanian entrepreneurs in Italy.
13.	16:20-16:30	Mr. Berat Çupi	Lidhëshmëria e konceptonit të marketingut me punët e shpedicionit dhe biznesit.
14.	16:30-16:40	MSc. Jelena Tast, MSc.Sanja Nikolic	The Process of globalization and the role of knowledge management.
15.	16:40-16:50	Д-р Иво Кузманов, Д-р.Моника Марковска	Менаџмент системите за квалитет како основа за континуиран организационски развој.
16.	16:50-17:00	PhD. Aleksandra Stoilkovska, PhD. Violeta Milenkovska, MSc. Gordana Serafimovic	System of work evaluations determinant of operational efficiency.
	17:00-17:10	Discussion	
		07. December.2013	Sessions 1-B: Marketing and Management-Hall:101
1.	9:00-9:10	PhD. Fluturim Saliu, Mr. Fatlinda Zeneli	Strategjitë elektronike dhe kualiteti i shërbimeve në Parkun nacional të Mavrovës- komponenta konkurruese rajonale dhe globale.
2.	9:10-9:20	PhD.Candidate Selvije Thaci, PhD.Candidate Hasim Deari, PhD Candidate Aida Uzeiri	Analiza e marrëdhënies në mes stilit të lidhshpimit dhe karakteristikave demografike.
3.	9:20-9:30	PhD.Candidate Eshija Shehabi, Samir Lleshi	Ndikimi i sistemit të menaxhimit cilësisë në ndërmarrjet kosovare.
4.	9:30-9:40	PhD.Candidte Eshija Shehabi, Mitre Arsovski	Cilësia dhe siguria e ushqimit në R.M parakusht për pjesmarje në tregun global.
5.	9:40-9:50	PhD. Candidate Hatibe Deari, PhD. Candidate Faton Shabani	Mobingu dhe masat mbrojtëse sipas legjislacionit pozitiv të R.M-së.
6.	9:50-10:00	PhD. Candidate Olta Nexhipi Evis Nikolli	Companies and how do they handle customer complaints: Albania case.
7.	10:00-10:10	MSc.Емануела Есмерова	Процес на донесување одлуки во менаџментот на предпријатијата.
8.	10:10-10:20	Juliana Bylykbashi	Përdorimi i gjinisë në çmimin e sigurimit.
	10:30-11:00	<i>Coffee break</i>	
9.	11:00-11:10	PhD.Candidate Ruzhdi Matoshi	Strategjia për zhvillimin e bujqësisë në IRJ të Maqedonisë: ndërmjet subvencioneve, mbështetjes së BE-së dhe presionit nga liberalizimi.
10.	11:10-11:20	М-р Марина Бадаровска Мишевска	Топ менаџерот носител на успехот во компанијата.

11.	11:20-11:30	PhD. Arben Oda, Mr. Bleron Oda, PhD. Nafi Pollozhani	Lidershipi strategjik në funksion të bashkëpunimit rajonal të ndërmarrjeve turistike.
12.	11:30-11:40	Merita Murati	The important role of marketing mix at the sea ports. Port pricing as an important element.
13.	11:40-11:50	PhD.Candidate Isak Ajruli	Ndikimi i strategjive të marketingut në zhvillimin e NVM në procesin e globalizimit.
14.	11:50-12:00	м-р Дијана Дамјановска, Д-р. Гордана Тасевска	Вложувањата во човечките ресурси, предуслов за одржлив економски развој.
	12:00-12:10	Discussion	
		7.December.2013	Sessions 1-C: Marketing and Management-Hall:103
1.	9:00-9:10	PhD. Nehat Ramadani	Ndikimi i kapaciteteve humane të fuqizuara mbi marketingun e integruar të ndërmarrjes dhe besnikërinë klientore.
2.	9:10-9:20	PhD.Candidate Arjeta Amzai, PhD.Candidate Argjina Karemani	Ndërtimi i avantazhit konkurses në ndërmarrjet në Republikën e Maqedonisë.
3.	9:20-9:30	PhD.Candidate Sulbije Memti, PhD.Candidate Sheherzada Murati	Sjellja konusmatore dhe globalizimi.
4.	9:30-9:40	PhD. Candidate Sejdi Xhemali	Menaxhimi strategjik i politikave shtetërore në krijimin e vendeve të reja të punës në Republikën e Maqedonisë
5.	9:40-9:50	PhD. Candidate Elsa Gega, PhD. Candidate Mimoza Kotollaku, PhD.Gjergji Shqau	Kënaqësia konsumatore dhe marrëdhënja e saj me cilësinë e shërbimit.
6.	9:50-10:00	PhD.Candidate Aida Yzeiri Baftijari, PhD.Candidate Selvije Thaçi, PhD.Candidate Argjina Karimani	Ndikimi i elementeve të meanxhimit të marrëdhënieve me klientët mbi kënaqjen dhe besnikërinë e konsumatorëve.
7.	10:10-10:20	PhD Candidate Hasim Deari, Prof.Dr. Bardhyl Ceku dhe PhD Candidate Rametulla Ferati	Zgjedhja dhe perceptimi i markave globale rast studimi i konsumatorëve në Republikën e Maqedonisë.
8.	10:20-10:30	PhD. Shpëtim Çerri	Një vlerësim i cilësisë së shërbimeve logjistike tek kompanitë shqiptare.
	10:30-11:00	Coffee break	
9.	11:00-11:10	PhD. Candidate Vjollca Qerimi Adelina Qerimi	The impact of Economic evaluation on the healthcare management of Cancer: an overview.
10.	11:10-11:20	PhD. Candidate Teuta Nunaj	Zhvillimi i bashkëpunimit rajonal në kuadër të integritit evropian, një parapregatitje menaxheriale drejt globalizimit.
11.	11:20-11:30	MSc. Armir Ziba	The effectiveness of electronic word of mouth in product purchase consumer perspective.
12.	11:30-11:40	Фани Матеска	Квалитативни методи за испитување и мерење на ставовите на потрошувачите при купување на производот.

13.	11:40-11:50	М-р Горан Михајловски, М-р Виолета Стевановска, М-р Ана Секуловска	Концептот на општествено одговорни организации.
14.	11:50-12:00	М-р Срџан Прокиќ, М-р Никола Пановски	Концепциски развој на маркетингот во спортските организации.
15.	12:00-12:10	Пред. М-р Срџан Прокиќ, Виш пред. М-р Тони Соклевски	Влијанието на спортскиот и оперативниот менаџмент врз организациската изведба.
	12:10-12:20	Discussion	
	Time		
	14:00-17:00	06. Decembar.2013	Sessions 2-A: Finance and Accounting-Hall:103
1.	14:00-14:10	Nevila Sadiku	Një burim i rëndësishëm i financimit afatmesëm dhe afatgjatë, përdoriomi i tij në ekonominë e zhvilluara dhe ato në zhvillim.
2.	14:10-14:20	Mr.Blagica Koleva, PhD Aleksandar Kostadinovski	Auditors and Audit globally.
3.	14:20-14:20	М-р. Благица Колева, Д-р.Костадиновски	Ревизори и ревизии на глобално ниво.
4.	14:20-14:30	PhD. Vesna Gorgieva Svrtninov, PhD. Krume Nikolovski, Mr.Vlatko Paceskovski	Positive and negative effect off financial globalization on developing and Emerging economies.
5.	14:30-14:40	PhD.Candidate Aida Gace Llozana, PhD. Candidate Teuta Balliu	Governmental decentralization in the Albanian legal and Fiscal dimensions.
6.	14:40-14:50	PhD. Candidate Jeton Shaqiri	Implementimi i standardeve të Bazel III në R.M për stabilitet financiar
7.	14:50-15:00	PhD.Candidate L.Lokman Hebibi	Kriza financiare globale dhe ndikimi i tyre në ekonominë e R.M-se.
	15:00-15:15	Discussion	
	15:15-15:30	Coffee Break	
8.	15:30-15:40	PhD. Candidate Jeta Alla, MSc.Kadishe Limani	The challenge of the Monetary and Exchange rate policy in the Republic of Macedonia.
9.	15:40-15:50	PhD.Candidate Jonka Ceka	Krizë financiare apo krizë burimesh? - Ligji penal mjedisor në funksion të zhvillimit të qëndrueshëm.
10.	15:50-16:00	PhD.Krume Nikolovski, PhD. Aleksandar Kostadinovski	Rights, interests and responsibility of Business.
11.	16:00-16.10	PhD. Elsidë Teliti	The problems of consumer Credit Contract under the Law "On consumer protection"
12.	16:10-16:20	PhD. Candidate Forcim Kola, PhD. Arijan Abazi	Perceptions towards Microfinance in Albania.
13.	16:20-16:30	PhD. Candidate Shpresa Çela, MBA. Blerina Hilaj	Factoring as a financing Option: Evidence from the Albania.
14.	16:30-16:40	Teuta Qerimi, Bukurije Imeri Jusufi	Aplikimi i Standardeve ndërkombëtare të kontabilitetit në Maqedoni kusht për integrim në Evropë.
15.	16:40-16:50	PhD.Candidate Alush Kryeziu	Roli i politikës fiskale në zhvillimin ekonomik të Kosovës.

16.	16:50-17:00	Jehona Musliu, PhD.Candidate Elsana Aqifi, Sindise Rexhepi	Harmonizimi i Kontabilitetit ndërkombëtar, rrjedhoj e trendeve të globalizimit ekonomik.
17.	17:00-17:10	Msc. Ledja Kollcinaku	Tarifat doganore dhe Marrveshjet e tregtisë së lire.
18.	17:10-17:20		
		Discussion	
		7.December.2013	Sessions 2-B: Finance and Accounting-Hall 106.
1.	9:00-9:10	PhD.Candidate Marsida Kënuti	Mes kontabilitetit dhe legjislacionit, dyzimi i bizneseve shqiptare
2.	9:10-9:20	PhD.Candidate Mikel Alla	Comparative analysis of the current tax system with the old tax system in Albania.
3.	9:20-9:30	PhD. Seadin Xhaferi	Ndikimi i borxhit të BE-së në bashkëpunimin e vendeve të Ballkanit Perendimor.
4.	9:30-9:40	PhD.Candidate Rametulla Ferati, PhD. Myslym Osmani, PhD.Candidate Hasim Deari	Struktura e kapitalit dhe performance financiare: evidence për ndërmarrjet e përzgjedhura në rajonin e Pollogut.
5.	9:40-9:50	PhD. Uarda Hoti	Avantazhet finciare të përdorimit të kredisë tregtare nga biznesi i vogël .
6.	9:50-10:00	Msc. Elsia Gjika	Tatimi mbi vlerën e shtuar-vështrimi në disa vende.
7.	10:00-10:10	Kajdafa Ademi	The effects of global crisis on Macedonian Stock Exchange.
8.	10:10-10:20	Encola Teqja	Portofoli i kredive dhe performance e kredidhënjes – rast studimi Shqipëria.
9.	10:20-10:30	Bukurie Imeri-Jusufi dhe Teuta Qerimi	Efektet nga integrimi i mundshëm i Bursës së Maqedonisë.
	10:30-11:00	Coffee Break	
10.	11:00-11:10	Mr.sc. Mumin Bislimi, PhD. Etem Iseni	Development of information system of Accounting and Information Technology as imperative unit in large and medium Enterprises in the municipality of Kumanovo.
11.	11:10-11:20	PhD. Mersida Ashiku (Ranxha), Daniela Gerdani	Menaxhimi i likuiditeteve në firmat shqiptare.
12.	11:20-11:30	Msc.Enri Herri dhe PhD. Arjan Abazi	Central Bank communication- Bank of Albania Case.
13.	11:30-11:40	PhD.Candidate Kleita Cerova	Korrupsioni.
14.	11:40-11:50	PhD. Afrim Alili	Vlerësimi i elasticitetit të kërkesës për kredi në lidhje me normën e interest.
15.	11:50-12:00	PhD Candidate. Rigersa Konomi	Roli i sektorit financiar në këndvështrimin e varësisë së ekonomisë te burimet natyrore.
	12:00-12:10	Discussion	
		7.December.2013	Sessions 2-C: Finance and Accounting-Hall 110.
16.	11:00-11:10	Arlinda Shkreli(Axhemi)	Tregu i sigurimeve shoqërore në Shqipëri: tendencat dhe globalizimi.
17.	11:10-11:20	PhD. Etem Iseni dhe Mr. Fekri Iseni	Trendet bashkëkohore të sistemit informativ kontabël.
18.	11:20-11:30	Ermedin Arifi	Llogaritaria mendore
19.	11:30-11:40	PhD. Candidate Agim Berisha	Decentralizimi fiskal dhe autonomia financiare e pushtetit lokal në Kosovë.

20.	11:40-11:50	Д-р Сејдефа Џафче	Меѓународна правна помош во даночните работи во услови на глобализација.
21.	11:50-12:00	Luan Shahollari, Robert Çelo dhe Esmeralda Bici	FDI Dynamics in Albania and the opportunities to increase them.
22.	12:00-12:10	PhD. Candidate Bardhyl Dauti	Faktorët përcaktues të IDH në vendet e Evropës Juglindore. Vlerësim nga Modeli i Gravititetit.
	12:10-12:20	Discussion	
	14:00-17:00	06. December.2013	Sessions 3-A: Business and Economics-Hall:106
1.	14:00-14:10	М-р Срџан Прокиќ, Виш пред. М-р Тони Соклевски	Влијанието на спортскиот и оперативниот менаџмент врз организациската изведба.
2.	14:10-14:20	PhD. Petrit Pollozhani	Korelacioni midis zhvillimit ekonomik, punësimit dhe papunësisë.
3.	14:20-14:30	PhD. Candidate Artan Haziri	Karakteristikat e tregut të punës, politikat e punësimit në Kosovë 2002-2012.
4.	14:30-14:40	PhD.Nafi Pollozhani dhe PhD.Arben Oda	Aplikimi i metodave për llogaritjen e prodhimit në ndërmarrjet-Rast studimi
5.	14:40-14:50	Д-р Божидар Миленковски , Д-р.Моника Марковска	Развојот на малите и средните претпријатија и претприемништвото во ЕУ.
6.	14:50-15:00	PhD.Olivera Gjorgieva-Trajkovska , PhD. Janka Dimitrova	Strengthening global Economic growth through Regional Cooperation.
	15:00-15:15	Discussion	
	15:15-15:30	Coffee Break	
7.	15:30-15:40	MSc. Delvina Kërlluku	Investimet në trajnim e resurseve humabe në BF si përparësi konkurrese në treg.
8.	15:40-15:50	PhD. Naser Rahimi	Mundësitë për realizimin e iniciativa të vogla biznesore në R.M.
9.	15:50-16:00	PhD. Fluturim Saliu, Msc.Candidate Arlinda Ballazhi	Ndikimi i investimeve të huaja në zhillimin ekonomik në R.M.
10.	16:00-16.10	PhD. Merale Fetahi-Vehapi	Përcaktuesit e investimeve të huaja direkte në vendet e Ballkanite. Perendimor, Rasti i R.M.
11.	16:10-16:20	PhD.Candidate Jasna Teofiloska	Globalization and mobing in modern Society.
12.	16:20-16:30	PhD. Candidate Lindita Muaremi, PhD Esmeralda Doci, PhD.Candidate Ada Metalu	Modelimi ekonometrik i normës së inflacionit, analiza regresive dhe autoregresive. Rast studimor, norma e inflacionit në Maqedoni.
13.	16:30-16:40	PhD.Candidate Ela Golemi	Bashkëpunimi dhe kordinimi në Ballkanin Perëndimor – domosdoshmëri për zhvillim të qëndrueshëm rajonal.
14.	16:40-16:50	PhD. Candidate Merita Bejtja PhD. Candidate Ilir Bejtja	Asymmetry in priority perception form local community to PA –

			Budgeting through citizen participation.
15.	16:50-17:00	PhD. Candidate Sonila Gruda	Competition in the Albanian market.
16.	17:00-17:10	PhD. Afrim Osmani	Kriminaliteti ekonomik, pengon zhvillimin ekonomik të vendit.
	17:10-17:20	Discussion	
		07. December.2013	Sessions 3-B: Business and Economics-Hall: 201.
1.	9:00-9:10	PhD.Candidate Sheherzada Murati, PhD.Candidate Sulbije Memeti	Globalizimi si proces i pashmangshëm dhe ndikimi i tij në të drejtën afariste.
2.	9:10-9:20	PhD. Candidate Aurora Balukja	Benefitet që sjell në ekonominë e qytetit të Elbasanit, investimi në infrastrukturën rrugore (autostrada Tiranë – Elbasan) nga projekti qeveritar.
3.	9:20-9:30	PhD. Candidate Arjeta Hallunovi, Dr. Elidiana Bashi	The development of the Albanian economy within the Free Trade Agreement.
4.	9:30-9:40	PhD.Candidate Drita Krasniçi	NVM-të Roli i tyre në ekonominë e Kosovës.
5.	9:40-9:50	м-р Емилија Митева-Кацарски, м-р Костадинка Чабулева-	Ефекти од регионалната трговска размена во рамките на ЦЕФТА 2006.
6.	9:50-10:00	Mr Fatime Musliu	Specifikat e franshizave në R.M.
7.	10:00-10:10	Д-р Љубиша Николовски, М-р Вера Бошковска	Претпримачкото советување клучен фактор за воспоставување и развој на малите претпријатија.
8.	10:10-10:20	Д-р Николина Неновска	Значењето на регионалната економска соработка на Република Македонија за привлекување на странски директни инвестиции.
	10:20-10:30	Discussion	
	10:30-11:00	<i>Coffee break</i>	
9.	11:00-11:10	Serena Leka	Trade-Freedom.
10.	11:10-11:20	PhD.Candidate Brunela Trebicka	Imperfect competition.
11.	11:20-11:30	PhD. Candidate Mirësi Çela	What does TRIPS (Trade related aspects of IPRs) mean for the global economy?
12.	11:30-11:40	Premton Qamili	Niveli i papunësisë në rajonin e Pollogut dhe ndikimi i tij në zhvillimin ekonomik.
13.	11:40-11:50	PhD.Candidate Xhulja Mecaj, PhD. Valentina Sinaj	Investimet e huaja direkte në Shqipëri dhe rajonin e Evropës Juglindore-Rritja ekonomike.
14.	11:50-12:00	Besarta Xhoni	Roli dhe rrëndësia e eksportit në zhvillimin ekonomik të Republikës së Maqedonisë.
	12:00-12:10	Discussion	
			Sessions 3-C: Business and economics-Hall: 203
1.	9:00-9:10	MSc. Arbresha Ajdini Durmishi	Etika në biznes-me theks të veçantë në kompanitë e regjionit të Pollogut.

2.	9:10-9:20	PhD. candidate Llambi Prendi and PhD. candidate Besa Xhaferi	Modeling trade the case of Albania.
3.	9:20-9:30	Msc. Skënder Lluka	Problemet në procesin e bashkëpunimit ekonomik rajonal.
4.	9:40-9:50	Valbona Ajdari, Rametulla Ferati dhe Isen Ajdari	Ndikimi i investimeve të huaja në ekonominë e Republikës së Maqedonisë.
5.	9:50-10:00	PhD. candidate Amir Imeri	Efektet në afrimin real nga integrimi i Maqedonisë në Bashkimin Europian.
6.	10:00-10:10	Mr. Qenan Idrizi	The impact of Export Insurance in increasing the participation of Macedonian enterprises in international markets.
7.	10:10-10:20	PhD. Harun Tahiri	Sektori informal ekonomik në Maqedoni, pengesë serioze e bashkëpunimeve rajonale dhe rrjedhave globale.
	10:20-10:30	Discussion	
	10:30-11:00	<i>Coffee break</i>	
8.	11:00-11:10	PhD. Candidate Ada Metalju, PhD. Candidate Lindita Muharremi dhe PhD. Candidate Esmeralda Doci	Përshtatja e bujqësisë ndaj ndryshimeve klimatike si një sfidë për tu integruar në tregjet globale.
9.	11:10-11:20	PhD.Candidate Manjola Tavanxhiu	Emigrantët e kthyer dhe ndikimi i tyre në procesin e Globalizimit. Studim nga Qarku i Elbasanit.
10.	11:20-11:30	PhD. Candidate Agim Ndrejoni	The impact of Employment and wages of public sector on employments and wages of the private sector.
11.	11:30-11:40	Ylber Limani, Binak Beqaj dhe Vlora Aliu	The Economic importance of transport planning and spatial modeling on Regional economic development, The case study of selected Western Balkan Countries.
12.	11:40-11:50	MSc. Hajrije Kastrati	Faktorët që ndikojnë në realizimin e standardeve në arsimin parauniversitar në R. e Kosovës .
13.	11:50-12:00	Biljana Bajraktarova, Velicka Georgieva	The transfer knowledge, condition for higher operating results in modern business trends.
14.	12:00-12:10	PhD. Candidate Artan Haziri	Karakteristikat e tregut të punës, politikat e punësimit në Kosovë 2002-2012 .
15.	12:10-12:20	PhD. Fatmire Lumani, Zenun Zenuni	Kontratat për transportin e mallrave dhe të udhëtarëve.
16.	12:20-12:30	М-р Тони Соклевски, МВА Николче Ѓоргиев	Стратегија за развој на претприемачка фирма.
	12:30-12:40	Discussion	
		06. Decembar.2013	Sessions 4 A: Tourism Management-Hall:110
1.	14:00-14:10	PhD.Sali Zhaku, PhD.Fauzi Skenderi, PhD. Raman Ismaili and PhD. Bashkim Idrizi	The Tourism in Ohrid as a Key benefit for Cultural and Historical Aspects.

2.	14:10-14:20	PhD. Raman Ismaili and PhD. Candidate Luljeta Sadiku	The impact of Tourism on economic growth and development in the Republic of Macedonia.
3.	14:20-14:20	MSc. Silvana Dode	Impakti i procesit te legalizimit ne zhvillimin e turizmit ne Shqiperi pas viteve 1990.
4.	14:20-14:30	PhD. Mislim Zendeli	Aspekte të sjelljes të të punësuarve në ndërmarrjet hoteliere në R.M
5.	14:30-14:40	MSc. Aida Marku	Albania: The land of Discovery.
6.	14:40-14:50	MSc.Albana Zejnelhoxha, MSc.Elda Mamoçi	Trashëgimia kulturore shqipëtare, rëndësia e saj në zhvillimet e sotme të turizmit.
7.	14:50-15:00	PhD.Candidate Alket Dino	Tourism as a strategic sector for regional economic cooperation in the process of globalization.
	15:00-15:15	Discussion	
	15:15-15:30	<i>Coffee Break</i>	
8.	15:30-15:40	PhD.Candidate Denis Lushi	Turizmi rural si një instrument i zhvillimit territorial në rrethinën Dibër (Shqipëri).
9.	15:40-15:50	PhD.Candidate Rezarta Brokaj, PhD.Candidate Matilda Brokaj	Increasing Regional competitiveness of Albanian tourism through destination marketing.
10.	15:50-16:00	PhD. Biljana Petrevska	A simple test for the presence of seasonality in tourism in Macedonia
11.	16:00-16:10	PhD. Candidate Alda Gaspari	Tourism enterprises in Korca region and their financing problems.
12.	16:10-16:20	Msc. Luljeta Hasani, Msc. Fatos Hasani	Puka dhe monumentet e saj natyrore burimet të zhvillimit të turizmit.
13.	16:20-16:30	PhD. Candidate Bicoku Jonida	Migrimi rural-urban i punës në qarkun e Elbasanit.
14.	16:30-16:40	Msc. Denada Olli	Ndikimi i turizmit në mjedis, rast studimi në rajonin e Pogradecit.
15.	16:40-16:50	Ilda Kadrimi Alban Xhelili	Strategies for the development of tourism in Albania, challenges and opportunities for improvement.
16.	16:50-17:00	Msc. Rigels Xhemollari	Human rights and sustainable development of tourism.
17.	17:00-17:10	Frederik Cane, Belinda Hoxha, Anxhela Andoni	Mbrojtja dhe ruajtja e mjedisit faktor për një turizëm të qëndrueshëm dhe elitari.
18.	17:10-17:20	PhD. Donila Pipa, PhD Candidate Otjela Lubonja dhe PhD Candidate ENika Hajdari	Pse duhet të preferojnë turistët Dardhën?

19.	17:20-17:30	Albana Temali, Arjana Zlli dhe Marash Rakaj	Lake of Shkodra an ecosystem with considerable potentials to support the development of tourism.
20.	17:30-17:40	PhD. Candidate Matilda Likaj Shaqiri	Social capital, migration and Tourism: globalizing Albanian society.
	06.December 2013 19.00 p.m		Gala Dinner Restaurant ‘ARRA ‘
	07. December.2013 12:30-13:00 Conference room “Rectorate building”		Awards ceremony (Certificate)
	13:00-13:10		Closure of the conference

STRENGTHENING GLOBAL ECONOMIC GROWTH THROUGH REGIONAL COOPERATION

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Globalization is a complex, multidimensional and uneven process through which goods and services, capital, people, information and ideas flow across borders, leading to greater integration of economies and societies. The benefits are clearly visible in the increased trade, higher growth and falling poverty of countries fully engaged in the process. Globalization, however, has become controversial precisely because of the uneven distribution of its benefits and its equally visible negative impacts in countries where it has caused job losses, rising income disparity and environmental challenges.

In a period of growing global economic interdependence, regional cooperation offers countries an effective vehicle for achieving faster economic development. This study examines the ways in which regional cooperation can contribute to both regional and national shared interests and prosperity, consistent with the multilateral framework.

Globalization has become an unstoppable phenomenon affecting all aspects of our lives. But not all countries are receiving the benefits. An urgent challenge is to draw on the considerable strengths of our region in promoting economic prosperity to achieve internationally agreed development goals.

Global initiatives bring, by design, shared benefits. Regional initiatives enhance self-reliance and prospects for the participating countries. But, indirectly, regional initiatives can yield global benefits too, provided that an outward-looking orientation is maintained. Regional trade agreements can also contribute to strengthening the underpinnings of sustained growth.

Key words: globalization, regional, economic, cooperation, strengthening

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Introduction

Although the influence of the globalisation process is, to some extent, counterbalanced by other forces, global trends make clear that we face a number of fundamental worldwide challenges. The globalisation process is a revolution in the true sense of the word. It is irreversible, and it is profoundly transforming our societies. Technological advances are the driving force behind globalisation and they continue to accelerate our potential in communication and information. Communication and information technology are intensifying economic interdependence on a world scale. This revolution is adding substantial new capacities to human intelligence, and it constitutes a resource that is changing our economies and our ways of life. Thus, the development of technology and its widespread use are preconditions for successful globalisation. Access to it is also a necessary precondition for attaining full membership in the global economy.

The Asia-Pacific region vividly illustrates this phenomenon. It spans countries which have been among the most vigorous adherents and major beneficiaries of globalization. The newly industrialized economies such as Hong Kong, China; the Republic of Korea; Singapore; and Taiwan Province of China, together with emerging South-East Asian countries, like Malaysia and Thailand have experienced high growth rates, improved living standards and an impressive drop in poverty.

Emerging socio-economic and geopolitical issues add to the complexity of the international business environment. The present global security climate and the associated costs it imposes on the free flow of goods, services and people threaten to act as further constraints on developing countries' ability to reap the benefits of globalization. Lack of regional and international cooperation arrangements has led to excessive transaction costs and rent-seeking in international migration, an important source of foreign exchange for many developing countries in the region and a source of low-cost labour for host economies.

So what options are available to policy makers? Is regional cooperation useful either as a defence against the negative fallout from globalization or for exploiting its benefits? Should globalization be discarded altogether? The Millennium Summit made it clear that the important debate is not whether globalization is good or bad but how it should be managed to make it a vehicle for broad-based development.³

³ United Nation, "Meeting the Challenges in an Era of Globalization by Strengthening Regional Development Cooperation", New York, (2004), 4

The rewards from exploiting globalization can be substantial. Openness to international trade and investment facilitates the acquisition of inputs and technologies which strengthen growth and increase efficiency. Access to wider markets and more diverse exports reduce the risks of trade volatility and exclusion by particular country markets. Openness to the free flow of capital helps to attract FDI, which can stimulate domestic investment, thus contributing to employment generation and economic growth. Financial openness also helps to increase the depth and breadth of domestic financial markets, leading to increased efficiency in financial intermediation through lower costs and improved resource allocation.

But globalization also carries risks and sometimes heavy social and economic costs, as Asia's 1997 financial crisis starkly revealed. Openness to global capital markets leaves domestic financial markets vulnerable to sudden shocks, leading to greater volatility in exchange rates and abrupt reversal of financial flows, particularly in countries where financial systems are weak and economic policies lack credibility. Trade liberalization has left many developing countries marginalized as demand for their unskilled labour and real wages fell. Fear of job losses because of cheap labour in developing countries has heightened the sense of vulnerability among blue and white collar workers in industrialized countries.

Many countries lack either the resources or the skills to upgrade production technologies, widening the technological gap between industrial and developing countries. This compels them to continue to depend on primary commodity exports, with the well-known structural problems associated with them. Moreover, developing countries' access to capital markets tends to be asymmetric: they are able to borrow only in "good" times and face severe credit constraints during "bad" times. Managing globalization to maximize the benefits and minimize these potential costs depends as much on political will as on market forces and new technologies. The factors within the control of policy makers, such as structural reforms, ensuring consistency in policies, transparency and good governance, support this strategic aim.

The challenge of national economic policy in the process of globalization

Each country, based on its individual endowments and circumstances, will have to design and implement national policies in a range of areas that ensure the country takes advantage of the opportunities that globalization provides and at the same time deals with the

risks that it introduces. In terms of the national economy, as Stiglitz⁴ points out, there are three distinct advantages:

- (a) The demand for a country's product is no longer constrained by its own markets;
- (b) A country's investment is no longer constrained by what it can save itself;
- (c) A country's producers can have access (at a price) to the most advanced technology.

Corresponding to these opportunities, some of the challenges are:

- (a) Lack of complete access to product markets caused by both trade barriers and hefty subsidies in developed countries on commodities of interest to agricultural producers;
- (b) Limited access to financial resources, and for some countries high conditionality attached to concessional resources;
- (c) The constraints on acquiring technology in terms of resources, both human and financial, and inadequate infrastructure.

These issues are considered in the ensuing chapters. The era of globalization also brings about a closer degree of financial and economic integration between countries in an environment where shocks have become more global in nature and where a crisis in one country can easily affect others. This presents special challenges in the conduct of fiscal and monetary policies, particularly in conditions of heightened uncertainty. It is no longer possible to formulate monetary policy independently of international and regional developments. This requires knowledge of world market conditions and continuous monitoring of financial market developments.

A growing innovation in the world economy is the establishment of international standards and codes as "rules of the game" for all economies. Now, there are codes of good practice in monetary policy, fiscal transparency, insurance and payments systems, securities, corporate governance, accounting, statistics and bank supervision, as well as a growing array of standards in other fields.

Within a country, there is the challenge of forging liberalization policies that promote greater integration of the domestic economy into the global economy. There are pressures from trade unions, lobby groups and local businesses over the effect of these policies on jobs and the closure of local industries. These can make it politically and socially difficult to implement reforms that could benefit a country in the medium to long term. The issue of national ownership of an adjustment programme thus presents a challenge in its practical application.

⁴ J.E. Stiglitz, "Development policies in a world of globalization", paper presented at the seminar "New International Trends for Economic Development" on the occasion of the fiftieth anniversary of the Brazilian Economic and Social Development Bank, Rio de Janeiro, 12-13 September (2002).

The responsibility for achieving the right balance and pace of adjustment lie with individual Governments, but in practice this is not simple as it appears.

Building a powerful set of domestic institutions that can meet the rising demands in the race to be and remain competitive brings its own challenges. What determinants of competitiveness should a country focus on? The standard determinants of competitiveness are not only economic and technological but also include non-economic factors such as the promotion of democratic institutions, good governance and human rights. These require not only robust public systems and a vibrant private sector that can deal with sophisticated transnational companies and others in the global marketplace but also strong political and social frameworks, which take time to evolve. Without these frameworks, some countries may be trapped at the lower end of the international skills market.

Such factors highlight the need for a vision in each country about its position in the dynamic global economy. To achieve this, there has to be, first, political will and good leadership. Secondly, a national consensus needs to be forged among stakeholders concerning the necessary reforms and, thirdly, appropriate institutions and policies must be put in place to meet the challenges. The rules of the game may be perceived to be unfair by some, but there are few alternatives to well-designed country policies and programmes to manage globalization.

Globalization is an unstoppable phenomenon, presenting opportunities to those who are prepared and threats to those who are not. It is not easy for countries to manage globalization for their own benefit. Regional cooperation through which the countries look beyond their borders to tap and leverage other's strengths could be an effective approach in this endeavour.

The process of regionalization

While international governance must be strengthened in order to cope with a globalised economy, it should also be add that a workable system of international governance does not and cannot exist solely on the basis of global institutions. Some issues are best dealt with regionally. Even an outspoken proponent of multilateralism agrees with this statement.⁵ Within an overall global framework of rules and order, the principle of subsidiarity or optimal decentralisation can be usefully applied. It is not difficult to realise that there are limits to the

⁵ Regional Integration and Multilateral Cooperation in the Global Economy FONDAD, *The Hague*, (1998), www.fondad.org

capacity of multilateral institutions to regulate and coordinate effectively at a global level. Regional arrangements can be seen as a necessary complement to - and even as building blocks for - a system of global governance. The differences between regions are real. Their different paths towards development and integration in the world economy can best be accommodated by using the stepping stone of regional integration.

Regionalisation is, first of all, a concrete reality. It is sometimes said that globalisation is market-led and regionalisation is policy-led, but in many ways regionalisation is driven by the same market forces and technological developments as globalisation. Intra-regional trade is growing faster than trade between regions. Relocation of production is primarily a regional phenomenon. As Charles Oman has shown in his paper, physical proximity between firms and both their customers and suppliers has become more, not less, important. Regional integration can thus be seen as the logical follow up to these market developments. But regional integration has a broader motivation than free trade and investment.

Much of the inspiration of present day regionalism is indeed political. It might be described as a political reaction to the globalisation of markets, stemming from the desire to retain a certain amount of policy autonomy of governments vis-a.-vis market forces. The strong growth, some say proliferation, in the number of regional arrangements is part of the new post-Cold War context. In that multipolar world, regional initiatives are often stimulated by regional agreements elsewhere. In this respect, the European Union has set off integration efforts in many other parts of the world.

Regionalism as a form of international governance and is related to the changing position of the state. It is no longer possible to regulate purely on the basis of national jurisdiction. The alternative of multilateral rulemaking is not only difficult to achieve, but it is often too remote from national interest groups to be acceptable. Regional integration can offer a middle way that preserves the notion that citizens and their nations are still in control of events. This makes deeper integration possible in certain regions. Deeper in the sense that the concept is broadened to cover competition policy, investment, and even the free movement of persons. Integration in world markets through regionalism can thus be phased according to the differing economic circumstances of the countries concerned.

Globalisation means a challenge to regional integration. Bjorn Hettne describes the 'new regionalism' as a way of meeting this challenge. The new regionalism is not opposed to globalisation, rather it is a means to secure the benefits for the region of the globalisation process. In economic terms, the new regionalism does not aim primarily at trade creation but rather at increasing credibility and attracting sustainable private capital flows. But more is

needed in order to realise the potential of globalisation and transform it into high-quality growth for a region. Social cohesion must be maintained at the local and national level while it is complemented by a kind of regional culture or 'regionness'. This is a complicated process as we know from the European experience.

The new regionalism is not opposed to globalisation or the opening up of national economies, but how does it relate to *multilateralism*? There is a possibility for a conflict between regionalism and multilateralism as regionalism grows stronger - also involving North-South relations. Such a conflict is not a desirable scenario, and the best way to reduce the probability for it to come true is to strengthen the basic multilateral framework. The structure for multilateral trade negotiations must be kept and developed and the trend towards global free trade must be secured. The UN system must be guaranteed adequate and predictable financing and the international financial institutions must keep, and in some areas broaden, their mandate and receive adequate funding for this. But they must also continue their process of becoming more open and accountable, and adapt their methods to a world with strong regional institutions. To avoid misunderstandings, this could, and will most probably, be achieved in parallel with increased regionalism.

The importance of regional cooperation

Regional cooperation brings many of the same benefits as multilateralism but on a smaller scale. First, it enables participating countries to overcome the small size of their domestic markets and achieve economies of scale and greater specialization in production, thus increasing the competitiveness of their products. Secondly, access to a larger market enables developing countries both to expand existing industries and to set up new export industries, diversifying exports and reducing their vulnerability to setbacks in a specific product market. Thirdly, regional cooperation can enhance the capacity of developing countries to meet emerging challenges, including the application of new technologies. Fourthly, it is increasingly clear that regional trade facilitation measures offer significant benefits by reducing the costs of transactions across international borders and removing non-border obstacles.

Cooperation at the regional level offers other advantages. Clearly, multilateral processes are slow and, although they may deliver benefits in the long term, countries still face short- and medium-term challenges. Regional cooperation in trade, transport and other areas can help to cope with these challenges. It focuses on addressing the region's priorities and leaves countries which join the process less scope for backsliding.

Changes in the global economy, notably the risk of increased protectionist practices by developed countries and the emerging complementarities among developing countries, also provide a rationale for regional cooperation. Such arrangements can help countries to develop a common understanding on international issues but do not prevent countries from other regions from contributing to this effort.

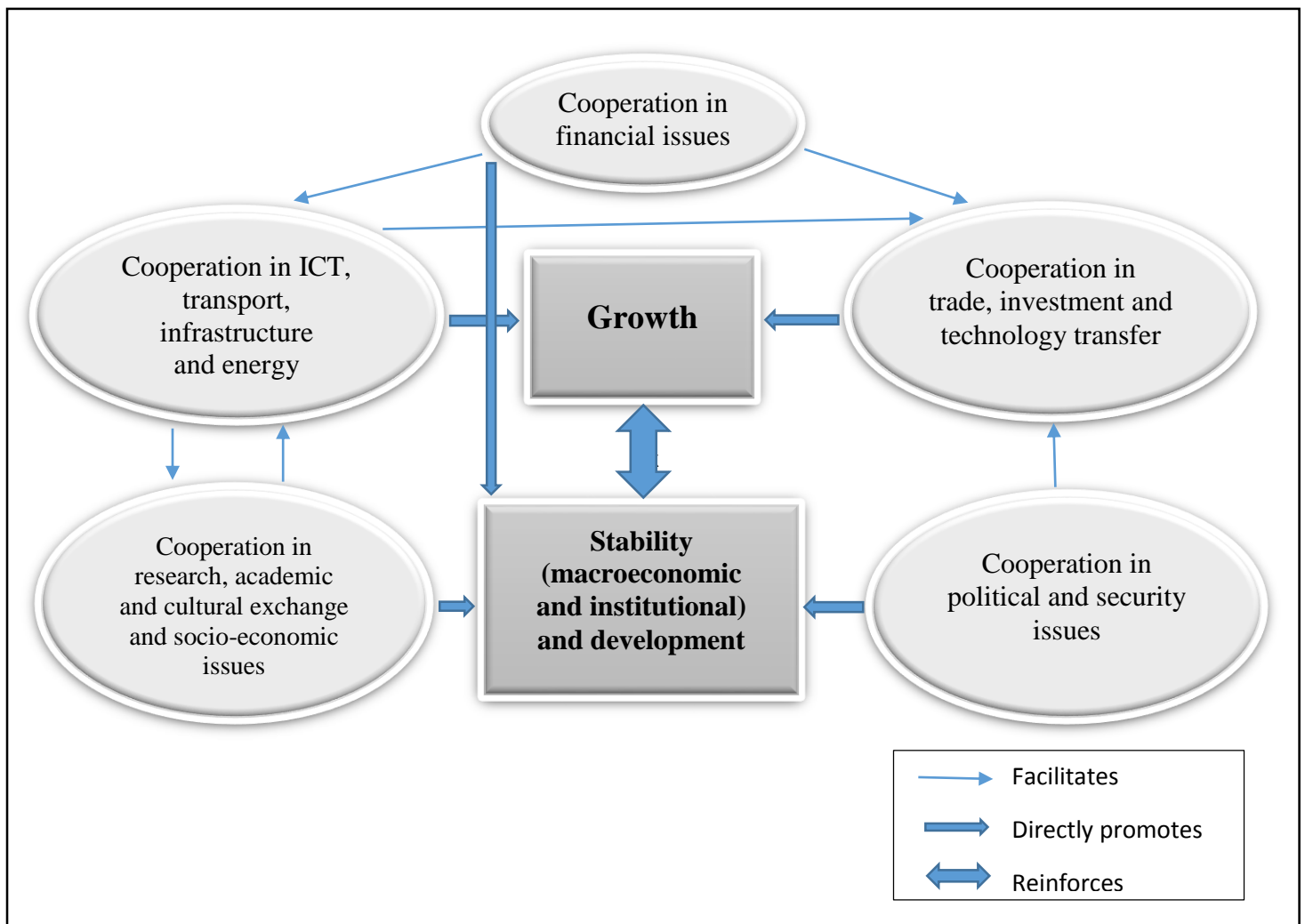
Despite these advantages, finding equitable ways to share the burdens and benefits of regional cooperation can be difficult. Political tensions or mistrust obstructs cooperation and many countries may be unwilling or unable to meet high coordination costs or to accept asymmetric distribution of costs and benefits. Countries may pull back from their obligations on a particular issue if they are not satisfied that their perceived interests are served. Regional cooperation agreements may also prove difficult to achieve or may fail to deliver the expected results because of weak institutions and a lack of proper enforcement mechanisms to ensure that countries live up to their commitments. Cooperation which leads members of a regional trading bloc to lower tariffs may lead to diversion of trade away from countries outside the bloc, which can limit the benefits of wider trade liberalization. Despite such problems, countries are showing increasing interest in forming regional groups to exploit the opportunities they offer for market expansion, creation of new industries, technology transfer and human resources development.

Regional cooperation will deliver the most benefit if it is geared to promoting long-term growth and development and is not simply a defensive short-term reaction to the state of the world economy. For this reason, subregional or regional integration should not be limited to trade issues.

Although trade liberalization is usually at the core of regional cooperation, agreements increasingly cover other areas such as investment liberalization and finance. A second group of issues includes ICT, e-commerce, transport, energy and other infrastructure services. Academic and cultural exchanges and cooperation in research, science and technology may form another area of cooperation. However, cooperation that is “inward-looking” will not be in step with or benefit from globalization. Whatever form of cooperation countries of a particular region adopt should also promote policies that facilitate trade and economic relations with other countries or regional groups.

Figure 1 illustrates how different areas of regional cooperation can combine to provide growth and stability and enhance development.

Figure 1. Regional cooperation in different sectors and their interlinkages



Cooperation in trade, investment, technology transfer, transport, infrastructure development and ICT directly enhances growth. Financial cooperation also contributes to growth and reduces the impact of volatile financial markets, providing macroeconomic stability. Cooperation in research, training and academic exchange helps regional development of human resources as capacity having a positive impact on the development of infrastructure, ICT and energy. Cooperation on socio-economic issues, especially in health and education, also facilitates development, while cooperation on political and security issues contributes to institutional stability.

Growth, development and stability are closely linked. Although national policies will ultimately decide how these three important variables are managed, the effectiveness of national policies can be significantly enhanced by regional cooperation.

Conclusion

The policy changes that are required for successful economic integration are the same as those needed if the countries of the region are to benefit from the more general process of globalisation and integration in the world economy. Progress in regionalism is therefore primarily dependent on policy changes at the country level. Specifically, continued progress in reducing financial imbalances needs to be supported by the widening and deepening of structural reforms aimed at promoting private sector-led growth and investment and a greater outward orientation of the economy. These general policy changes hold the key to enhancing regional interaction in the context of a region that is growing economically, providing jobs for its increasing population, and better integrating regionally as well as internationally. The process of regional integration will also be assisted by steps targeted specifically at greater regional interaction including reducing divergences in regulatory frameworks, improving transportation and transportation networks, realising certain regional projects, and ensuring a strong institutional structure.

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