**4th International Scientific Conference**

**Doing Business in a Post-pandemic World**

**8-9 December 2022,** Faculty of Economics, University of Prishtina “HasanPrishtina”,

Prishtina, Kosovo

**Conference Programme**

**Thursday, 8 December 2022**

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| **9:30 – 10:00** | **Registration of participants**  Venue: Great Amphitheatre of the Faculty of Economics |
| **10:00–10:30** | **Edona Perjuci, *Professor*** |
| **Welcome remarks:**     * **Driton Balaj**, Dean of the Faculty of Economics of the University of Prishtina“Hasan Prishtina” * **Berim Ramosaj:** Professor, Head of the Phd studies council, Faculty of Economics University of Prishtina “Hasan Prishtina”   Challenges from the global environment to doing business |
| **10:30-11:30** | **Plenary Session I: Keynote addresses**  **Venue:** Great Amphitheatre of the Faculty of Economics |
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| - **Ivan Pavić, Nikša Alfirević,** Professor, University of Split, Croatia:  Academic publishing productivity and impact of Kosovar higher education institutions: Insights from Elsevier Scopus.  **- Khalid M. Kisswani,** Professor, Business Administration Gulf University for Science & Technology   * **Ana Azevedo,** Professor, Information Systems Department, Business School of the Polytechnic of Porto. CEOS.PP, ISCAP, P.PORTO, Portugal.   Publishing and Reviewing in a Scientific Journal  **- Discussion** |
| **11:30-12:00** | **Coffee break** |
| **12:00-13:00** | **Plenary Session II: Invited Speakers** |
| **Venue:** Great Amphitheatre of the Faculty of Economics  **Arber Hoti, *Professor*** |
| * **Bashkim Zeqiri**, Chief Executive Officer, Paysera, Kosova * **Arta Limani,** FCCA, Audit and Assurance Practice Leader at Deloitte Kosova * **Ardiana Bunjaku,** Executive Driector, SCAAK * **Jehona Oruqi,** Deputy Group Director for Credit Management, BKT * **Discussion** |
| **13:00 -14:00** | **Lunch Break** |
| **14:00 - 16:00** | **Plenary Session III Conference Paper Contributors** |
| **Venue:** Great Amphitheatre of the Faculty of Economics  **Arber Hoti, *Professor*** |
| - **Iliriana Sopa, Albanë Gashi**: THE IMPACT OF COVID-19 ON WOMEN’S ENTREPRENEURSHIP: THE CASE OF KOSOVO  - **Agnesa Krasniqi Përvetica, Albina Kalimashi, Ardi Ahmeti**: THE EFFECT OF RISK MANAGEMENT ON THE FINANCIAL PERFORMANCE OF COMMERCIAL BANKS IN THE WESTERN BALKANS BEFORE AND DURING COVID-19  - **Flokart Aliu, Elizabeta Murati, Abetare Prebreza**: EMPLOYEE EXPERIENCE OF SME`s WITH E-WORK DURING COVID-19 PANDEMIC EVIDENCE FROM REPUBLIC OF KOSOVO   * **Vedat Morina, Afërdita Berisha-Shaqiri**: COMPUTER SELF-EFFICACY AMONG EMPLOYEE IN KOSOVO   - **Rrezehana Hasani Abazi**: MILLENNIALS’ ATTITUDES IN THE WORKPLACE: THE CASE OF ICT SECTOR IN KOSOVO   * **Discussion** |
| **16:00-16:30** | **Coffee break** |
| **19:00 -** | * **Joint Dinner** |

**Friday, 9 December, 2022**

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| **10:00 – 10:30** | **Registration of participants**  Venue: Great Amphitheatre of the Faculty of Economics |
| **10:30–11:30** | **Plenary Session IV: Conference Paper Contributors**  **Venue:** Great Amphitheatre of the Faculty of Economics  **Albulena Shala, *Professor*** |
| * **Albina Kalimashi, Ardi Ahmeti, Agnesa Krasniqi**: FACTORS THAT INFLUENCE THE CAPITAL STRUCTURE IN SOUTHEAST EUROPEAN BANKING SECTOR * **Flamur Kaçiu**: NO CHANCE TO GET HIRED: PARTICIPATION IS WHAT MATTERS IN PUBLIC SECTOR RECRUITMENT * **Adelina Arifi, Ferit Idrizi:** CHANGE AGENTS AND HUMAN RESOURCES DEVELOPMENT AT THE MINISTRY OF EDUCATION, SCIENCE AND TECHNOLOGY OF THE REPUBLIC OF KOSOVO * **Shqiprim Jashari:** THE EFFECT OF DIGITAL MARKETING IN THE GASTRONOMY SECTOR * **Bardha Mulhaxha:** MANAGEMENT OPERATION CHALLENGES IN THE POST-PANDEMIC PERIOD CASE STUDY: SMES IN KOSOVO |
| **11:30-12:00** | **Coffee break** |
| **12:00-13:00** | * **Gentiana Zhigolli, Driton Balaj:** HYBRID RETAIL IN A POST PANDEMIC WORLD: A THEORETICAL REVIEW * **Granit Baca, Shqiprim Jashari, Genc Zhushi**: IDENTIFYING AND EXPLAINING THE EFFECTIVE FACTORS OF DIGITAL MARKETING STRATEGIES ON BUSINESS PERFORMANCE CASE STUDY: RETAIL SECTOR IN KOSOVO * **Albana Gashi:** E-LEARNING EFFECTIVENESS FROM STUDENT’S PERSPECTIVE: A CASE STUDY FROM KOSOVO DURING COVID-19 * **Abetare Prebreza:** EMPLOYEE MOTIVATION AND ORGANIZATIONAL PERFORMANCE: STUDY SPEEEX COMPANY * **Elizabeta Murati:** ENTREPRENEURS IN KOSOVO, HEROES OF THE COVID-19 PANDEMIC" “SHE-HEROS ENTREPRENEURS IN KOSOVO DURING PANDEMIC COVID-19 * **Discussion** |
| **13:00 -14:00** | **Lunch Break** |
| **14:00 –15:00** | **Plenary Session V:**  **Venue:** Great Amphitheatre of the Faculty of Economics |
| * **Distribution of the Certificates** * **Aferdita Berisha-Shaqiri,** Vice**-**Dean of the Faculty of Economics of the University of Prishtina “Hasan Prishtina” * **Discussion** |
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**Contact:**

Prof. Dr. Aferdita Berisha-Shaqiri, Vice-Dean

Faculty of Economics,

University of Prishtina “Hasan Prishtina”

e-mail: [aferdita.berisha@uni-pr.edu](mailto:aferdita.berisha@uni-pr.edu)