



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

9:30 – 10:00	Registration of participants Venue: Great Amphitheatre of the Faculty of Economics
10:00–10:30	Edona Perjuci, Professor Welcome remarks: <ul style="list-style-type: none">- 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 <ul style="list-style-type: none">- Ivan Pavić, Nikša Alfrević, Professor, University of Split, Croatia: Academic publishing productivity and impact of Kosovar higher education institutions: Insights from Elsevier Scopus.- Khalid M. Kiswani, 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
	<ul style="list-style-type: none"> - Bashkim Zeqiri, Chief Executive Officer, Paysera, Kosova - Arta Limani, FCCA, Audit and Assurance Practice Leader at Deloitte Kosova - Ardiana Bunjaku, Executive Director, 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
	<ul style="list-style-type: none"> - 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

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 <ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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



	<ul style="list-style-type: none"> - 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	<p>Plenary Session V: Venue: Great Amphitheatre of the Faculty of Economics</p> <ul style="list-style-type: none"> - Distribution of the Certificates - Aferdita Berisha-Shaqiri, Vice-Dean of the Faculty of Economics of the University of Prishtina "Hasan Prishtina" - Discussion

Contact:

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