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A REVIEW OF THE REGIONAL LABOUR MARKET OUTCOMES OF IMMIGRATION INTO THE UNITED KINGDOM

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Abstract

The referendum in the United Kingdom in 2016 regarding the leave of the European Union sparked once again a heated discussion about possible negative effects of immigration on native employment possibilities and local wages. Although several studies investigated the aggregate outcome of immigration on the British labour market, only very little research analyses the regional effect of migration. To provide an insight into the actual regional labour migration effects, we examine the impact of the increased inflow of labour migration on employment and wages of natives between 2004 and 2017. For the analysis, we are using the Quarterly Labour Force Survey (QLFS) applying the Fixed effects regression method. Our research differs from most studies by using a regional approach, cell programming and skill approach, differentiating between the countries of the United Kingdom, namely England, Scotland, Northern Ireland and Wales, thus accounting for the different sizes of immigration inflows. We expect minimal or neglectable negative effects on employment possibilities and salaries of natives, with higher outcomes in areas of high immigration numbers. Our research confirms that the increased supply of foreign labour leads to a very moderate replacement of affected middle and highly skilled native workers, specifically in England and Northern Ireland. Against our expectations, positive wage effects – although minimal - are found for native employees in all regions with the smallest impact in Scotland. Our findings of the regional heterogeneity in migration inflow in the UK suggest that an analysis at municipality-level is needed to see whether the findings hold on individual level.

Keywords: *Regional Immigration, Skill Complementarities, Wages and Employment* **JEL code:** *J31, F22, J61, E24, R23*

EFFECTS OF TEMPORARY ANTERIOR LOAD CARRIAGE ON OVERALL BALANCE AND STABILITY STATUS

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Abstract

The purpose of this study was to assess the effect of three anterior load carriage on overall balance and stability status. Methods: Twenty healthy college students (ten males and ten females) volunteered to participate in this study. Male participants were aged (22±3years) weighted (73.7±5.4 Kg) and had a body height (176.5±4.2 cm), females participants aged (21±3 years) weighted (66.7±8.4 Kg) and body height (165.5±4.6 cm). Participants balance and stability status while carrying anterior loads of (10Ibs, 20Ibs, and 30Ibs), were assessed by the Limits of Stability Test (LOS) provided by the Biodex Medical Systems, Shirley, NY, USA. A 3×2 ANOVA was conducted to evaluate the effect of the three anterior loads (10Ibs, 20Ibs, and 30Ibs) and gender (male, female) on the LOS test scores. The results of this study indicated a significant main effect for the gender, $F(1,54)=114.286$, $p < .001$, $\eta^2=.68$, also there was a significant main effect of the Anterior loads' weight conditions, $F(2,54)=84.45$, $p < .001$, $\eta^2=.758$. The results of this study conclude that the anterior carriage no matter the gender will affect their balance and stability status. Whereas, female participants showed less ability to withstand anterior load carriage and maintain balanced compared to their male components; which might raise the risks of injuries and the importance of alternative moving strategies to maintain balance.

Keywords: Balance, Stability, Anterior loads, Limits of stability index, Biodex system.

Introduction:

Balance is the integration of the postural control strategies in order to maintain individuals center of pressure (COP) within the base of support against static and dynamic perturbation (Karimi, Ebrahimi, Kahrizi, Torkaman, 2008). Thus, the efficacy of postural control is assessed through variations in COP or body sway in static balance tasks (Hong, Guo, Song, Nagurka, Sung, & Yen, 2016). Since the goal of postural control is to minimize fluctuations in COP displacement by the anticipatory postural adjustments (APA), the provided movement sequence indicate the efficacy of the postural control mechanism (Del Porto, Pechak, Smith & Reed-Jone, 2012; Caballero, Barbado, & Moreno, 2015). Weight is an essential factor that influences balance and postural control. Increasing the weight of the body would could challenges balance control system by increasing the trajectory of the body mass, and thus requiring greater effort to maintain balanced (Dounskaia, Peterson, Bruhns., 2018). Whereas, Newton stated in a law: "Force equals mass times acceleration." thus, added loads to the body are translated by increased net muscle moments in order to maintain COP within the base of support and prevent falling. Previous research studies have found that increased net muscle monuments due to extra loads are associated with increased unbalanced force through the kinetic chain (Costello, Matrangola & Madigan, 2012; Li & Chow, 2018); leading to greater COP projection, sway speed, a lack of stability during static tasks, all of

which are associated with poorer balance control (Palmieri, Ingersoll, Stone & Krause, 2002; Cantú, Emery & Côté, 2014).

Extra weight challenges both static and dynamic balance that affect balance strategies used to regain postural control, which is considered as a risk factor of injuries and falling. Hue and colleagues' study showed that the impact of extra body weight accounted for a significant proportion of changing balance strategies to maintain postural control in both opened and closed eyes conditions in static balance assessments (Hue et al., 2007). Whereas, the influence of extra weight on dynamic balance has been founded in the literature to affect gait mechanics and body sway due to elevated hip and trunk range of motion that increases falling risks (Kim & Chai, 2015; Caderby, Dalleau, Leroyer, Bonazzi, Chane-Teng & Do, 2013). Also, muscle activation and muscle fatigue that are integral in postural control and body sway have been founded to be significantly affected by additional weight (Murillo et al., 2012). However, Ledin et al. (2004) and Hue et al. (2007) concluded that body sway is more affected by added weight in comparison with muscle fatigue. Researchers have also addressed that load carriage position differs in exerted postural adjustments to withstand the additional load. Whereas, the anterior load carriage has induced higher motor-instability compared with the posterior load carriage as addressed by (Anderson, Meador, McClure, Makrozahopoulos, Brooks, & Mirka., 2007; Lloyd & COOke, 2011; Wu, Huang & Wang 2017; Lim & D'Souza 2019).

In daily tasks where a temporary anterior load is applied (e.g., Marching bands, front bags, carrying a child) movements patterns, postural control are impacted depending on the ability to endure such loads. In a study conducted by Roberts and colleagues (2018) they reported that an added 10% of body mass internal load there was an increased postural sway and gait variability patterns, which increased the risk of fall and related injuries. Also, their results showed that as the internal carried load increased during walking, the higher the challenges on static and dynamic participants' stability (Roberts, Talbot, Kay, Price & Hill., 2018). As previous literature has addressed that the gravitational moment is proportional to the COM height, body mass, and joint range of deviation from the upright posture (Li & Aruin, 2007; Zultowski & Aruin, 2008; Rugelj & Sevs̃ek, 2011; Dounskaia et al., 2017). When carrying a temporary anterior load, the static postural control strategy remains the same: "Perform the required task while limiting the amount of CoM excursion of the unloaded side, limit excess muscular demand, and decrease forces exerted on the lower extremities and within the vertebral column" (Gage, Winter, Frank & Adkin, 2004).

Many balance assessments have been developed and used in clinical settings, research studies, as well as in the athletic and recreational area. Balance assessments are considered integral in the evaluation of fall and related injury risks (Dallinga, Benjamins & Lemmik, 2012; Gribble, Hertel & Plisky, 2012; Flanagan, 2012). One of the conventional balance assessment systems is the Biodex Balance System SD that provides a translate of balance and stability tasks to an objective evaluation test scores. The system is considered easy to operate and simple to interpret, it also provides a variety of balance and stability test protocols (Aydođ, Aydođ, Cakci & Doral, 2006; Salsabili, Bahrpeyma, Forogh, & Rajabali, 2011; Glave, Didier, Weatherwax, et al., 2016). Among the provided testing protocols is the limits of stability test (LOS), whereas the overall score has been addressed to be the best indicator of the overall ability of the performers' stability (Didier, Glave, Browning, Fiaud & Weatherwax, 2014). Despite the previous research evidence that examined the impact of internal load carriage on balance and stability status of individuals, it still recommends conducting studies that examine the effect of temporary external load carriage and closely mimics the activities of the daily loading tasks in healthy individuals' overall balance and stability status. Therefore the purpose of this study was to assess the effect of three anterior loads (10Ibs, 20Ibs, and 30Ibs) that mimics daily tasks on one's balance and stability. The author hypothesized that the anterior carriage load would affect participant overall stability status whether they were male or female.

Methods:**Participants:**

Twenty healthy (10 males, 10 females) participants were recruited from a convenience sample of college students for this study. Their demographic data of the males were aged (22 ± 3) weighted (168.5 ± 11.9 lbs) (73.7 ± 5.4 Kg) and body height (176.5 ± 4.2 cm), females were aged (21 ± 3 years) weighted (146 ± 18.5 lbs) (66.7 ± 8.4 Kg) and body height (169.5 ± 4.2 cm). All participants had to answer a Health Screening Questionnaire including their activity levels to indicate their eligibility for participating. The participant inclusion criteria for participating in this study were: (a) age between 19 and 28 years old, (b) no pain, injury, or surgery within the last six months, and (c) they felt that they could safely and successfully complete the assessments.

Testing protocol and equipment:

In this study, three anterior loads were chosen that best represent the common anterior loads such as obesity, pregnancy, and carrying equipment as Marching bands. Anterior loads of this study were 10lbs, 20lbs, and 30lbs. To assess balance and stability under the three anterior loads tasks of this study commercial available balance equipment were used, the (Biodex Medical Systems, Shirley, NY, USA). The Biodex is built as a movable balance platform that provides up to 20° of surface tilt in a 360° range of motion. The platform interfaced with computer software (Biodex, Version 3.1, Biodex Medical Systems) that translate the balance and stability tasks to an objective assessment test scores. The protocol of the Biodex balance and stability assessment involves standing on the platform and leaning the torso (upper body) and hips to follow a virtual dot to line up with targets on the Biodex screen in front of the participants. The virtual dots are arranged in a circle form in eight directions every 45 degrees. Testing trials conducted on the stable platform mode of the Biodex. The participants were asked to complete three practice trials prior to the recorded testing trials. Each practice trial lasted approximately 50-160 seconds depending on their balance and postural stability. Participants were asked to stand upright and positioned their feet in the way they reported as stable and comfortable, over the center of the platform, and the coordinates were recorded to maintain foot placement for subsequent trials. At the initial visit all participants had brief explanation of the purpose and procedures of the. Also, confidentiality, the anonymous of the subjects were explained and insured. Participants then were asked to sign an informed consent that also included participants demographic data: age, sex. This study has fulfilled the ethical and safety standers and accomplished Yarmouk University code of ethics, that have been developed and followed the ethical principles of the Declaration of Helsinki Human rights.

Biodex manufacturer settings of the test were used in each task of the three anterior loads; three trials were recorded for each task, and the average of the three trials was used for analysis. The Biodex balance and stability assessment provides scores for all eight directions as well as an overall score. The more the participant deviates from a straight line to the target, the lower their score. The overall score has been addressed to be the best indicator of the overall ability of the performers' balance ability. Higher scores indicated better performance and greater control of balance and postural stability. Participants were asked to hold the assigned medicine ball with their hands at chest level as close as possible to the front of their body and adopt their desired strategy for hitting the virtual dots on the screen. The waist level was chosen based on previous research that showed that load placed at the waist level or lower did not affect postural sway (Zultowski & Aruin., 2008; Rugelj& Sevs̃ek., 2011). If participants were unable to complete the task without losing balance or the medicine ball and stepping out of the platform, the trial marked as unsuccessful, and the trial had to be redone. No more than three trials were allowed for each participant in each task in order to eliminate the learning effect and with approximately 2 minutes rest between them.

Statistical Analysis:

A 3×2 ANOVA was conducted to evaluate the effect of the three anterior loads (10lbs, 20lbs, and 30lbs) and gender (male, female) on the LOS test scores, wherever and statically significant results were indicated follow-up tests were performed to indicate the exact differences and a follow-up tests were performed. All statistical analyses were performed using SPSS software (version 20.0; SPSS Inc., Chicago, IL, USA), with an alpha level set at $p \leq 0.05$, utilized.

Results:

A 3×2 ANOVA was conducted to evaluate the effect of the three anterior loads (10lbs, 20lbs, and 30lbs) and gender (male, female) on the balance and stability test scores. The means and stander deviation for the balance and stability test scores as a result of the two factors are presented in table (1).

Table (1)

Means and stander deviation of the LOS scores.

		Mean	Stander Deviation
Males	30 Ibs	80.5	3.27
	20 Ibs	85.1	3.78
	10 Ibs	92.8	1.9
Females	30Ibs	57.8	6.35
	20Ibs	75.5	6.63
	10 Ibs	85.1	5.17

The results for the ANOVA indicated a significant main effect for the gender, $F(1,54)=114.286$, $p < .001$, $\eta^2=.68$, a significant main effect for the Anterior weight, $F(2,54)=84.45$, $p < .001$, $\eta^2=.758$, also there was a significant interaction between gender and Anterior weight, $F(2,54)=14.294$, $p < .001$, $\eta^2=.346$.

Because of the interaction between the anterior weight and gender was significant, the researcher chose to ignore the Anterior weight main effect and instead examined the Anterior weight simple main effect-that is, the differences among Anterior weight for men and women separately. To control for Type 1 error across the two simple main effects, researcher set alpha for each at .025. There were a significant differences between Anterior weight for males, $F(2,54)=16.55$, $p < .001$ $\eta^2 = .380$, and there were a significant differences between Anterior weight for females , $F(2,54)=82.2$, $p < .001$ $\eta^2 = .753$.

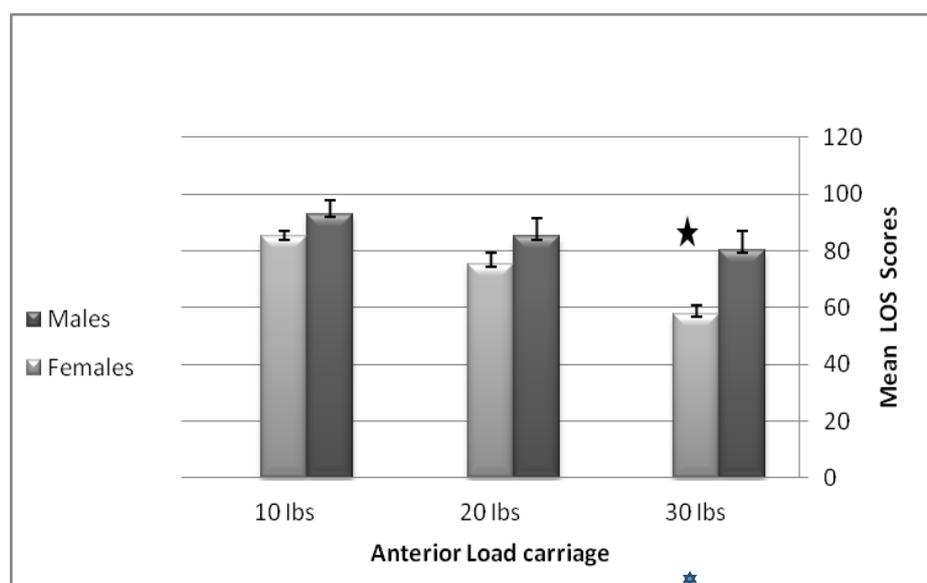
Follow up test was conducted to evaluate the three pairwise differences among the means for women, with alpha set at .008($.025/3=.008$) to control for type 1 error over the three pairwise comparisons. The third anterior weight (10lbs and 30lbs) produced the higher tests scores significantly on the balance stability test, and the second highest statistical significant scores were founded between the anterior weight (20lbs and 30 lbs). One final analysis was conducted to address the hypothesis that males would score higher in the heaviest anterior weights than females, and females would score higher than males in the anterior lighter weights. The differences in means between anterior 10 Ibs weight and anterior 30 Ibs weight for males and the differences in means

between anterior 10 lbs weight and anterior 30 lbs weight for females was statistically significant, $F(1, 54) = 24.12, p < .001$.

Discussion:

This study aimed to assess the effect of temporary anterior load carriage on individuals' overall balance and stability test as defined by the BioDex limit of stability test. Load carriage addresses many ramifications on maintaining posture such as: decreases dynamic and static balance and stability (dislocation the body's COP to the edge of BOS), increases muscular demands, increases the risk of falling and injuries.

Graph(1): LOS scores means and stander deviations of the three anterior load carriage



Note. Female (N = 10), males (N = 10). $M \pm SD$ stands for means and stander deviation.

★ Denotes significant differences between the means of the indicated means of each direction ($p \leq 0.001$ level).

The results of this study were consistent with previous research study addressing the effect of anterior load carriage on individuals balance and stability status (Castello, Matrangola & Madigan., 2012; Qu & Nussbaum, 2009; Azzeh, Kensara, Helal, & El-Kafy, 2017; Ibrahim et al., 2018). This study has indicated that the higher the load is, the lower the overall stability status is especially in female participants. Although the carriage loads of this study were not very heavy, the researcher tried to simulate the weights that are usually carried during daily life, including pregnancy. Pregnancy research has shown that the anterior shift of the center of gravity and the additional body mass contributes to several kinematic and kinetic adjustments during locomotion. Also, it was demonstrated by Foti and colleagues research study that an increase in anterior pelvic tilt along with decreases in hip extension and single support time during the gait of pregnant women (Foti, Davids, & Bagley, 2000). The biomechanical adjustments that have addressed by (Foti et al., 2000) study require an increase in muscular demands and strength, which could explain the results of the current research whereas the male participants showed less divination in the overall test scores when carried the heaviest anterior load compare with a lighter load than female participants.

Load carriage has also been founded to increase muscular stiffness spastically in the trunk area, as a result of instability and altered joints range of motion in order to maintain balance and avoid fall (Birrell & Haslam, 2009; Caron, Wagenaar, Lewis, Saltzman & Holt., 2013; Wang, Jiang, Liu & Jiao., 2016). During anterior load carriage, the ability to maintain the stability of the trunk can be affected by the additional extension, flexion, lateral, and rotational moments that act in

shifting the individual' center of gravity away from the unloaded side. Resulting in the increased demands placed on the musculature and can lead to pain, fatigue, and risks of falls and injury. In the current study significant differences in balance and stability test scores as defined by the BioDex system, whereas female participants showed lower overall test scores in all three load carriage tasks, could indicate that they had lower musculature strength to withstand loads (see graph (1)). Similar results have been indicated in the study of Ling and colleagues(2004) were they aimed to evaluate the impact of Modular Lightweight Load-Carrying Equipment (MOLLE) on females gait on level surfaces with a using five load levels (no load, 20, 30, 40, and 50 pounds), participants of this study were seven healthy and physical active females . Their results addressed that with increased loads, women had an increased full limbs support periods, decreased single limb support periods, increased trunk forward flexion and excursion, decreased the angle of knee excursion, decreased medial-lateral deviation of the center of gravity, and increased vertical deviation of the center of gravity. Hip abductor strength indicated to be a strong predictor of the center of vertical gravity excursion (Ling, Houston, Tsai, Chui, & Kirk., 2004). The limitation of this study can be addressed basically in the small number of participants and that only the overall balance and stability test score were considered were as other test directions, and parameters could be measured as anterior/posterior and medial-lateral. Future studies could focus on several areas, primarily determining whether the biomechanical and muscular demands of an altered anterior load shape is more suitable for balance and stability maintenance.

Conclusion:

In situations where an extra anterior load is applied (e.g., Marching bands, carrying a baby, obesity, pregnancy) movements, postures, and ability to withstand such loads may be affected. Temporary loading the body could provide a challenge for a variety of large, awkward instruments that their carriage position alters the location of the body's center of gravity. The results of this study conclude that the anterior carriage no matter the gender will affect their balance and stability status. Females showed less ability to withstand anterior load carriage and maintain balanced compared to males, which may raise the importance of increasing strength and use the appropriate technique during load carriage. The results of this study could contribute to the fundamental understanding of how added anterior loads influence human balance and stability status.

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THE RELATION BETWEEN UNEMPLOYMENT AND WAGES, A CHALLENGE TO BE FACED IN ALBANIA

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Abstract

This paper focuses on unemployment in Albania and the factors that influence it. Unemployment has been and continues to be a problem in the country. A problem that if it is combined with the low rates of economic development implies that population poverty is present and will impede the development of businesses and all economy's growth. The growth rate of the economy has been steadily increasing but growth rates have been volatile.

The opening of new businesses has been the focus of government policies for increasing employment. Albania has many development opportunities because almost all sectors of the economy are still developing.

However, not a small problem related to unemployment is the level of wages. An insufficient wage doesn't guarantee a standard of living required and would cause unemployment and instability of the employees to be high.

In order to understand if unemployment is strongly correlated to the level of wages, this paper is tested whether there is a linear relationship through the linear regression model. By testing the connectivity turns out that there is a negative linear relationship between unemployment and wages. The level of unemployment will decrease if the level of wages will increase.

KEYWORDS: unemployment rate, employment, economic growth, wages

JEL Classification: O15, M20, J64

1. Literature Review

The level of employment and unemployment requires great attention because of their impact on the entire economy. But even the opposite is true as the development of a country's economy affects the level of unemployment and employment. The impact of the country's economic growth on job growth is not immediate according to studies. As the economy starts to grow it will take some quarters to increase employment, but it requires time to reflect the growth. Once growth in employment starts the combination of economic growth with the increase in employment will result in sustainable growth in employment results (Seyfried, 2005).

According to Akkemik (2007) although economic growth affects employment, this impact is not immediate. The GDP growth is reflected in four periods of delay in employment; however as employment growth begins this will continue for ten periods. This explains why during the economic growth unemployment rates do not decline much. After this delay, GDP growth and sustained growth in employment lead to further labor demand growth. In the study of Levine (2013) if the GDP growth rate falls compared with the labor force growth rate, new jobs will not be enough for all job seekers, and the unemployment rate will increase. If the GDP growth rate is above the labor force growth rate, then the new jobs opened by businesses will reduce the unemployment rate. If the GDP growth rate equals the growth rate of labor force in productivity growth there will be more people available for production and this will increase unemployment rate. Only if the GDP growth exceeds the combined growth rates of labor force and productivity, the unemployment rate

will fall in the long run. In the study of Cichocki, Tyrowicz and Velde (2017) it turned out that labor market adjustments tend to be reinforced during business cycle upturns, while workers movements contribute little to change the employment structure.

Unemployment affects the living standards of individuals and is a factor of growing poverty and the opposite. Internal migration has made the percentage of residents living in urban areas to be high. In the paper of Xue and Zhong (2003), the main findings were that the major cause of urban poverty and urban inequality was the increase of urban unemployment rate. In the urban poverty an increasing influence had migrant households. The labor market is affected not only by financial crises but also by internal migration flows. According to Kleemans and Magruder (2018), internal migration reduces employment in the formal sector in Indonesia even though migrants are usually highly skilled.

The development of entrepreneurship is one of the key factors in solving unemployment problem, because entrepreneurship has a positive effect on job creation by reducing unemployment level but in the same time unemployment discourages people to start entrepreneurial activity (Dilanchiev, 2014). This result is very important and should be taken into account from the politics.

But an important and key element for employment is the workers' skill. It is necessary that workers have the write skills and qualification for fulfilling the vacancies. According to Vermeulen (2015) in a labor market with significant skills shortages, opening of new jobs may not necessarily result in a reduction of the unemployment rate because people who are looking for jobs do not always respond to the requirements of the works offered, this form of structural unemployment requires particular attention. Having or not having the skills and the right qualification are an important factor not only for the employment but also at the salary level. In the periods with unemployment, individuals should also accept jobs that are not related to the profession or even part-time. As stress Kelly and Barrett (2017), any job is better than no job in a period of recession and also is a positive aspect of the creation of jobs even atypical jobs or part-time.

By employing people who do not have the right qualification, businesses pay lower salaries. But at the same time individuals remain in financial difficulty even though are working and becoming so unsustainable employees. The study of Seputiene (2011) results that in the years 2000-2010 there have been strong negative relations between wages and unemployment in a European Union state and strong positive relationships with other countries. It seems that the decline in the unemployment rate positively affects salaries, while there are no data supporting the opposite direction. In almost all European Union countries, the annual wage growth rate was negatively related to the unemployment rate.

An element that can affect unemployment is the level of *economic assistance* that the state pays to the unemployed. If the *economic assistance* would be higher than the people would not be worried about unemployment because they can afford the level of living without working. Serres and Murtin (2014) conclude that if the unemployment insurance is low or minimum wage is also low this will reduce unemployment. Also reducing the tax wedge will help to reduce unemployment.

2. Unemployment as one of the Major and Prolonged Problems

Unemployment in Albania is a phenomenon created after the 1990s. With the closure of a large number of state-owned enterprises, the number of unemployed grew rapidly in subsequent years. The closure of state-owned enterprises was a post-communist phenomenon in all eastern states, but the problem was that private businesses were not opened at the same speed. The domestic market looking for products turned more into the trade sector than the manufacturing sector. This was also influenced by the high emigration that took place after the change of the system. Emigration removes professionals, but the problem is not as simple as that. In the country there was also lack of advanced technology to contribute to manufacturing enterprises and there was also lack of funds needed for invested in them.

The change of the system strongly affected the agricultural sector. In Albania there was no technology needed for agriculture and farmers were unable to develop their farms. Deep poverty, particularly in rural areas, led to a high emigration of people from these areas by removing young labor force so much needed for agriculture works. In recent years, agriculture has been growing as a sector, and this is due to the experience gained in the emigration and the financial possibilities already created to invest in the country of origin by themselves and also from the support of government.

One of the sectors that had the greatest growth after the 90's is the construction sector. Domestic migration increased the population in urban areas. The high demand for residential apartments made this sector grow rapidly. The growth of this sector was contributed especially by the emigrants whose income from emigration was investing in real estate in Albania with the aim of returning to the future to open businesses and have residential apartments. All this demand for residential and business facilities helped increase the employment of people in this sector.

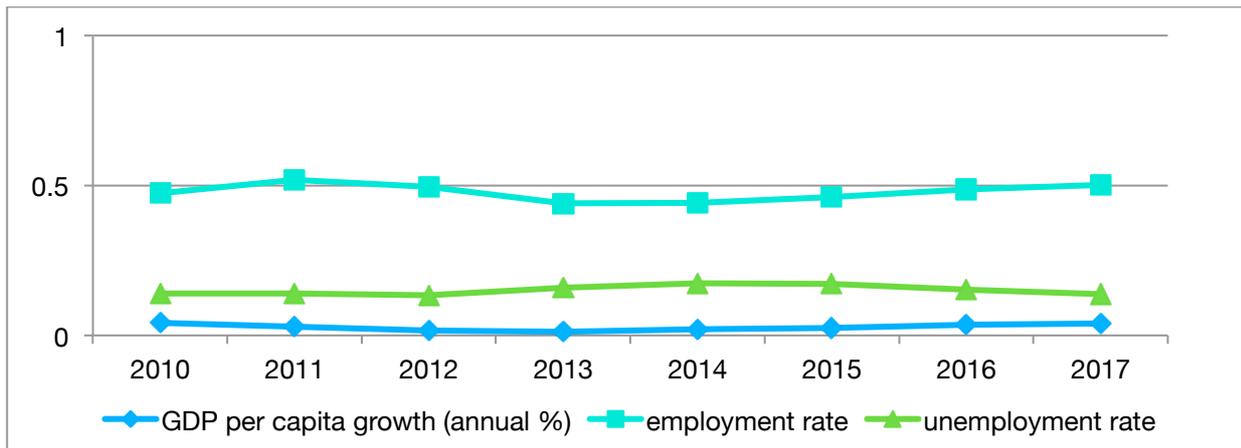
Contribution to the employment from this sector was important because this sector does not always require special qualifications and can hire people who have not completed high or professional studies. Government spending on infrastructure also contributed to this. After the '90s, infrastructure investments by Albanian governments were high and necessary to bring infrastructure at contemporary levels. In this sector are mostly employed male labor forces.

The impact of the construction sector on employment has been even greater than it has been stated in the official figures because the informality in employment has been at very high levels in Albania. Informality and corruption have been obstacles to the development of the country in general and the regulation of the labor market in particular. All governments have been focusing on fighting against informality and corruption but apparently all have failed especially in the last one. Informality in the labor market has decreased after the reform developed in the year 2015. Unemployment created after the '90s hit longer women than men. Even women's employment continues to be more informal and women are less paid.

Unemployment is related to the overall economy. In the recent years the Albanian economy seems to be growing at satisfactory rates. The global financial crisis affected the rate of economic growth in Albania. After 2013, the year with the lowest real growth rate of the economy, the economy seems to be performing better. The greatest impact on the value added in the economy has been given from the economic activities of construction, public administration and service and trade branches. However, the Albanian economy is an open economy and therefore the global economic performance is very important. Being a country that imports more than exports is very important the economy of the countries with which the economy is connected. While the highest growth sectors and very important for employment are the manufacturing and construction sectors.

Unemployment in the country has declined steadily in years and this is very positive for the economy as a whole. Year 2014 is the year with the highest unemployment, but it must be said that Albania has had double-digit unemployment levels over the last decades.

Figure 1. The performance in years of GDP per capita, unemployment, and employment rate



Source: Author

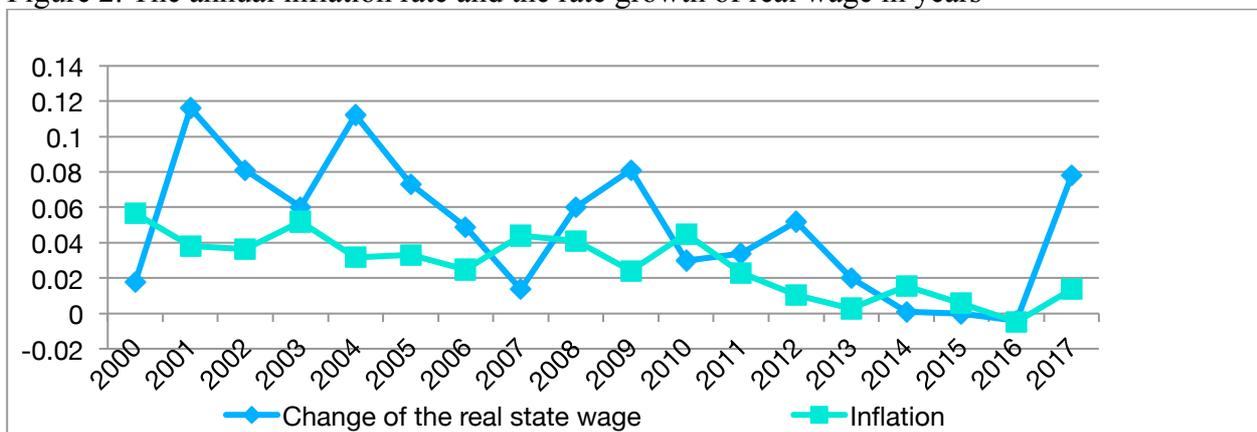
Positive growth rates are also boosting expectations for even more positive performance of the economy in the coming years. Both the state sector and the non-agricultural private sector have contributed to the growth of employment. The growth of employment in non-agricultural private sector is very important because it shows the trend of the economy. The largest numbers of employees are in the private sector, which indicates that this sector has already entered the growth phase and the employees who are also clients will also affect the growth of this sector. The state sector has made a great contribution in this direction through the increase of public spending and is expected to continue.

As can be seen from graphical presentation, the growth rate of GDP per capita in 2013 was the lowest, accompanied by a decline in employment, while the unemployment rate has increased. The positive trend is observed after 2015 where the three indicators give a positive picture of the economy. However, unemployment continues to be a prolonged problem in the country, and the global financial crisis has contributed even more to this problem.

Unemployment is affected from the level of salaries that should be noted that they continue to be low even though they have increased. The level of wages is important because the higher the wages, the more individuals will want to be employed and will have a positive effect on the growth rate of businesses, and the economy in general. In general, occupations that do not require special qualification pay the employees the minimum wage. The level of wages is important for the income of Albanian families contributing in decrease of poverty. Through a satisfactory wage level, businesses can attract or retain the necessary expertise to advance businesses.

There are a number of factors affecting the wage level. Not only unemployment but also inflation is important in many aspects of the economy. Inflation should be taken into account in determining wages because real wages depend on inflation.

Figure 2. The annual inflation rate and the rate growth of real wage in years



Source: Author

It is clear the negative relationship between wages and inflation. Inflation causes rise in prices, but the growth of the latter may come simply because the goods are imported at a higher price.

As is stressed above Albania is a country with a negative trade balance and this affects the country's exposure to imported inflation. Inflation also affects interest rates, thus affecting decision-making on loans both for households and businesses, affecting new investments. Borrowing is a very important factor in the economy because it would impact on new investments and so inflation can hence in curbing employment growth or rising unemployment. Although in this paper the focus is not inflation

2.1 Full Focus on Employment

Albanian governments have been constantly focused on employment. Unemployment has also caused the discouragement of people, and especially of young people. However, the focus for growth and employment should be addressed in those sectors where the country can rely on long term and employment in those sectors will be sustainable. For this reason, in the government strategies a special focus has been paid to agriculture.

However, the international contemporary developments have made rural areas not only be an opportunity for agricultural development but also a great opportunity for mountain or winter tourism. Even in the current government strategy one of the focuses is precisely the development of rural areas with the aim of providing tourism opportunities for sites of tourist interest. Investing in rural areas, despite the intention, is very necessary so that agriculture itself develops and farmers have access to the markets for the sale of their products as quickly as possible.

The development of tourism, regardless of whether it is summer, winter or cultural tourism, is a great opportunity for the country's economy and a very good opportunity for people's employment, especially in rural areas where job opportunities are smaller.

The number of businesses has been increasing over the years but the rate of their growth has not always been positive. So one of the best years of opening new businesses was the year 2015, the year the economy performed very well compared with previous years. While in other years the growth rate of businesses has been negative, anyway it is important that every year new businesses are opened. New businesses are not many in number and this has its impact on the economy. So their bad performance also affects the salaries of employees. Having a high job offer coming from the relatively young age of the population combined with unemployment, so that wages also stay at almost the same levels. The impact of average wages is important in decision-making to be employed in a position or not because the family's future welfare depends on this. In these conditions the employees are all the times demanding new job being unstable and unproductive.

According to Instat (2018a), the average consumption of a family in 2016 and 2017 was respectively 73140 ALL and 73 400 ALL, while the average wage for these years was respectively 47,522 ALL and 48,967 ALL (Instat, 2018b), thus making financial livelihoods difficult for those families when only one person work. However, the labor market has a lot of informality in Albania and this is somewhat controversial for wage figures. Informality accompanies all this market by questioning the employment and unemployment figures even though it should be said that a reform has been undertaken in terms of labor market informality by the Albanian government.

However, relatively low wages will affect the entire economy because individuals do not have the opportunity to buy goods and services. In this way, low wages would probably contribute to keeping inflation low in the country. However, if salaries will continue to be low this will cause problems for the entire economy. This is because small purchases of individuals will affect sales of

business products and services which would further affect their production. Businesses would produce less, reducing the number of employees and thus selling less in the future, making the economy as a whole not having a positive outlook.

Employment growth has been at the focus of government policies over the last few years. These policies have aimed at tax relief for businesses in important sectors of the economy such as tourism or agriculture. Even the focus on infrastructure investments has had its impact. One of the declared government strategies regarding tax relief on salaries was the reduction of the maximum tax rate from 23% to 18%, but it has not yet been done. The only change made newly in the personal income tax, was the change in the wage level that is taxed by the maximum tax rate. The highest taxable level has increased, thereby smoothing taxation on individuals. At the same time, the government has put emphasis on vocational education, thus promoting self employment, but also meeting the need for a professional market. High emigration for years has removed professionals and the market needs new professionals.

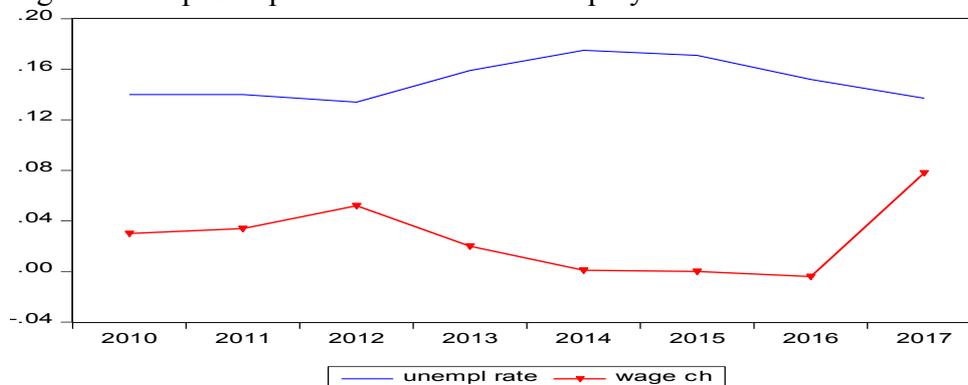
At the same time, municipalities have been focusing on employment growth through development programs. The level of employment of the municipality of Tirana is low compared to many other cities, in the last 10 years it does not reach 50% (Instat, 2019a). The level of employment in the capital is also an important indicator because of the internal emigration already lives about 30% of the population (Instat, 2019b). To promote employment, the Municipality offers grants and soft loans to help new and existing businesses develop and increase employment. In helping the unemployed, the municipality provides economic assistance (benefits), but economic assistance is low in value to cope with livelihoods. Families cannot cover the costs with economic assistance so the economic assistance has never been a cause for unemployment.

3. The Link between Unemployment and Salaries

The purpose of this paper is to study through linear regression model the relation between unemployment and wages. Through the linear model that will be presented in this paper, the goal is to understand whether changes in the level of wages affect the level of unemployment, otherwise is it possible that the level of unemployment can be predicted from the salary level?

Above was explained the importance of the level of wages in the level of unemployment and several factors affecting wages. The level of unemployment is taken from the official data while the salaries of the state administration are taken into account for the salary variable. A strong reason for the use of state sector salaries is the fact that their values are accurate and private businesses are affected by competition between them for labor force and have as a reference the state sector salaries. The limitation of the paper is the data that are not for many years.

Figure 3. Graphical presentation of the unemployment rate and the rate of change of salary



Source: Author

In the model the dependent variable Y is the level of unemployment, the independent variables X_1 , is the rate growth of wage:

$$Y_t = b_0 + b_1 \cdot X_{1t} \quad (1)$$

Table 1. The data for the model

The dependent variable Y_t	Unemployment level
B_0	The intercept
The independent variable X_1	The rate growth of wage

Source: Author

The data are tested with EViews 10 and the results are in the follow table.

Table 2. Results of the models tested in EViews 10

<i>The dependent variable</i>	<i>coefficient</i>	<i>t-Statistic</i>	<i>probability</i>
Unemployment level			
<i>Independent variables:</i>			
B_0	0.162	30.97621	0.00000
X_1	-0.4389	-3.133	0.0202
R^2	0.62		
Prob (F-statistic)	0.02		

Source: Author

From the linear data link analysis of the data tested there is a linear relation between unemployment level, and the rate growth of wage. The movement of the unemployment level is explained in 62% from the independent variables. The model's stability is also explained through Prob (F-statistic).

This conclusion is very important for the policies and strategies of unemployment reduction to be undertaken in the country. The level of unemployment in a country is influenced by a number of factors but through the recognition of their links with unemployment, the decision making of reduced unemployment measures will be more realistic and with concrete achievements.

Conclusions and recommendations

The level of unemployment has been decreasing in recent years in Albania, while the economy as a whole has had a satisfying positive growth, and this is promising. In this paper, it is tested whether the level of unemployment is related to the wages or not. The wages continue to be low in all economies' sectors. From the results of the linear model it is resulted that the level of unemployment has a negative linear relation with the salary level. If the salaries' growth rate will increase by 1 percent, the unemployment rate will decrease by about 0.44 per cent. This result is very important for both private and public sector. Poor employers are a poor clientele and businesses cannot grow, and the country's economy cannot move positively.

At the wages level are a number of factors that affect who should be taken into account because influencing wages can directly affect the level of unemployment. In order to increase the level of wages, the personal income tax rates should be lowered so that the net amount to be paid to the employee will be higher. An important policy that needs to be taken is the increase of wages in the

state sector. Wage growth in the state sector would directly affect the decline in unemployment because of the competition for specialists; the private sector will do the same. Wage growth will boost sales of services and products of business by fostering business development and job creation. By reviewing literature, reducing unemployment requires time to reflect even after the economy begins to grow. For this reason additional measures are needed such as the reduction of the minimum wage.

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CUSTOMER SATISFACTION AND QUALITY OF LIFE FOR CONSUMERS IN ROMANIA

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Introduction.

Overview

In the last two decades the field covering Customer Satisfaction, Retention, Loyalty concepts had an exponential growth and a corresponding weight in importance for companies all over the world. In the same time, the rise of the internet industry and Social Media brought an increased focus on better understanding customer behavior based more on psychographics than traditional demographics. This leap potentially created a knowledge gap between the methods used to measure the actual success of the above mentioned strategies and real-life customer behavior. For example, even though companies are now able to proactively collect specific data about customers' actions, preferences, private life events, the main method of measuring Customer Satisfaction is still reactive (i.e. asking customers how satisfied they are with the products/services).

Hypothesis

There are two hypothesis addressed in the research we will refer to in this paper:

1.Are companies using a potentially obsolete and self-centered method to measure Customer Satisfaction while ignoring the influence of day to day events in the customers' private life's?

2.Are day to day life events influencing customers' declared level of satisfaction?

Theoretic considerations

Customer Satisfaction can be defined while considering two major directions:

1.The strategies and actions taken mostly by private companies to generate a certain level of quality for their products and/or services.

2.A key performance indicator for measuring the actual level of satisfaction of a company's customers

In this paper we will refer to the second direction. Both in the academic field and in prevailing practice, there are multiple variations on the methods used for measuring Customer Satisfaction, the most common being are the ones build using a self-administrated questionnaire with a Likert scale (having different dimensions – 1 to 5, 1 to 7, 1 to 10).

Though the research focused on the most used and widely implemented indicator in companies across the world: Net Promoter Score (Reichheld F., 2003, *One Number You Need to Grow*, Harvard Business Review). According to the NPS theory, the main question to be answered by customers is: "How likely is it that you would recommend our company/product/service to a friend or colleague?".

Based on a Likert scale (0 to 10), the respondents are segmented in Promoters (9 and 10), Passives (7 and 8), Detractors (0 to 6). Supporters of this theory are claiming that this indicator predicts customer loyalty and is correlated with actual profitability evolution of a company. Main critics of NPS theory (Keiningham T.L., Aksoy L., Cooil B. and Andreassen T.W., 2008, *Linking Customer Loyalty to Growth*, MIT Sloan Management Review) are underlining based on an longitudinal study that NPS was not able to explain customer purchasing behavior.

In order to bring into the research frame the customers' private life behavior, we used as baseline the Quality of American Life model (Campbell A., Converse P.E., Rodgers W.L., 1976, *The quality of American life: Perceptions, evaluations and satisfactions*, Russell Sage Foundation). The core concept is built around identifying the main sources of general life satisfaction. One of the most important outcomes is the Average Importance of each Life Satisfaction Source:

Table 1: Life Satisfaction Sources (Campbell et. al, 1976)

Life satisfaction sources	Average Importance Score (where 1 is highest)
Family Life	1.46
Marriage	1.44
Financial Status	2.94
Inhabitancy	2.10
Friendship	2.08
Health	1.37
Leisure activities	2.79

Method.

In order to obtain an increased level of relevance the method used had to meet the following main conditions:

1. Use the same environment for collecting answers according to NPS methodology
2. Assure consistency by analyzing the answers using correlations between main questions

The research was done during a three months timeframe with an online self-administrated questionnaire (majority of questions on a Likert scale). The target group were customers in Romania, urban area, actively employed or self-employed, with focus on a highly relevant group for purchase behavior analysis for the Romanian macro-economy: higher level of education and income per person. Also, to avoid any interference with the natural respondents behavior, customers were asked to evaluated a Brand/Company at their choice, without any specific suggestion.

Specifically, the questionnaire was structured on the following main directions:

- Evaluate Life Satisfaction Sources;
- Evaluate a Brand/Company of their choice on multiple factors (NPS, Customer Satisfaction and Products/Services frequency of use);

Furthermore, the answers on Life Satisfaction Sources were adjusted with the Average Importance Score and summed up to create an 1 to 4 scale that determined a comprehensive Life Satisfaction Sources Score. The 1 to 4 results were tagged as following:

- 1: Very Dissatisfied
- 2: Dissatisfied
- 3: Satisfied
- 4: Very Satisfied

Total number of answers analyzed using SPSS Statistics is 452, with a 43% – 57% Male/Female ratio.

Results.

Main findings

1.The level of correlation between NPS and traditional Customer Satisfaction Score is generally high (.748) (Table 2.)

2.Moreover, when segmenting the answers based on frequency of use of the products/services (Daily/Weekly/Monthly/Only when needed) from evaluated Brand/Company, the correlation versus general is slightly lower for daily use (.739) and higher for Weekly (.808), Monthly (.765) and When needed (.793) use (Table 3).

3.For Life Satisfaction Sources Segment, the general view shows a decreasing trend in correlations in relationship with the Life Satisfaction Sources Score (Table 4):

- a.Dissatisfied: .893
- b.Satisfied: .742
- c.Very Satisfied: .711

d.A more in depth analysis on the correlation between NPS & Customer Satisfaction, with a mixed segmentation (Life Satisfaction & Brand Use Frequency) and with focus on comparing the Daily frequency of use segments is revealing the following (Table 5):

- e.Daily use, Dissatisfied: .921
- f.Daily use, Satisfied: .721
- g.Daily use, Very Satisfied: .708

Main findings interpretation

a.The levels of correlation between Net Promoter Score and Customer Satisfaction Score shows that there is a low statistical difference between the two indicators. This means that if companies are asking their customers the NPS question or how satisfied they are, the expected results should be the same. This comes more to sustain the critics of NPS than promoters, at it is showing that customers do not have significantly different opinion regarding the Company/Brand they are evaluating when answering if they would recommend or if they are satisfied.

b.The decreasing trends of correlation for the different Life Satisfaction Score Segments is showing with an acceptable degree of relevance the fact the with one of

the research hypothesis (Are day to day life events influencing customers' declared level of satisfaction?) has an increase chance to be valid. Though, further analysis are in order.

c. In addition, when selecting those cases where the Brand/Company is present daily in the life of their customers (in terms of use frequency), the trend from above finding is confirmed.

a. In conclusion, it can be underlined the fact that our first hypothesis (Are companies using a potentially obsolete and self-centered method to measure Customer Satisfaction while ignoring the influence of day to day events in the customers' private life's?), with additional more in-depth analysis can be validated.

Limitations and recommendations:

a. Although the method used for collecting answers was aligned with industry standards, the gap between declared answers and practical action of customers is a valid point for questioning the findings of this research. The recommendation to obtain more accurate results is to run a similar questionnaire in online environments, when after completing the answers, companies can track real-time the purchase behavior of their customers.

b. Also, it is important to add that an extended research in terms of geographic coverage and number of respondents is highly recommended and could be the foundation of a standalone theory.

COMPARISON OF ENTREPRENEURSHIP ACTIVITY IN THE DANUBE REGION

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Abstract

The entrepreneurship as the phenomenon is important for national economies as it contributes immensely to the development of the economy. Therefore, the paper aims to analyse and compare the selected indicators of entrepreneurial activity in a particular geographic area, namely Danube Region. Countries of this Region are very diverse despite of their common historical development and geographical area. Countries which belong to the Danube Region differ significantly by living standards, economic development, and the problems they face, which makes entrepreneurship in the region even more interesting to research. Our main research question is “*What are the differences between the countries of the Danube Region regarding the entrepreneurship activity?*”. For selected countries of the Danube Region were analyzed typical indicators of entrepreneurship and then compared among countries. For the purposes of our research used were data from the Global Entrepreneurship Monitor, Doing Business, and SME Performance Review with its SBA Fact Sheets. The entrepreneurship activity was measured using the pipeline approach, which analyzes entrepreneurial activity through characteristics phases of entrepreneurship process. They were divided into two groups, each with several indicators, namely, (1) societal values for entrepreneurship and (2) entrepreneurial activity.

The results of the societal values for entrepreneurship indicate that entrepreneurial intentions are highest in Romania (29%) and lowest in Bulgaria (7%). Regarding the results of entrepreneurial activities, the early-stage entrepreneurial activity is highest in Romania (11%) and lowest in Germany (5%). However, opportunity-driven entrepreneurship is highest in the Czech Republic (60%) and the lowest in Romania (33%). Additionally, the highest rate of established companies is in Austria (9%), and the lowest in Croatia (4%). However, the comparison of results for the Region indicate that there are main differences between countries from Upper Danube Region (Germany, Austria, etc.) compared to countries of Lower Danube Region (Ukraine, Romania, etc.).

Keywords: entrepreneurial process, societal values for entrepreneurship, entrepreneurial activity, Danube Region

Introduction

Economic policy affects the level of companies in society in two ways (Sobel, Clark and Lee, 2007); first, by shaping the quality and quantity of input for the entrepreneurial process and second, by shaping entrepreneurship frameworks that provide the rules of the game. In all societies a certain amount of regulation is needed. However, regulations should be targeted and effective (European Commission, 2007) because they influence not only the number of companies but also their quality. As the entrepreneurship frameworks represent conditions on the behaviour of companies and individuals (OECD, 2014), it is important that a framework is open and contemporary. To assess the quality of an entrepreneurship framework, the analysis of a single country alone is not enough.

Regional benchmarks are even more relevant for identifying best practices fostering entrepreneurship in a particular country. As one of the European regions, the Danube Region is an important area of analysis. This is especially because the Danube Region is a region of contradictions (European commission, 2010). Diversity, disparities, and differences in living standards and economic development are present, alongside the homogeneity and consistency of the history and connections, which rose from the Danube Basin. On the one hand, the Danube Region countries share not only the same river and territory, but also the same problems. On the other hand, the region is very heterogeneous in its nature (Savić & Dakić, 2016). Regarding this characteristic of the region is the main question of the research: What are the differences between the countries of the Danube Region regarding the entrepreneurship activity?

Conditions for doing business in Danube Region countries

Regional development is an important topic in Europe. The countries within the Danube Region are characterized by significant disparities in their economic and social development. The Danube region covers parts of nine EU countries, namely Germany, Austria, Hungary, the Czech Republic, Slovakia, Slovenia, Bulgaria, Romania and Croatia, and five non-EU countries, Serbia, Bosnia and Herzegovina, Montenegro, Ukraine and Moldova. As such, the region is challenged by several issues, among which are environmental threats (water pollution, floods, climate change), untapped shipping potential and a lack of road and rail transport connections, insufficient energy connections, uneven socio-economic development, uncoordinated education, research and innovation systems, and shortcomings in safety and security (European Commission, 2017a).

The entrepreneurship framework in which companies must operate is controlled and regulated by a public regulatory and administration system. This system can be at different levels of openness and supportiveness for companies. A national policy influences the development of an economy in three ways (Bradač Hojnik et al., 2016); first, through the establishment of a legislative system, which represents a regulatory mechanism, second, through various short- and long-term economic policy measures, and third, by encouraging entrepreneurship with various measures. Entrepreneurs are beholden to the requirements of the administrative system throughout the entire entrepreneurship process, from the birth of a start-up to business discontinuation. They must carry out procedures regarding the company's establishment, the hiring and firing of employees, the obtaining of various licenses, and state regulatory statistical and tax reporting, with each procedure having administrative costs, taxes, fees, etc. Entrepreneurs spend a significant amount of time implementing such administrative requirements. The time and energy spent fulfilling all administrative requirements can negatively affect the establishment and operation of companies in some countries (Bradač Hojnik et al., 2016).

However, there are huge differences in the requirements for start a new company between countries. Some studies (e.g., Desai et al., 2003) have found a negative correlation between company entry and the number of start-up procedures. Ho and Wong (2007) find differences in the impact of regulatory costs on opportunity- and necessity-driven entrepreneurship. In particular, regulatory costs have a restrictive impact on opportunity entrepreneurship. Divanbeigi and Ramalho (2015) find evidence of the role of business regulations in enabling company creation. An overall comprehensive business regulatory system is associated with higher levels of new business establishment. Similarly, Bosma and Levie (2010) find a correlation between new business entry rates and the over-all quality of regulations.

To make the business environment friendly to companies, many governments in Europe concentrate their efforts on reviewing and simplifying administrative regulations. Despite great efforts to minimize administrative burdens, the differences among European countries are still considerable.

For instance, the EU focuses in particular on administrative costs (not on all compliance costs) which are a part of compliance costs emerging from the information obligations of laws and regulations with special attention to companies. A strategy for better regulation is based on three main actions (European Commission, 2010):

- working more closely with member states to ensure that better regulation principles are applied consistently throughout the EU by all regulators;
- promoting the design and application of better regulation tools at the EU level, including simplification, reduction of administrative burdens, and impact assessment; and
- reinforcing constructive dialogue between stakeholders and regulators at the EU and national levels.

Consequently, EU countries have implemented various reforms to improve the performance of national economies. Some studies (e.g., Braunerhjelm et al., 2015), which measure the quality of business environments found a strong correlation between the dynamic efficiency of firms and the over-all quality of regulations. However, based on analysis of efforts to minimize or prevent administrative burdens, it can be concluded that countries mainly focus on the start-up phase of establishing a business, and less on issues that entrepreneurs face in the phases that follow.

Methodology and data

To provide insight into the entrepreneurial activity in Danube Region countries, the overview of nine countries, for which the data is provided in earlier sections, is provided below. Data is used from several sources, including the Global Entrepreneurship Monitor and SBA factsheets for the latest available year. Each country is analysed by several variables, arranged into two groups:

- Societal values for entrepreneurship:
 - Entrepreneurship as a desirable career choice (%),
 - High status of successful entrepreneurs (%),
 - Media attention given to entrepreneurship (%),
- Entrepreneurial activity:
 - Entrepreneurial intentions (% of adults who intend to start a business within 3 years),
 - Early stage entrepreneurial activity (%),
 - Established business ownership rate (%),
 - Opportunity-driven entrepreneurial activity (%),
 - Share of high-growth enterprises (%).

Table 1 represents data on societal values for entrepreneurship in nine Danube Region countries, for Danube Region average and EU average.

Table 1. Societal values for entrepreneurship in selected Danube Region countries

	Austria	Bulgaria	Croatia	Czech Republic	Germany	Hungary	Romania	Slovakia	Slovenia	Danube Region average	EU average
Societal values for entrepreneurship											
Entrepreneurship as a desirable career choice (%)	46.0	52.9	62.2	n.a.	51.8	52.8	72.4	50.6	56.8	55.7	56.9
High status of successful	76.0	66.9	45.6	48.0	78.9	71.0	75.1	60.1	69.0	65.6	66.6

entrepreneurs (%)											
Media attention given to entrepreneurship (%)	n.a.	40.7	47.2	n.a.	50.5	40.6	67.4	60.9	65.9	53.3	53.3

Source: European Commission, 2017b.

Table 2 represents data on entrepreneurship activity in nine Danube Region countries, for Danube Region average and EU average.

Table 2. Entrepreneurship activity in selected Danube Region countries

	Austria	Bulgaria	Croatia	Czech Republic	Germany	Hungary	Romania	Slovakia	Slovenia	Danube Region average	EU average
Entrepreneurship activity											
Entrepreneurial intentions (% of adults who intend to start a business within 3 years)	43565	43472	43514	43659	43502	43480	29.0	8.0	43566	8.0	11.4
Early-stage entrepreneurial activity (%)	43625	43681	43563	43531	43620	43715	43687	9.5	8.0	43594	8
Established business ownership rate (%)	43685	43502	43500	43529	7.0	43590	43592	6.1	43652	43471	6.7
Opportunity-driven entrepreneurial activity (%)	46.4	35.0	39.8	60.0	58.1	52.6	33.2	41.8	58.1	41.8	58.1
Share of high-growth enterprises (%)	43531	43718	43626	43532	43593	43477	43526	11.5	43623	43596	7.6

Source: European Commission, 2017a.

For the purposes of empirical analysis, used was descriptive statistics, the standard score (referred to as a z-score), to measure the differentiation of each country from their mean value for each variable. A positive standard score indicates that the data point is above the mean, and a negative z-score indicates that the data point is below the mean.

Results and discussion

In continuation, societal values and entrepreneurship activity are analysed and discussed for each of nine countries for which data was available. The table 3 and table 4 represents results of standard scores for each variable.

Table 3. Standard scores for societal values for entrepreneurship in selected Danube Region countries

Standard scores (Z-values)	Entrepreneurship as a desirable career choice	High status to successful entrepreneurs	Media attention given to entrepreneurship
Austria	-1.17737	0.86268	n.a.
Bulgaria	-0.33878	0.10622	-1.10604
Croatia	0.7915	-1.66439	-0.53611
Czech Republic	n.a.	-1.46489	n.a.
Germany	-0.47247	1.10375	-0.24676
Hungary	-0.35093	0.44704	-1.11481
Romania	2.03116	0.78786	1.23506
Slovak Republic	-0.61831	-0.45905	0.66513
Slovenia	0.13521	0.28079	1.10354

Source: Author's own calculations.

Table 4. Standard scores for entrepreneurship activity in selected Danube Region countries

Standard scores (Z-values)	Entrepreneurial intentions	Early stage entrepreneurial activity	Established business ownership rate	Opportunity-driven entrepreneurial activity	Share of high-growth enterprises
Austria	-0.39929	0.82367	1.8137	-0.0793	-0.49592
Bulgaria	-0.86434	-1.47197	-0.12423	-1.17881	0.70317
Croatia	0.69993	0.24976	-1.61494	-0.71586	0.60325
Czech Republic	0.06577	-0.27633	-0.79505	1.23239	-0.16284
Germany	-0.99118	-1.56763	0.47206	1.04914	-0.09622
Hungary	0.26306	0.01063	-0.64598	0.51867	1.10287
Romania	2.22192	1.39758	0.84474	-1.35241	-2.16133
Slovak Republic	-0.73751	0.77584	-0.19876	-0.52296	0.90302
Slovenia	-0.25836	0.05845	0.24845	1.04914	-0.396

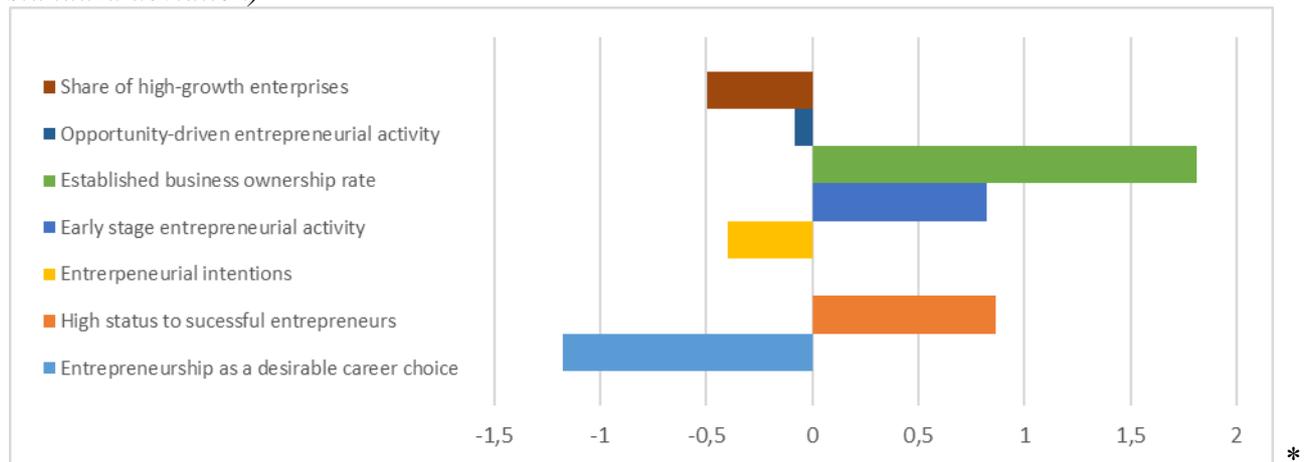
Source: Author's own calculations.

In continuation, results of each country are analysed.

In Austria (figure 1), societal values for entrepreneurship are higher compared to both the Danube Region and EU averages regarding the high status of entrepreneurs in society. However, entrepreneurship is a less desirable career choice when compared to the average desirability in the EU and the Danube Region. Although entrepreneurial intentions are lower in Austria than on

average in the EU and the Danube Region, the actual entrepreneurial activity of early stage and established companies is higher. However, it lags behind the Danube Region and EU averages in share of high-growth companies and in opportunity-driven entrepreneurship. According to the SME Performance Review (European Commission, 2017b, p. 1), Austria has appropriate measures for SMEs, but they need to be implemented consistently. Regarding access to equity financing for SMEs, Austria should develop a more favourable ecosystem, which will enable high-growth companies to scale up.

Figure 1. Variation of variables for Austria from the Danube Region average (measured in standard deviation)*

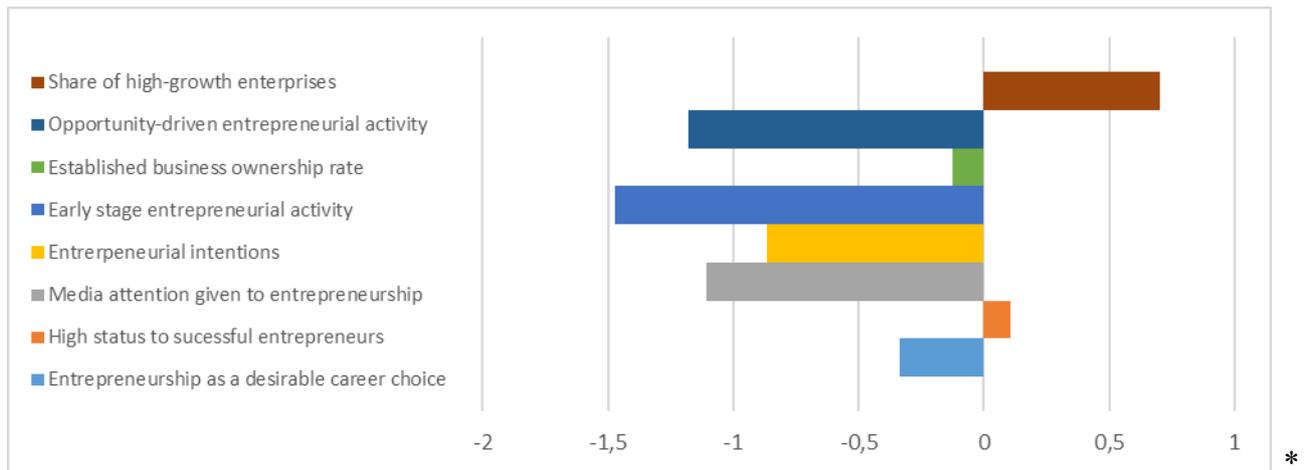


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author's own calculations.

In Bulgaria (figure 2), societal values for entrepreneurship are scored below the EU and Danube Region averages in terms of media attention for entrepreneurship and entrepreneurship career development. In keeping with this finding, entrepreneurial activity in Bulgaria is low compared to other countries, scoring below the Danube region and EU average in all categories. Notably, early-stage entrepreneurial activity is the third lowest in the EU, while opportunity-driven entrepreneurship is the second lowest (European Commission, 2017c). According to the SME Performance Review (European Commission, 2017c, p. 7), entrepreneurship framework scores poorly, particularly in terms of education, with entrepreneurship education in post-secondary curricula. However, in Bulgaria progress is seen in implementing an entrepreneurship plan aiming at improving the education programmes in all educational levels, and in promoting entrepreneurial spirit and innovation. Additionally, several measures are available for particular groups of people, e.g., women, self-employed, social entrepreneurs, start-ups, and innovative companies.

Figure 2. Variation of variables for Bulgaria from the Danube Region average (measured in standard deviation)*

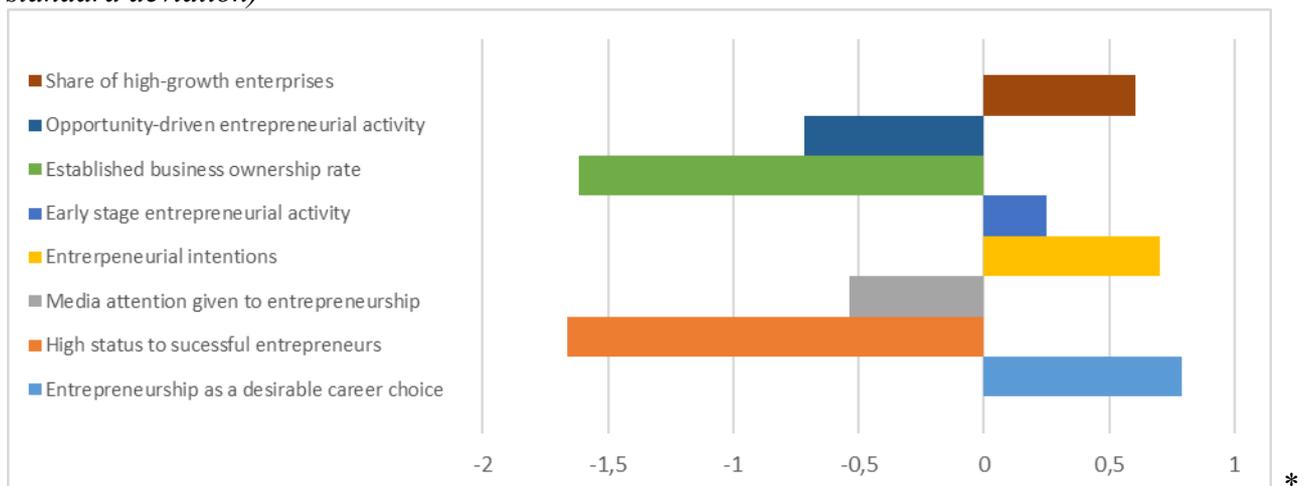


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author’s own calculations.

In Croatia (figure 3), societal values for entrepreneurship are below average regarding media attention for entrepreneurship and the status of entrepreneurs. However, entrepreneurship as a career is more desirable on average than in the Danube region and the EU. Intentions of individuals to become entrepreneurs are above the Danube Region and EU averages as well. In addition, early-stage entrepreneurship remains above this average, though established companies sink below it. There is a visible decline in entrepreneurial intentions and early starts for the sustainable survival of companies. An overall assessment of the SME Performance Review (European Commission, 2017d) is that entrepreneurship is one of the weakest areas in Croatia. However, Croatia has made improvements in its entrepreneurship framework, adopting several national strategies and acts aimed at entrepreneurship development. Some central gaps targeted are entrepreneurship education and specialized support for companies in different developmental stages.

Figure 3. Variation of variables for Croatia from the Danube Region average* (measured in standard deviation)



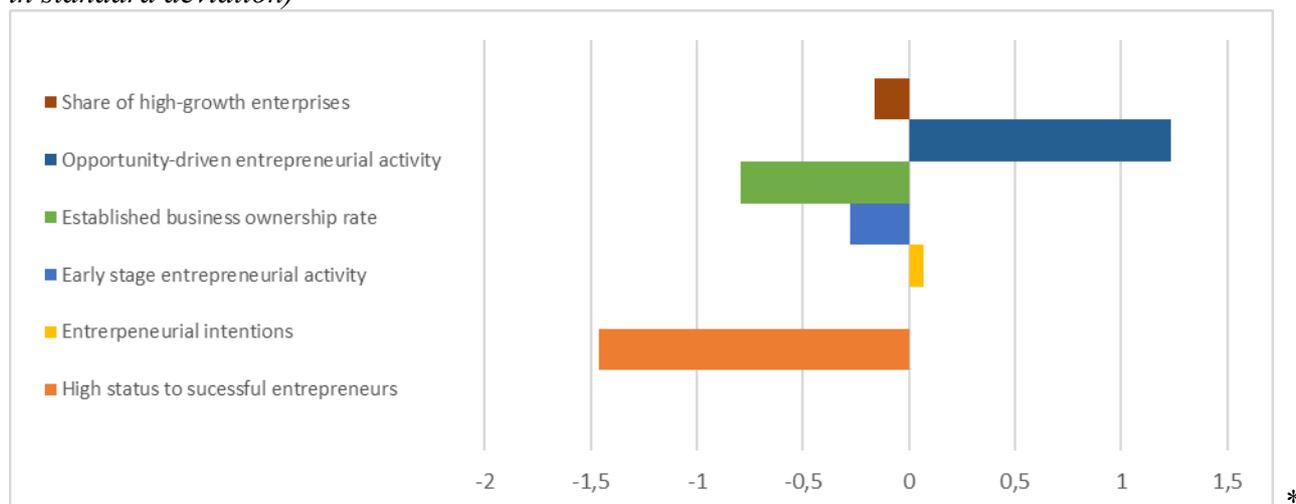
Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author’s own calculations.

In the Czech Republic (figure 4), among societal values for entrepreneurship, only data for status of entrepreneurs in society is available, and it is below the Danube Region and EU averages.

Intentions of individuals to become entrepreneurs are relatively high. However, regarding entrepreneurial activity, early-stage and established entrepreneurship rates are below the Danube region and EU averages. Among early-stage entrepreneurs, the majority are opportunity entrepreneurs. Additionally, the share of high-growth companies is below this average. According to the most recent SME Performance Review (European Commission, 2017e, p. 6) no new significant measures have been adopted or implemented to promote entrepreneurship in the Czech Republic. The greatest opportunities for improvement are in supporting companies' internationalization.

Figure 4. Variation of variables for Czech Republic from the Danube Region average (measured in standard deviation)*

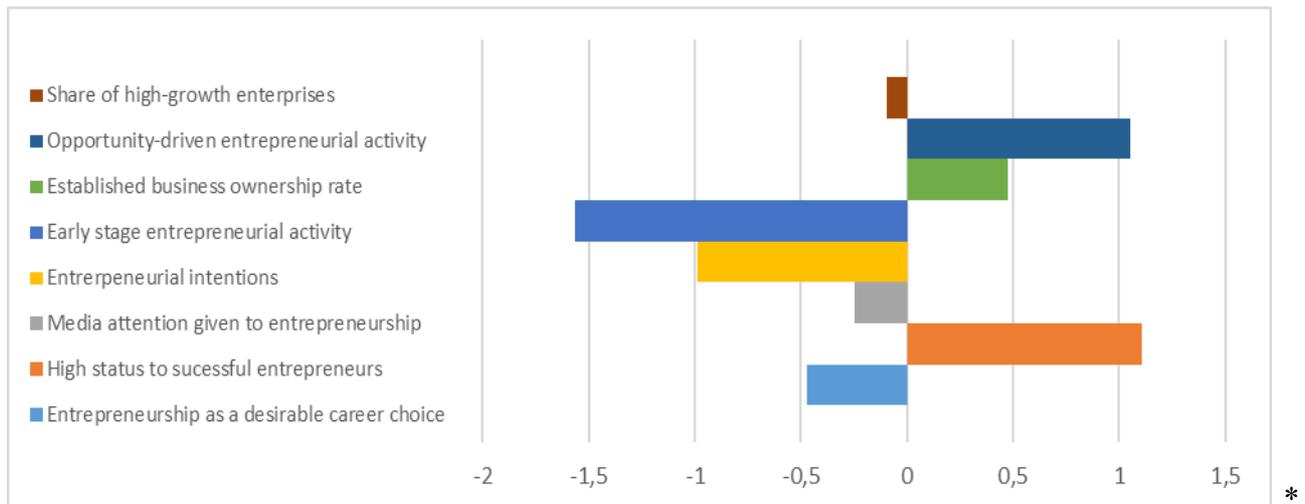


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author's own calculations.

In Germany (figure 5), successful entrepreneurs have relatively high status compared to the Danube Region and EU averages. However, individuals are less favourable to entrepreneurship as a career than on average in the Danube Region and the EU. The same is true for media attention to entrepreneurship. Also, individuals have considerably less intent to start a business than in the Danube Region and EU on average. This is also seen for early-stage entrepreneurship, which is below average. Among early-stage entrepreneurs the majority are opportunity-motivated. High-growth companies are not being supported enough. According to the SME Performance Review (European Commission, 2017f), attention should be paid to reducing start-up barriers to increase entrepreneurship rates.

Figure 5. Variation of variables for Germany from the Danube Region average (measured in standard deviation)*

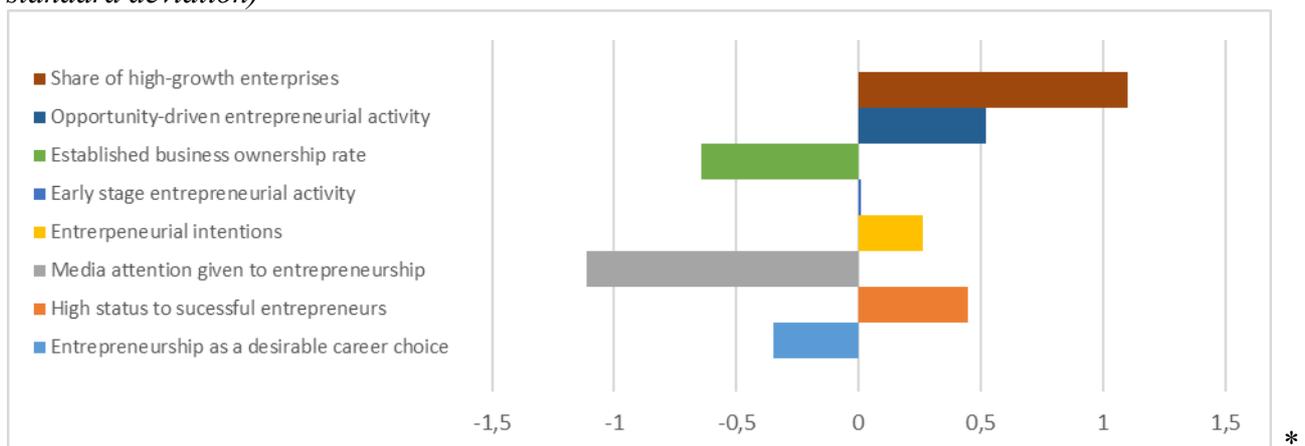


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author’s own calculations.

In Hungary (figure 6), media attention to entrepreneurship is below the averages of both the Danube Region in general and the EU. Individuals also desire entrepreneurship careers less than in the Danube region and EU on average. However, the status of successful entrepreneurs is relatively high in this country. The entrepreneurial intentions of individuals are relatively high, while start-up entrepreneurship is similar to Danube Region and EU averages. Among start-up entrepreneurs, opportunity entrepreneurs prevail. There are fewer established companies than in the Danube Region and EU on average, though there are more high-growth companies. Administrative burdens still present a challenge for companies in Hungary (European Commission, 2017g). Moreover, companies’ abilities to innovate and the adoption of new technologies are still low. There is also a lack of skilled and qualified workers.

Figure 6. Variation of variables for Hungary from the Danube Region average* (measured in standard deviation)



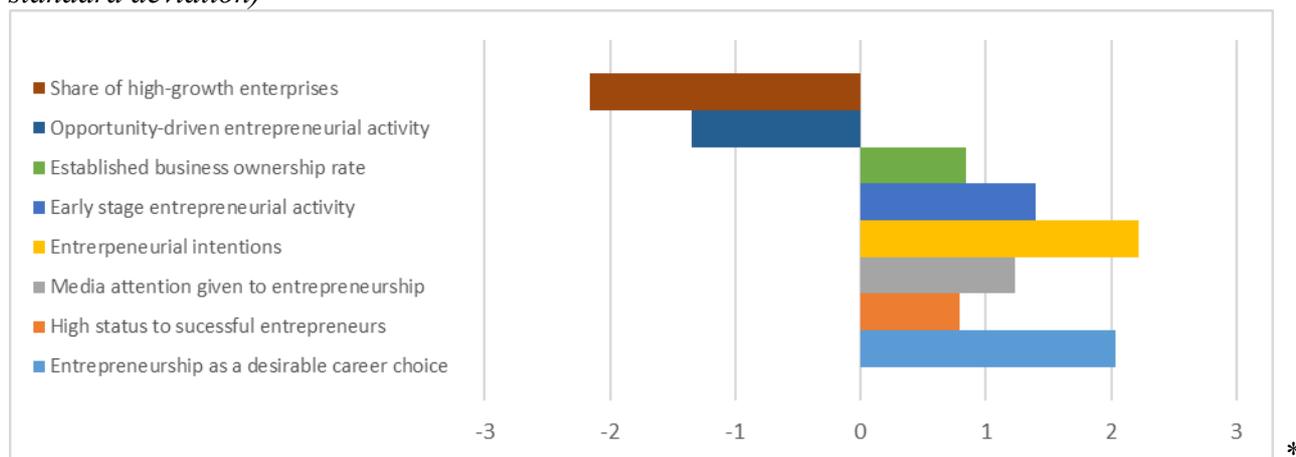
Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author’s own calculations.

In Romania (figure 7), all three indicators of societal values for entrepreneurship are considerably above the Danube Region and EU average. This indicates that the measures, implemented in the last decade to improve entrepreneurship culture and the overall acceptance of entrepreneurship were effective. This is proven by the entrepreneurial intentions and early-stage entrepreneurship of

individuals in Romania, which are considerably higher than in the Danube Region and EU on average. However, there is still a lack of opportunity-driven entrepreneurship and high-growth companies. According to the SME Performance Review (European Commission, 2017h) attention is given to education for entrepreneurship, promoting entrepreneurial culture among students, teachers, young people and women. Financial measures for companies and support measures (e.g., trainings, workshops, mentoring) for special target groups (e.g., women, young entrepreneurs, students) have also been implemented. These measures enhanced the entrepreneurial ecosystem, however, there is still a need for improvement among established and high-growth companies.

Figure 7. Variation of variables for Romania from the Danube Region average (measured in standard deviation)*

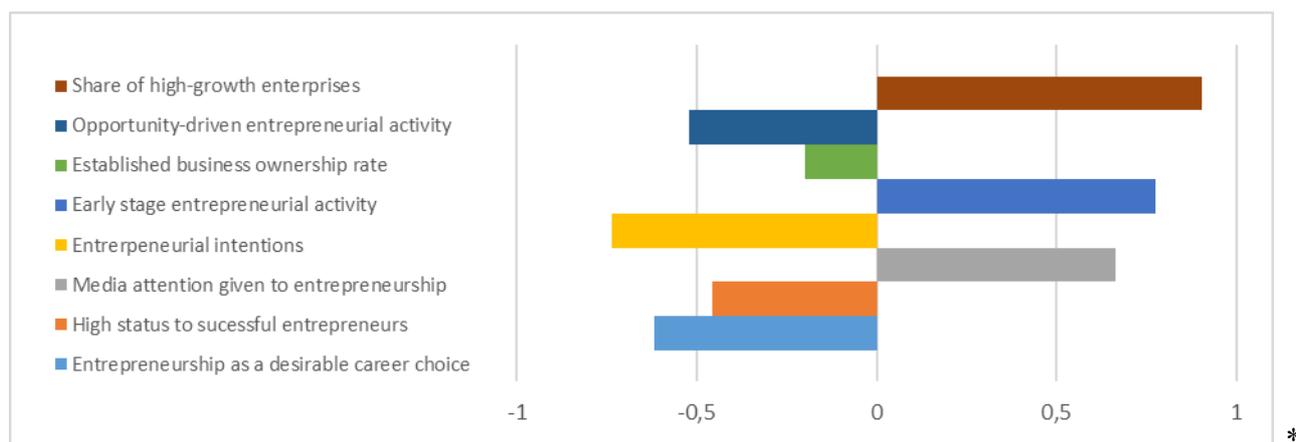


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author's own calculations.

In Slovakia (figure 8), entrepreneurship is a less desirable career choice than in the Danube Region and EU on average, although the good media attention to entrepreneurship, the status of entrepreneurs is assessed lower than in the Danube Region and EU on average. Additionally, the entrepreneurial intentions of Slovaks are considerably lower than compared countries on average. Early stage entrepreneurship is relatively high, but there are few opportunity-driven entrepreneurs. According to the SME Performance Review (European Commission, 2017i), the entrepreneurship framework is improving overall. However, there is still a need for better support and targeted measures to improve internationalization and growth of companies.

Figure 8. Variation of variables for Slovakia from the Danube Region average (measured in standard deviation)*

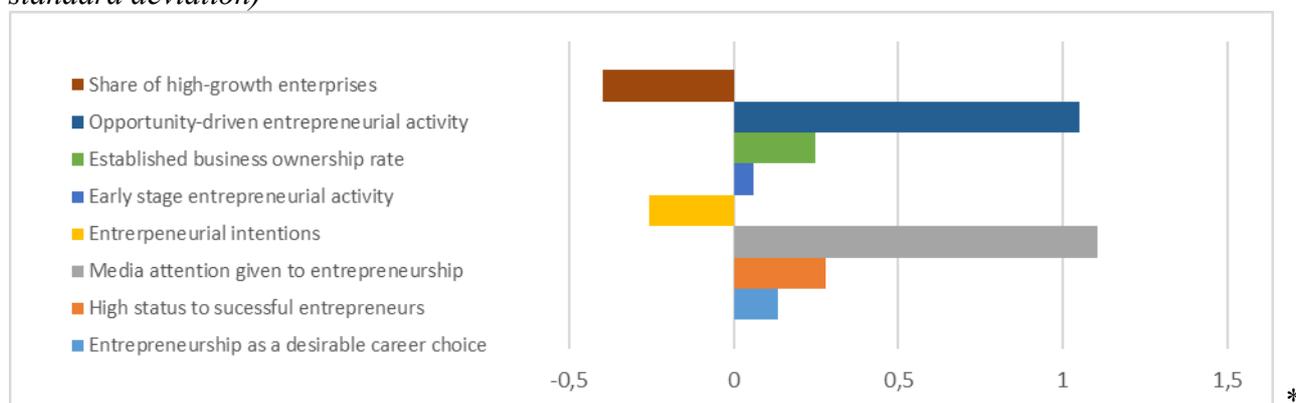


Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author's own calculations.

In Slovenia (figure 9), media attention to entrepreneurship is highly assessed, but the status of entrepreneurs and careers as entrepreneurs are assessed lower than in The Danube Region and EU on average. However, the entrepreneurial activity is broadly in line with Danube Region and EU averages. According to the SME Performance Review (European Commission, 2017j), Slovenia implemented several measures to improve its entrepreneurship framework in last decade, including promotions, workshops, networking events, financial initiatives, etc. However, there are still improvements needed regarding entrepreneurship education and supporting high-growth companies and business transfer.

Figure 9. Variation of variables for Slovenia from the Danube Region average* (measured in standard deviation)



Danube region average is 0, left pointed are weaker performances, right pointed are stronger performances.

Source: Author's own calculations.

Unfortunately, for Bosnia and Hercegovina, Moldova, Montenegro, Serbia, and Ukraine, there is not sufficient comparable available on entrepreneurship. Still, in Moldova, the government has adopted some initiatives based on SMEs, particularly on female entrepreneurship (European Commission, 2016). In Montenegro, the regulatory system needs to be simplified with fewer processes. This is in addition to improving supporting measures for companies regarding access to finance and growth, as well as internationalization (European Commission, 2017k). Serbia has made some progress regarding entrepreneurship promotion (European Commission, 2017l), while launching education programmes on entrepreneurship and entrepreneurial skills, but still needs to increase the predictability of its entrepreneurship framework.

Conclusions

Entrepreneurial activities have smaller differences between countries than entrepreneurship frameworks. The societal values for entrepreneurship reveal a mixed picture. In the Danube Region on average 56% of the population considers entrepreneurship a desirable career choice. The most individuals desire a career as entrepreneurs in Romania (72%) and the least in Austria (46%). Even less, only 53% of the population on average in the Danube Region stressed that enough media attention is given to entrepreneurship. However, 66% of the population in the region claimed that successful entrepreneurs have high social status. Intentions of individuals to become entrepreneurs and early-stage entrepreneurial activity are both highest in Romania, while the former is lowest in Bulgaria and the latter is lowest in Germany. Among early-stage entrepreneurs, the most opportunity-driven entrepreneurs are in the Czech Republic, while the least are in Romania. Romania also lacks high-growth enterprises, while Hungary boasts the most.

Based on an overall assessment of the entrepreneurship frameworks and entrepreneurial activity in the Danube Region, it can be concluded that immense differences exist between countries regarding economic development, particularly in relation to entrepreneurship, despite the shared geographical and historical position. Generally, countries from the Upper Danube Region are more developed than those in the Lower Danube Region. Consequently, the former could help to increase the development of the latter by transferring knowledge, experience, and best practices. Therefore, inclusion in different international projects as well as the establishment of better networks is essential for the progress of less developed countries.

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ANALYSING OF THREE GROUP OF FACTORS AND THEIR IMPACTS ON THE LEVEL OF SNS USING IN BUSINESS PRACTICE

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Abstract:

The purpose of this paper is to analyse three groups of factors and their impact on the level of using and diffusion of social network sites (SNS), as part of e business in overall business practice. This study focuses on technical, organizational and environmental factors and their determination on SNS's diffusion in companies as a business tool. Decision tree (DT) method is used in this paper, as method which detects interactive impact of these factors. Obtained results show that there are differences in impact of those factors in the context of range of different company size and type of business. The level of significance of observed factors and the degree of their impacts are also examined in terms of incentives or barriers for using SNS in companies. The study's results may have theoretical and practical implications for companies in terms of contribution of using e business solutions in modern digital presence and practice.

Keywords: technical, organizational, environmental, factors, SNS, e business, impact, company

HEALTH STATUS AND THE LABOR MARKET Literature Review

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Abstract

Nowadays, one of the global concerns is the aging of the population. This concern has forced many governments to increase their retirement age. This decision leads to increase in the labor force. In order to make this policy effective, it is essential to have good health conditions. In the framework of healthy individuals, the policy will be more effective by increasing not only the labor force, but also keeping sustainable levels of labor productivity. This is the main reason for identifying and analyzing the relation between health status and employment, despite the difficulty that endogeneity brings of these two phenomes.

In this paper we will analyze the effect of income on health status as well as the other side of the relationship and the simultaneous effect too. Through the literature review, we will be focused on

the most important studies and cases. Also, through a descriptive and comparative analyze we will describe this phenomenon and summarize the main theories for further research and discussions. To sum up, we concluded that the relationship between health status and the labor market according to many studies turns out to be mutual.

Taking into consideration that fact, it should be paid attention to the mutual link while drafting the policies.

Key words: Health status, labor market, simultaneous effect, workforce

Health status and the labor market

Nowadays one of the global concerns is the aging of the population. This concern has forced many governments to increase their retirement age. This decision increases the workforce but for this policy to be effective the population must have good health conditions. In the conditions of good health of individuals, the policy will be more effective by increasing not only the labor force, but also keeping sustainable levels of labor productivity. This is the main reason for identifying and analyzing the relationship between health and employment, despite the difficulty that endogeneity brings on these two markets.

It is also very important for the government and policy makers to understand the link between health and employment in order to design and implement more efficient socio-economic policies. The aim should be to improve the health of the population through labor market policies as well as increase labor market efficiency through health policy (e.g. by providing health care to the entire population)

This link has been studied for a long time and research in this area has been more focused on the effect of employment on health. (Dooley et al. [1996], Clark dhe Oswald [1994], Bamba dhe Eikemo[2009],Morrisetal.[1994])

But the opposite link to the effect of health on employment is not less studied (Currie dhe Madrian [1999], Jakobsen dhe Larsen [2010], Garcia-Gomez et al. [2010]). Other studies have also demonstrated the existence of a mutual link between health and employment. (Cobb et al. [1977], Leung dhe Wong [2002], Lindeboom dhe Kerkhofs [2009], Haan dhe Myck[2009]) Literature has shown that the effect of health on employment is positive, also recognizing that healthy people have a higher probability of employment than individuals with a poorer health status. (Pelkowski & Berger, 2004). It has been shown that poor health increases unemployment risk by 58% for males and 39% for females. (Garcia-Gómez, von Gaudecker, & Lindeboom, 2011) The decision to enter or leave the labor market depends heavily on the individual's health status because unhealthy individuals may decide to stay idle due to health problems or they may lose the job as a result of low productivity.

It has also been shown that employed individuals usually report a better health status than the unemployed ones. Rodriguez (2002) showed that full-time employees with a limited-term contract had 42% more chance of reporting poor health than those who were employed with unlimited term contracts. However, the link between health status and employment is more complicated than these unilateral explanations. It has been shown that there is a mutual link but literature in this area is rare. The relationship between health status and employment has been studied in a large number of articles and by many authors. As mentioned above, these studies are divided into three groups. The first group is focused on the effect of employment on health, the second group is focused on the effect of health on employment, and the last group takes into consideration the simultaneous link between health and employment. Below we will briefly see how the employment affects health and the simultaneous connection between them.

The effect of employment on health status

Studies have found a positive relationship between employment and health status. This implies that unemployment causes major problems in the health of the individual. Unemployed individuals have a higher probability of being affected by cardiovascular problems and mental health problems. In 1983 Furensgaard et al tested the psycho-social characteristics of a group of unemployed patients who exhibited major problems of anxiety and depression associated with the desire to commit suicide and high alcohol consumption. These individual problems cause major problems in the society. The effect of unemployment in health has also been studied as a measure of the rate of mortality and being sick. (Bambra and Eikemo 2009, Morris et al. [1994]). Bambo and Eikemo [2009] used the European Social Survey from 2002 to 2004 for the 25-65 age group for 23 states to test the relationship between unemployment and the health status self-report. They used as a measure of the health status the risk of being sick and the mortality rate, including social assistance in terms of unemployment. The study showed that all unemployed individuals had a high mortality rate. It also proved that the unemployed individuals had a higher rate of bad health compared to the employed individuals. Further, the study showed that health problems were more apparent in women.

Repetti et al. [1989] also testified this gender difference in health by showing that the employment in women was significantly associated with good health with a greater effect than men.

Furthermore, Morris et al. [1994], using a study in Britain for the years 1978-1985 related to middle-aged men found that men who are facing unemployment are twice as likely to lose their life earlier compared to men who work constantly, a relative risk ratio of 1.95. Following these studies in 2010, Rohwedder and Willis analyzed the effect of retirement using a comparison between US, UK and 11 European states for the year 2004 by analyzing old age individuals. Based on their findings, retirement was associated with memory loss by 4.7 units on a scale of 0-20 compared to individuals who continued working. Other studies are presented below:

- The California Work and Health Survey (1999-2000) concluded that 54% of individuals with disabilities who stated that their health condition was good, very good, and excellent

were employed, compared with 26% of those who reported on a bad health condition.

- The Behavioral Risk Factor Surveillance System Survey found that people with disabilities who work are less affected by anxiety than individuals who do not work. (18% versus 40%). This relationship remains stable even if the analysis is complemented by demographic and individual characteristics such as gender, age, education, ethnicity, civil status, etc. (Okoro, Strine, McGuire, Balluz & Mokdad, 2007)
- Kansas survey data for 810 individuals with disabilities, aged 18-64 years, indicates that participants in the labor market, regardless of pay or type of work, have lower levels of smoking and a better quality of life. The study also showed that the level of self-declaration of health status was higher and the governmental medical expenses per person were lower for employed individuals. (Hall, Kurth, & Hunt, 2013)

These quantitative evidences from all the populations show the positive impact on health from being employed and the negative effects of the loss of work. Work leads to better health through financial and psychological mechanisms.

Financial Benefits: Employment increases revenue and reduces economic problems, which improve the physical and psychological state of the individual. Many studies have shown that poverty leads to poor health. The financial benefit from work gives the individual access to the fulfillment of good living conditions. Warmth, healthy eating, health care, comfortable and safe stress are some of the benefits that the individual gets from being employed and all of these directly affect the health condition. The fear of the inability to pay bills, to adequately dress and feed the family generates stress, anxiety, and unexpected illness. Higher-income individuals provide to themselves more frequent medical examinations as well as benefit from health insurance coverage.

Psychological Benefits: Employment has always been linked to elements that affect positively mental health such as self-esteem, goals, and identity. Quantitative studies show that when individuals lose their job they experience major health problems and when they return to work their health improves significantly. (McKee-Ryan F., Kinicki A., Zhaoli S., 2005) In most of these studies that link health and work status, health status is defined by using physical and mental functioning measurement indicators. Physical illness, mental illness, various disabilities are used as metrics or indicators of poor health. However, while the loss of some functions is used as an indicator of changing health status, functional skills do not serve as indicators of health status. (Krahn, Fujiura, Drum, Cardinal, & Nosek, 2009) Work serves as a therapy for individuals by promoting better health, minimizing adverse effects from experiencing a long period of unemployment, engages you in the society, increasing independence, reducing poverty by producing a better quality of life and improving the well-being. However, the benefit rate varies depending on the individual. The greatest effect is observed for individuals with disabilities, as these individuals experience even more economic problems due to their lack of full involvement in society and the labor market. This effect can be reduced by increasing pensions for these individuals so there can be a lower cost in the case of a job loss.

However, not all types of jobs have the same effect on health. For example, redundant work cannot have the same effect as full-time employment. Furthermore, we can say that the most favorite jobs that are characterized by a high demand do not have satisfactory levels of extra reward

The simultaneous relationship between health and employment

Many authors often include the effect of mutual causality in the same study, showing that unemployment has a significant effect on health status and that health also has a significant effect on employment (Cobb et al. [1977], Cai [2007], Lindeboom and Kerkhofs [2009], Haan and Myck [2009])

Much of these studies address the problem of endogeneity through simultaneous equations.

Lindeboom and Kerkhofs (2009) studied this endogenous regarding the Netherlands using panel data from the 1993 and 1995 surveys. They indicated that financial incentives are important factors

for the decision to terminate the work. They further concluded that the pension and assistance reforms undertaken to increase participation in the labor market of the elderly have an adverse effect on their health. This is because the increase of retirement age results in health deterioration for the elders' age group as a result of many years in the labor market.

Another study conducted by Leung and Wong in 2002 using cross-sectional data from a survey conducted in Hong Kong concluded that there is strong evidence of significant health impact on employment but did not find clear evidence for the opposite relationship

Other authors have used proxy variables to explain the relationship between health and employment. Cai (2009) used salary as a proxy variable for the labor market, while Broën et al. (2005) used diabetes as a proxy to measure health. Cai studied the health impact of pay for working-age males in Australia (Cai, 2009). In order to control the problem of endogeneity and the problem of displaced data, the author evaluated a model with simultaneous equations for the mutual link of health and employment. His results showed that health has a positive and important effect on salaries (an increase in health with one unit could increase salaries by 9% -12%), but the effect of salary in health care was insignificant. his relationship continued to exist even when diabetes was used as a measure of health status. In this case Broën et al. (Broën, Pagán, & Bastida, 2005) showed that diabetes has a negative effect on employment and labor productivity. They showed that the probability of individuals affected by diabetes to be employed was about 7.4% lower compared to healthy individuals. Both studies showed that endogenousness in health is due to unavoidable factors affecting employment.

Haan and Myck (Haan & Myck, 2009) proposed a common pattern of health and the risk in the labor market which identified a mechanism of how bad health affects the probability of losing work and vice versa. They used unemployment as indicators of labor market risk and (SAH) self-declaration of health status as a measure of health risk. They praised a bivariate log model in which they explained the common distribution of unmonitored heterogeneity in a non-parametric manner. The analysis was conducted with German men aged 39-50 for the years 1996-2007 and the result confirmed a very important link between health and risk in the labor market. Authors also found evidence of a positive correlation between some unspecified characteristics and simultaneous variance in both variables. A separate treatment would lead to an overestimation of the effect. In conclusion, they found a positive effect of the bad health in the labor market risk under the *ceteris paribus* conditions

The effect of health status on the labor market

Previous studies have shown that health has an essential effect on some of the decision making in the labor market and in its benefits compensate for the salary and hours of the individual's work. However, there is no consensus on the extent of the health impact on these labor market indicators.

Usually studies focus on surveys made to individuals with questions about the state of health or the limitations that health conditions have brought to the labor market. One of the limitations of using cross-sectional questionnaires without detailed information on the health history of the individual is a disadvantage that does not allow you to know whether the disease is recurrent, chronic or abrupt or for a long time. If policymakers focus more on the long-term consequences of disease bypassing temporary illness this will lead to a shift in the impact of chronic illness in the labor market.

Health status has different impacts on the labor market depending on the age of the individual to be studied. Individuals who are in the early years of engaging in the workplace fit in another way to health shocks compared with individuals who are towards retirement. The stock of health capital and the way of coping with health problems also varies from the age at which the disease is manifested, leading to a change in the extent of the health effect on the labor market. Ultimately, we can say that health and labor market expectations vary from the age of the employee.

Economists have initially studied the relationship between health and work-related benefits by adding an explanatory variable of health status to estimating the income equation. As Bartel and Taubman argue, health problems affect the accumulated benefits, costs and return of human capital

or the skills used. The sustained and significant impact of health on incomes has prompted economists to seek further the link between health and income. Usually studies have estimated the impact of health on income without distinguishing between temporary or continuous illnesses.

Butler, Johnson, and Baldwin (1995) have seen the effect of episodic diseases related to work. They showed that the effects of injuries at work are more long-term than they were rated up to then.

Chirikos and Nestel (1985) studied a 10-year retrospective profile of individuals' health and current wealth status using survey data for older men and middle-aged women. Based on the history of the health status of these individuals, they found that illnesses that had occurred over the past 10 years had a negative effect on the current benefits from the labor market. In the follow-up, they also showed that individuals who have been in poor health condition have significantly lower salaries and work fewer hours than healthy individuals. Also individuals who have suffered from health problems over the past 10 years are paid less and work less hours.

Gustman and Steinmeier (1986) used data from 1969 to 1975 for white men to study whether current and long-term illnesses have different impacts on the hourly pay of the individual. From their study, it turned out that if the illnesses had appeared before the age of 55, long-term illnesses reduced the full-time salaries by 3.1%. For workers who worked on a limited time, the effect was calculated to a decrease of 4.9%. For the same age group of individuals, short-term illnesses had a smaller impact on full-time workers, 0.7% respectively. But the effect was greater for people who worked at reduced hours, by calculating a 12-percent wage reduction.

The other age group studied was the individuals whose illnesses had occurred after the age of 55 years. For this age group of people again the results were different for those who worked full-time and part-time. Long-term illnesses brought an 8.4% drop in hourly pay to full-time individuals and 7.4% to those who worked part-time. Regarding short-term illnesses for this age group, the negative effect was lower for both categories of employment compared to the previous category. In conclusion, there was a 4.2% wage reduction for full time and 3.7% for those with limited time.

Charles (1996) analyzed the effect of men who were the head of the family. Employees were classified as "skilled" if they had never reported any workplace restriction and "disabled" if they reported limitations. The author estimated that the "disabled" experienced a yearly decline in income a year before the initial period of the disease. It was observed a 20% revenue decline in the year when the disease was discovered, while the next 2 years resulted in a 10% decline being considered as a period of rehabilitation. After 10 years (the study's time interval), annual incomes were estimated to be 15% lower than would be if individuals were healthy. The author also found that working hours and hourly wages followed the same trend as the annual income but the greatest impact was on working hours. It resulted in a significant and continuous decrease in working hours for unhealthy individuals. Also from this study it turned out that to the elderly individuals the biggest was the decline of the salary as a result of the illness, the smaller the rehabilitation in the following years. The same result also showed in annual working hours.

Conclusions and recommendations

- There are many evidences that show the positive impact of employment on physical and mental health.
- Unemployment is associated with poor physical and mental health.
- These findings are both for healthy people and for people with disabilities.
- Employment, not only must exist but the work and the environment should be safe and so that there is a greater positive effect on health
- There are also studies that analyze the negative effects of jobs that pose great physical and mental difficulties, but these effects remain smaller compared to the physical and mental damage that unemployment brings
- Finally, we conclude that employment generally has a positive impact on the overall health and well-being of the individual.

- The relationship between health and the labor market according to many studies turns out to be mutual
- Regardless of the purpose, different studies have come to the conclusion of finding a stronger effect in just one direction
- Using proxy variables facilitates analysis and leads to more accurate results.
- When drafting policies, attention should be paid to the mutual link.
- Pension and assistance reforms do not have a rare negative effect on health.

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THE FRANCHISE CONTRACT IN THE ALBANIAN LEGISLATION, AND THE INNOVATIONS THAT LED TO THE CONTRACTUAL LEGAL ACTIONS

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Abstract

The paper treats the ways of establishing newer legal contractual relations in jurisprudence. Specific social-economic relations, shaped by legal acts, have created a full legal framework for the regulation of relations between the legal subjects. Since law is not static in time and space, dynamics have brought the need to create new ways to create a series of contracts that directly affect communication and development between business and interested parties. This paper aims to analyse the franchise contract in the legal relationships.

The franchise contract is a development of private international law to reach different agreements with the purpose of trading and distributing goods or services using the name of a business organization. Due to the importance of these contracts, their application and the opportunity that they offer in legal transactions are a necessity to know their form and content. Through this paper will be analyzed in detail how the Albanian legislation stands in the way of expressing the free will to create, change or terminate certain legal relationships.

Key words: contract, legal relationship, business organization, civil law, legal subjects.

Introduction

In order to meet their needs people enter into certain relationships with each other, which have a social character and which might be of a property or non-property kind. Their main feature is that they are always created as a factual relationship. When relations between different subjects of law are regulated by legal norms, they acquire the characteristics of legal relationships. Relationships between individuals, in which the latter participate as holders of rights and liabilities, determined and guaranteed by the legal norm, are referred to as legal relations¹.

Civil legal relations are not created by the law, they are created only when the circumstances provided for by the law have been proved and established but are independent of it and are called legal facts². Legal facts are established depending on the different circumstances. More precisely, we could mention the facts that are established due to the expression of free will. The theory of will autonomy was evidenced only during the period of capitalism, where the persons participating in a particular agreement were granted the right to choose freely what side they wanted to establish relationships with.

Legal right is not static either in time or in space, thus highlighting its dynamic character. Thus, over time, new legal relationships were established that focused on meeting the increasingly evolving needs of natural persons and legal entities. Different contracts have fulfilled the legal framework that is in continuous development, ranging from sale, rent, loan, donation,

¹ Omari, L "Principles and Institutions of Public Law", Tirana 1998, pg.256

²Nuni, A. "Civil Right" (General Part)" Tirana 2009, pg.76

transportation, etc. In the recent years, the legal system has been encountering a special series of legal relationships that are established through a contract and focus on exclusivity agreements. The franchise contract is one of the new contracts that is predicted in the Albanian Civil Code. The franchise contract allows the user to conduct individual exclusive activities and events, in return for direct or indirect financial compensation. There are several types of franchise contracts, depending on the scope of the contract. For study purposes, we will not dwell in detail on one of the types of such contracts, but we will treat the contract in terms of the rights and obligations that the law subjects and the legal provisions that are in the Albanian legislation for this way of operating in different markets.

1.1 Legal Provisions of the Franchise Contract

The franchise contract contains a continuous obligation report by which independent enterprises are forced to encourage and develop jointly trade and service delivery in pursuance of specific obligations³. This contract is special due to the fact that, between the provider and the recipient of a legal liability relationship, a high level of interdependence is created. These relationships created through these legal means have a certain economic value. The economic value may include as an object of this contract, goods, services, know-how, continuous technical support, etc. Through exclusive deals, is carried out the most efficient growth of trade operations.

It should be emphasized the fact that exclusivity agreements are not specifically regulated in Albania's domestic legislation. These agreements are regulated according to certain legal definitions provided by the legislator respectively in the fourth and fifth part of the Civil Code. The right to the liabilities and the provisions of the Contract Code are made possible by establishing the validity terms of a contract. Pursuant to doctrine and jurisprudence, the essential terms and conditions for a contract to be considered valid begin with the free will of the parties to enter into a relationship, for a lawful object, having a legitimate cause, and respecting the form required by law.

Legal predictions are not limited to the terms of validity, but special attention is also paid to the terms of the contract that the parties agree to establish on the relationship in question. Thus, referring to the provisions of the Civil Code, are predicted the key conditions, and either the absence of one of them makes the contract invalid (the case of the price in the sales contract); the usual terms, which are presumed and that the legislature has provided for in the dispositive or in the permissible legal norms; occasional conditions, which are neither essential nor common⁴. Particular importance has been paid to the contract stages, which also protect the interests of the parties involved in the particular legal relationship. In international law, this relationship is regulated through the International Institute for the Unification of Private Law (UNIDROIT), two important acts: the New Law on Autonomous Trade and the Guidelines on International Exclusive Agreements⁵. Exclusivity creates opportunities especially for entrepreneurs who can achieve further brand development, placing a "dominant position" in new markets, etc.

These kinds of relationships have as their basis the knowledge and trusting at the enterprising party, placing emphasis on the personal characteristics of the contracted persons. Through this method, it is made possible to establish legal commercial relations on the basis of which the entrepreneur is entitled to engage in the delivery, sale, and product or service distribution in a specified marketing format⁶. On the other hand, the franchisor has the obligation to provide for the franchisee a standardized set of intangible rights, models, sketches, trading or profit ideas and organization as well and other knowledge appropriate for the development of trade. In the meantime, he is obliged

³ Article 1056 of the Criminal Code of the Republic of Albania

⁴ Tutulani-Semini, M. "Liability and Contract Rights (General Part and Specific Part)" Skanderbeg Books, Tirana 2016, pg.64-67

⁵ <https://emp.unfranchise.com/index.cfm?action=main.unfExpressConsent>

⁶ <https://www.slideshare.net/mikenacako/leksion-5-franshiza>

to keep this entire obligatory program from violation by third parties, to develop it continually and to support its implementation by the franchisee with instructions, information and perfection⁷.

Regarding the ownership right of the entities in the legal relationship formed through the franchise contract, are highlighted some elements by emphasizing the exclusivity of one of the subjects, the acquisition of this right, in whole or partially, enabling the various economic formations to carry out the acquisition of sub-exclusive rights within a certain territory.

2.1 Pre-contractual relationships and forms of franchise contracts

Free will of the parties in order conclude carry out a progressive path towards one another, which consists in finding a balance between two interests, in assessing utility, dealing with the content of the contract and taking measures to avoid a possible exposure of the parties to eventual risk. Otherwise, it is known as negotiating or pre-contractual phase. Its complexity has led to the doctrinal and jurisprudential approach to be faced with the issue of regulation insufficiency based solely on proposal and acceptance. Even though the negotiations do not oblige the parties to conclude the contract, on the other hand, the European legislations which are part of the Civil Law system, including the Albanian one, requires from the parties to behave in good faith towards each other during the negotiations for the drafting of the contract. This is widely recognized as the legal principle of *bona fides*⁸, which finds its origins in Roman law and is transmitted in the current legal context with considerable relevance in all areas of law and in particular in the contractual context.

Negotiation or pre-contractual phase is of great importance to the parties because it forms the basis upon which the "next" contract is shaped. It would not be wrong either to name it a potential contract between the parties awaiting to become effective. Through this process, it is possible for the parties to reciprocally exchange their information and thus to assess the benefits of the contract for the participating entities⁹.

Pre-contractual relations in the framework of franchise contracts are provided for in the Civil Code provisions. More precisely, the civil legislation predicts that, in the negotiations for the contract termination, the parties must show each other the status of the trade business in relation to the *franchise* contract and, in particular, the franchise liability program, and to inform one another according to the principles of trust. They are obliged to protect confidential information, even if the contract is not established. Whoever violates this rule is obliged to compensate for the damage. This right is suspended by the end of three years from the day of the termination of the negotiations. The party that participated in the negotiations may request the legal payment of the expenses upon the termination of the contract, which was not completed due to the deliberate conduct of the other party¹⁰.

Civil law expressly states in its provisions that in order for a legal relationship to begin to bring about consequences or to be called *as established*¹¹, it must meet the legal requirements that are set forth in the imperative norms predicted by the Code. The contract form is expressly provided, thus restricting all participating entities seeking to establish such legal relationships to comply with certain procedural limitations and rules in order for the contract to be valid. The law stipulates that the franchising contracts must be made in a written form specifying, *inter alia*, a unanimous definition of the parties' mutual obligations, the duration of the contract and other

⁷ Article 1057 of the Civil Code of the Republic of Albania

⁸ Bona Fide is a Latin term which means "good faith". In the legal aspect is a principle of right. It is often used to refer to a buyer or holder who places an item in illegal possession or through fraud thus excluding trust.

⁹Mustafaj, I. "Liabilities and Contracts", Aron Print, Tirana 2016, pg.168

¹⁰ Article 1058 of the Civil Code of the Republic of Albania

¹¹Regarding the termination of the contract referring to doctrine and jurisprudence we point out that it is at the moment of the beginning of the legal consequences, namely the moment when the agreement between the parties is concluded by dividing it from its dissolution that by law is interpreted as the cancellation or closure of the agreement.

essential elements of it. The contract text should contain a full description of the *franchise program and its obligations*¹².

Referring to franchise contracts, based on their practices we have three types of them:

1. Pure franchise, which aims to pass the right to purchase all the elements of a wholly-integrated business operation, including a license for a trade name, products or services, methods of operations, etc.;
2. "Brand" franchise, or trade name in which the franchisor buys the right to be identified by the franchisor's trade name, without the distribution of specific products under the name of the manufacturer;
3. Product distribution franchises which involve the issuing of licenses to executives to sell specific products under the name and brand of the manufacturer's signature¹³.

3.1 The elements of the franchise contract and the legal aspects of the rights and obligations arising from this contract binding

The elements of the legal liability relationship are a legal obligation which has to be respected within the validity of the contract. Consequently, an integral part of each contract are its elements.

The actual legislation in force predicts that the elements of a legal relationship are the subjects, object and its content. The object of the contract analyzed in the paper was discussed above.

Legal entities that may participate in the legal relationship, which are subject to the franchise contract, are provided for in the civil law. Referring to the civil law, the parties that can participate pursuant to the Civil Code are expressly defined. Determining the subjects participating in this relationship as discussed in the paper must meet a number of legal criteria in order to be legitimized so they can enter into a contract. Each legal relationship has at least two parties.

The parties must have legal capacity to act, otherwise the law explicitly provides that the contract is *absolutely invalid*¹⁴. Apart from the ability to act the persons who seek to enter into a contract, should act on their own free will as the free will of the contractor is a key condition for the agreement between the parties. The will of the parties should not be flawed, therefore, the parties at the time of the binding of the contract should not be in the conditions of deception, frustration, threat, and any form of being bound to sign the agreement. If the parties are in the above conditions, then the law provides that we are facing the *relative invalidity*¹⁵. The circle of legal entities that can participate in different juridical relations are: natural persons (Albanian and foreign), legal entities (public and private, where private ones can be Albanian or foreign), as well as the state. Regarding entities that may enter into a franchising contract, the law provides that they can be all the persons who meet the requirements pursuant to the Civil Code.

The content of the legal relationship includes the entirety of the rights and obligations of the parties. On the basis of the legal provisions there are some conditions to be met. Firstly, the content should not contradict the law, which means that it will have to be synchronized with the principles of the right to liability, constitutional principles and state policies. A condition that has been set by the legislator relates to the fact that the content should not be in contradiction with state policies, and that it should be possible materially and legally¹⁶.

¹²Mustafaj, I. Nuni, A. Vokshi, A "Liability Right II", Tirana 2012, pg.257

¹³ www.slideshare.net/mikenacako/leksion-5-franshiza

¹⁴Absolute invalidity is predicted by the law, for any legal action that does not meet a set of conditions necessary for the parties, turning the legal relationship into null and void, and consequently the rights and obligations between the parties. Through absolute invalidity, the parties are returned to the previous state and there are no legal consequences for the parties.

¹⁵Relative invalidity is a turning point in the legal relationship because it prevents the consequences at the time of realization by the parties, and the legal consequences cease to exist at the time of determining this invalidity.

¹⁶Tutulani – Semini, M. "Liability and Contract Right" (General Part), Skanderbeg Books, Tirana 2016, pg.27

The conditions imposed by the legislator are cumulative and in the event that one of these conditions is absent or it has not been met, then the contract is void, and brings no legal consequences for the parties. With regard to the franchise contract, the legislator has predicted in certain provisions specifically the rights and obligations of the parties, and has gone so far as to refuse competition pursuant to Article 1061 of the Criminal Code based on reasons of the existence of a franchise contract. The prohibition of competition in the sense of civil law places emphasis the prohibition of the pursuit of business activity referring to the franchise contract.

Conclusions

Economic developments during globalization times have brought about developments and different agreements between states in order to unify the system of legal relations and trade practices in an international level. Being that law is not static either in time or in space, different norms are applied in different countries. International Private Law regulates a series of activities that focus on the relationships between private entities. In order to exploit these opportunities, approximations of legislation within the framework of private law are required. In order to achieve a high level of efficiency, we can mention the cases analyzed in this paper in the framework of the franchise contract. Through the application of this system it is possible to create a legal guarantee for all economic operators operating in a particular territory and beyond.

An important moment in the legal relationship between the franchisor and the franchisee is that there is a high level of interdependence between the entities that have signed the contract.

Same as the legal provisions of the lease contract, even though this contract the legislation in force has left open the possibility for the persons interested to subcontract the right of exclusivity. Of course, in order to protect the rights and interests of the franchisor, the law provides that a subcontracting agreement cannot be carried out without the consent of the creditor party.

The advantages of this contract are numerous, ranging from the possibility of using the resources of different trade companies from various companies to exclusive agreements from an interested commercial entity in operating a particular market sector. Through these agreements a win - win situation is reached for the companies that are parties to the contract.

If we refer to the prohibitive provisions provided for by the civil law, within the scope of commercial activity, there is a moment that can be considered by the franchisor party as a disadvantage in relation to the franchisee. As mentioned above in the articles that the Civil Code provides for the franchise contract, it is stipulated that franchise-makers should be prohibited from competing one another.

In this context, profit sharing, strict follow-up of standardized actions, buyers of the rights do not have an owner's autonomy, thus limiting the decision-making of the trading company. Essentially, economic activity is not independent, though the subject is the holder of the company's ownership. For the purpose of maintaining quality standards, franchise-makers often are required to buy products or equipment from the franchisor, and possibly other items from an approved supplier. Introducing this way of operation in the law system in the framework of business relationships has brought a novelty into civil legislation, enabling the increase of range of actions among law subjects.

It is noted that the classical legal relationship between persons who have the legitimacy to carry out different actions has increased progressively, enabling them to conclude different agreements, which focus on achieving the fulfillment of market needs in general, and individuals through legal relationships in particular.

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CULTURE 2.0: COVERING CULTURAL TOPICS FOR A DIGITAL AUDIENCE.

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Abstract

The present paper offers a fresh and necessary perspective on the cultural production landscape. New technologies and formats offer us the ability to produce and distribute content, to enter virtual communities and to create new networks of meaning. Media convergence takes place on at least five levels: technologically, culturally, economically, socially and globally. The real effort in today's media industry is to understand this complex network of interconnected phenomena, and adapt to the challenges of media convergence, together with a certain way of approaching reality. New technologies and platforms determine the emergence of new formats and forms of participation. In this context, our culture enters a new era, where focusing not only on what information we deliver, but also on how we do it and that is more important than ever before. Nowadays, more than in any other field, cultural production needs to be presented to the audience in way that makes it accessible, entertaining and user-friendly, while also being educational and inspiring.

The research presented in our Case study explores cultural life in Cluj-Napoca, Romania during the last few decades through the eyes of some of the most important cultural figures in the Transylvanian city. The results of the paper are based on a content analysis of the answers given by novelists, poets, essayists, journalists, theatre or film critics, as well as literary historians or translators in 36 semi-structured interviews. The study also explores adapting cultural content to digital audiences. Thus, the video interviews were cut to 5-10 minutes, in order to meet the expectations of such an audience. The format chosen is not based on a question and answer dynamic. Instead, it shows the discussed topics on screen, in order to give the videos a more vivacious pulse. Moreover, interviewee's digital portraits - *opus regulatum* digital mosaics, made out of automatically-extracted photos taken at the Central University Library in Cluj-Napoca and published on Instagram were also created as part of the project.

Key words: culture, media industry, new formats and rules, new technologies, education

EMERGING TREND OF DIGITAL COMPANIONSHIP AND ALONE-TOGETHER – A PSYCHOSOCIAL PRISMATIC ANALYSIS

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Abstract:

The ability to communicate has always been an exciting area of research and analysis. The technological advancements have given new tentacles making it more fascinating and challenging both. Digital-citizens/digital natives prefer the company of digital devices as a close and preferable all-inclusive useful object/companions. Communication as a social process has camouflaged into a digital- social process whereby the prosumers are alone-together in this communication meta-ecology. In today's society, what does it mean to be human, is the bigger, deeper question.

The study aims to highlight users' perception about the meanings which they assign to these digital companions and whether context-dependency is building up new digital relationships. Sharp contrast among the assigned usages of digital companionship was also reported which again questions the viability of digital relationships and its different implications for different people across socio-cultural milieu.

Keywords: Digital Companionship, alone-together, identity, dependency, displacement

INTRODUCTION

The ability to communicate has always been an exciting area of research and analysis. The technological advancements have given new tentacles making it more fascinating and challenging both. The navigation rules have been adjusted and adapted according to realtime and screen-time needs. Cyberspace as described by William Gibson is a consensual hallucination and digital devices the means to reach there.

Digital-citizens/digital natives prefer the company of digital devices as a close and preferable all-inclusive useful object/companions. It has vehemently entered the private space of our homes and all the more, minds. As mind is the social organ of our body, it can be said that digital-devices has provided a new kind of digital-substitute for human beings, to some extent, in McLuhan phraseology.

Communication as a social process has camouflaged into a digital- social process whereby the prosumers are alone-together in this communication meta-ecology. In today's society, what does it mean to be human, is the bigger, deeper question. This opens a whole domain of speculation on disembodied rationality, virtual sphere, identity multiplicity, social exclusion and alone-together.

On one side newer generalization of uses and gratification theory rules supreme but also interesting tenets can be filtered out and rebuild to reposition the McLuhan argument of communication technology as extensions of man. The latest addition being that of digital-dialogue companions.

Past research suggests the digital companionship provides an alternative account of the extensive usage of our smartphones and the range of resulting behaviours: not in terms of addictive and pathological behaviour, but as a multifaceted, meaningful relationship. Hence, researchers agree with the idea of devices to be extensions of ourselves or our cognitive capacity (Barnier, 2010; Clark, 2008).

Mobile communication can be considered as an extension of human communicative competencies as it resolves the constraints of time and collocation. Thus, mobile communication enables constant contact with family and friends, thereby increasing social connectedness and contributing to the gratification of fundamental human needs and allowing for multi-faceted ways of interacting, smartphones seem to fulfil the requirements of a social actor to an even higher degree.

AIM

The study aims to highlight users' perception about the meanings which they assign to these digital companions and whether context-dependency is building up new digital relationships.

OBJECTIVES

The objectives of the study were:

- To map out the usage trends of mobile phones among users;
- To explore the relationship between users and devices
- To elaborate the psycho-social reasons for digital usage, interactions, addiction and companionship
- To suggest combat mechanisms for digital-natives

Method

A mixed research methodology has been used as the present study involved collecting, analyzing and integrating quantitative and qualitative research. An online survey was carried out among the digital users in India (790) to map out the overall pattern of mobile-phone usage. It included self-report measures on preferential positioning of devices, family members, friends; thereby assessing the closeness to technical devices and human beings.

Also, a semi-structured interview was conducted on 40 subjects of Banaras Hindu University to gain a deeper understanding of the meaning of digital addiction versus companionship. Also, expert interview was scheduled to delve deeper into the reasons for such usage. Secondary research material was also used to highlight certain trends.

Observation/ Findings

• Usage Trends and Companionship

72% of the respondents accepted that they spent more than five hours on their mobile phones, 18% said usage was almost 1-5 hours and 10% used it for an hour or less. The frequency and duration of staring the digital screen revealed some astonishing facts. People accepted taking a glance on and off their phones every few minutes. 67% of respondents slept with their mobile phones keeping it at an approachable distance and checked it the first thing in the morning, even before exchanging morning greetings with family. Not only this, they checked it three-four times whenever they woke up, calling it as mobile-calling.

This utopian device has multiplicity of usages, whether it is texting, email, music, browsing, or navigation. Smartphones are technological devices offering a wealth of functions supporting their users in everyday lives and thus acting as their companions.

Even the new additions like Siri, Alexa have given them a lot of space. Respondents argued talking with them is very rewarding as voice is always pleasant and soft to the ears. Artificial intelligence

and unexpected answers at times, keep people hooked to these devices. Audio-books help them to extend their ears and many soft skills are also sharpened by YouTube videos. The links and the related comments become the starting point for next level of interaction and closeness.

Online gaming and chat options have increased mobile-phone dependency by providing a dual reward of satisfaction and companionship. Some respondents even reported anxiety and restlessness at the incidents of loss of their handsets and compared it to a period of frustration, gloom and sadness.

For adults(35-50 years), smart phones serves as the role of digital assistant, whether it is navigation, banking, keeping notes, reminder-settings, cooking videos, online education, courses, watching on the go, tickets booking, bills payment, travel packages, and so on. They are aware about the harmful pool in which young children drown themselves in the veil of online games like blue whale challenge, pass out challenge, salt and ice challenge to name a few. For them, monitoring and surveillance is best way to keep children under control. Coming to the social events, digital devices for sure are not a substitute for real-time acquaintances. On the other hand, it helps them keeping connected with those with whom they could not interact on real-time.

Also, video calling is the most adorable usage as parents of all ages love to see their child and relatives and group calls are an icing on the cake.

- **Reasons for digital dependency**

It cannot be denied that digital dependency is the new street and real-time attention the biggest currency. It has a solid justification which cannot be brushed aside. By incorporating a variety of features, which previously had been distributed over a range of devices, smartphone distribution as well as usage have increased sharply. This all-inclusive feature is the biggest attraction towards attainment and satisfaction.

According to displacement theory, the smartphone outperforms the older, less efficient devices, and replaces their functionalities resulting in an increasing time of usage (e.g. Okazaki et al., 2009). Thus, intensive usage seems to be rather a consequence of displacement than a proof of addiction, at first. However, current research tends to stress problematic and addictive phone use (Kuss and Lopez-Fernandez, 2016; Young, 2015) just as it has been done with regard to the Internet in general or specific online services (particularly Facebook; e.g. Ryan et al., 2014).

The present study has a mix of both the tenets of dependency and displacement as well as addiction and companionship. Smartphones are able to accompany their users throughout the day and performing many functions for them from education to entertainment, banking to taxing, shopping to linking, chatting to video calling, secret messages to narcissistic posts and the list seems endless. According to experts, these functions can be traced and linked to underlying fundamental psychological needs resulting in our basic postulate of the smartphone to be to its owner not mere technical equipment but rather a “digital companion.” This virtual empowerment adds to a sense of self-containment, self-surveillance and self-sufficiency.

Conclusion

In today's digital ecology, it can be deduced that identities are composable. The exhilaration of virtual existence and experience comes from the sense of transcendence and liberation from the real-realities. The boundaries of self are defined through numerous filters, content as well as tech-supportive apps and softwares. New identities, mobile identities and exploratory identities are created every day. It leads to crisis of self-identity at times affecting man's relationship with self and society in general. In this front, there is dissociation and disengagement, withdrawal and solipsism. The technological domain readily becomes a world of its own, dissociated from the gravity, demands and complexity of the real world.

Undoubtedly, modern smartphones meet requirements of a “social actor” to an even greater extent: Ubiquitous in everyday life, they offer more varied opportunities of interactions and a multitude of cues (vocal and visual signals, sounds, vibrations, notifications).

This all have a multiplier effect when parents, friends, families and colleagues are all hooked with their own digital companions forcing other to repeat. Whatsapp status, instagram posts come to define our real time and virtual status.

Sharp contrast among the assigned usages of digital companionship was reported which again questions the viability of digital relationships and its different implications for different people across socio-cultural milieu.

A cautious and conscious use of mind and logic is the base of any relationship. The same holds true for digital companionship. Use it for its virtues and stay human in this digital space. Self-surveillance is the cue to identity reconstruction. Screen life is an addition and not a substitute to our existence and real identity.

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**THE PLACE OF (NO) RETURN: HOME, FAITH AND IDENTITY IN ANDREW
KRIVÁK'S NOVELS THE SOJOURN AND THE SIGNAL FLAME**

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Abstract

America as a country of immigrants has a strong literary tradition in depicting arriving and departing of immigrants. They either come and search for American dream, new home and luck or they run from their mother country and leave their families, friends and enemies behind. In the case of Slovak Americans, their religious faith and social cohesion have for long been those strong bonds which kept them together. There are only a few living representatives who record their stories with such poetic intimacy and passion as Andrew Krivák. Andrew Krivák, a contemporary American writer, in his two prolific novels *The Sojourn* (2013) and *The Signal Flame* (2018) traces the lives of Slovak immigrants both in their Slovak and American geographical spaces. He opens up the topics of home, faith and identity, furthermore, questioning the notion of characters' displacement and hybrid identity. The analysis shows that keeping one's memories from the past and looking ahead to the future are universal quests of a hero who lives now and here, and therefore Krivák shows that even in the era of postmodernism a classic book of hope and survival has still its special place in American literature.

INTERPRETATIONS AND MISINTERPRETATIONS OF JIHAD AND THEIR CONNECTION WITH TERRORISM

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Abstract

The background: Jihad is the one of pillars of the Islamic Law and the one of main Muslims' duties to the God. It is the term, which has various interpretations and misinterpretations, which caused its abusing. The meaning of jihad cannot be reduced to the jihad by the sword, because it does not have only the meaning of spreading the belief violently; it has primary the spiritual meaning. The jihad by the sword means the enforcement of Islam by various form of violence, e. g. by the repression against infidels within the Islamic state, the war for the spreading the belief, the fight against internal rebels or – maybe the most often – the defence against the external enemy. However, that means that the jihad by the sword has the connection with the Islamic Law of the war and the peace, which relatively particularly regulated the treatment with war prisoners, women, children and old men.

The method of the scientific work: This paper contains the analysis of jihad, its particular kinds and meanings, interpretations and misinterpretations, which are the background of its comparison with the terrorism and which are abused for the commitment of terrorist attacks.

The preliminary conclusion: According to these analyses, the jihad by the sword, or the wrongly used term of “the saint war”, cannot served as the reasoning or apologizing of the commitment of terrorist attacks, because it is quite different than the useless killing of people.

Keywords: The Islamic Law, sharia, jihad, the saint war, the terrorism.

INTRODUCTION

The Islamic law cannot be described in the light of institutes of the European legal systems; the continental legal system as soon as the common law are quite different than the Islamic law sharia. The first difference is obvious, when we consider the creation of law. Law of the European states is created by the parliaments, other authorities with the legislative power or by judges in the common law system (judge made law), but the Islamic law is revealed by God, and human beings does not have such legislative power and creativity, that they could recreate the law, but only replenish the law (or add something into the law), when the revealed law is silent or has the legal vacuum, which is considered as God's good will to allow the freedom for believing Muslims to regulate these matters themselves. Therefore, the classic Islamic law is considered as the pattern in several Muslim states and the positive law cannot be in conflict with it.

Next difference between the Islamic law on the one hand and the continental legal system and the common law on the other hand is that the Islamic law has much more degree of etatism than these two legal systems. They are built on the ideas of the liberal democracy and rule of law, regulate relationships between individuals and between individuals and state and state interferences

into the individual's private sphere reduce or should reduce to the degree of necessity. However, the Islamic legal system is undemocratic because of its etatism; it also regulates relationships, which are normally, in the states of the liberal democracy, in natural private sphere of individuals. Typical example can be the relationship of human being with God, which is relatively strictly regulated by the Islamic law.

Finally, the difference between these legal systems can be also seen in their sources and structure. Islamic law is not typical legal system, which has the collection of normative legal acts according to the degree of the legal power. The principal material source of the Islamic law is the Islam religion and principal formal source of this law is Quran – the revealed law by God through His Prophet. The Islamic law is not divided according to the branches of law as the constitutional law, the criminal law, the administrative law, the civil law, the business law or the family law, etc., although its norms could be considered as typical for some of these branches of law, but it is typically divided according to the subject of its regulation. There are two basic branches of law – the law that regulates the relationships between individuals and God and between individuals each other. The first branch of this law is called *‘ibādāt* and the second one is called *mu‘āmalāt* and includes the property law, the family law, the inheritance law, etc. Some of the authors also identify the third branch of the Islamic law, which is called *‘uqūbāt*, regulating prohibited or inappropriate acts with particular punishments. This branch of the Islamic law we normally consider as the criminal law.¹

Of course, we could identify much more differences. However, according to the topic of this paper, it is sufficient to underline, that jihad is the one of the main pillars of Islam and it is a part of the regulation of relationships between individuals with God.

INTERPRETATIONS AND MISINTERPRETATIONS OF JIHAD

Jihad is the term of the Islamic law and culture, which has several misinterpretations, misunderstandings or abuses. Etymologically, it means the afford to reach the certain goal. In narrower sense, this term can be interpreted as universal afford for strengthening and spreading of the belief, which means the afford to develop the own personality (spirituality) and influent the others; it is the afford on the God's road.² For example, it can include the strengthening of internal spirituality, the overcoming of passions, the development of abilities, which God gave to the human being, the spreading of belief, the defence of the state and belief against the enemy, even with weapons.³

The one of the available translation to the European languages is also the term „saint fight” that can be considered as relatively appropriate, because it is competent to include every meaning shadows of the term of jihad – from the mental or spiritual effort to the fight with weapons. Furthermore, this translation expresses two significant signs of jihad – the effort that needs some exertion and overcoming yourself, but also the effort as the expression to follow God and respect His wishes and rules.⁴

The translation “saint war” that is often used in medias, is not correct; it is misleading and confusing, because similar term does not exist in Arabian language (it has the origin in Christian religion and in the history of conquering wars against the enemies of Christ). Furthermore, this term could express only the one meaning of jihad – jihad by the sword (*ḡihād bi’ s-sajf*). However, armed jihad and occasional calls for its realization are probably the most attractive kind of jihad for

¹ Mendel, M. Džihád. Islámské koncepcie šíření víry. Brno: Atlantis, 1997, s. 19.

² Křikavová, A. – Mendel, M. – Müller, Z. – Dudák, V. Islám. Ideál a skutečnost. Praha: Baset, 2002, s. 95.

³ Potměšil, J. Šarī‘a. Úvod do islámského práva, Praha: Grada, 2012, s. 112.

⁴ Křikavová, A. – Mendel, M. – Müller, Z. – Dudák, V. Islám. Ideál a skutečnost. Praha: Baset, 2002, s. 96 a Potměšil, J. Šarī‘a. Úvod do islámského práva, Praha: Grada, 2012, s. 112.

medias; furthermore, jihad by the sword was one of the important reasons to legitimate the expansion of Islamic empire (later it was also the reason to fight against colonial empires).⁵

Jihad has also the historical connections. At the beginnings, when Islam was only the marginal religion, the calls for passion and spiritual grow were appearing in Quran, but later, when the Islamic empire was spreading, there were formulated the right to a defence against the enemy and take the active campaign to conquest the infidels.⁶

One of the Prophet Muhammad's reputed sentences tells that the best form of jihad is telling the truth in the face of the enemy.⁷

The armed form of jihad is always called as "the little jihad" or "the lesser jihad" (*ḡihād al-aṣḡar*), because "the great jihad" or "the greatest jihad" (*ḡihād al-akbar*) is the overcoming of own passions. Current 'ulamā' also distinguish between little jihad and great jihad; according to them, the little jihad is the jihad by the sword and the great jihad is the fight against the ignorance, the poverty, the illnesses, etc. The greatest form or degree of jihad is to search for knowledge or cognition. That means that missionary, which should bring the religion to the infidels, can be also realized without the fight.⁸

Islamic lawyers also distinguished between the armed jihad against the infidels (called also the external jihad) and jihad against domestic heretics (internal jihad), which is reduced by the place and time to the necessary period, when there was need to take the measure against members of community, who threaten it by the disintegration or schism (*fitna*). The internal jihad was implemented by *khawarij*, which was fighting against everyone, who did not have their opinions. Despite of it, the fights within *umma* were always condemned. Fights between Islamic emperors were called as *gitāl* or *muqātala*, which mean conflict or war, but they normally does not mean the effort on the God's road.⁹

Furthermore, other division of jihad can be following:

1. Jihad by the heart (*ḡihād bil-galb*), which means permanent deepening of personal religiousness and overcoming of sins and temptations,
2. Jihad by the tongue (*ḡihād bil-lisān*), which means the support and spreading of the truth, missionary and alerting the wrong ways of life,
3. Jihad by the hand (*ḡihād bil-jad*), which means commonly creditable activity and charity,
4. Jihad by the sword (*ḡihād bis-sajf*), which means the fight for Islam by various forms of violence, including repression against infidels within the territory of Islamic state, war for the spreading the belief, fight against rebels or, maybe most often, the defence against the external enemy.¹⁰

Considering this short analysis of jihad, it means the individual and collective duty of Muslims (*farḍ kifāja*), which obligates every health man, only if his personal contribution is necessary or if involvement of Muslim soldier is insufficient.¹¹

The Islamic orthodoxy nowadays interprets the jihad within its moderate meanings, which express the effort for individual and collective religiousness, including the observance of the Islamic pillars, the following of the God's rules, the effort for the humanism, the development of the country, etc. The military form of the jihad is considering as a load or historical burden.¹²

According to the classic Islamic law, the theory of the military jihad is closely connected with the term of house of war (*dār al-ḡarb*), which means the territory without the grace of the God's word (Islam), and therefore, people live there in chaos and atheism. The duty of *umma* is to

⁵ Potměšil, J. Šarī'a. Úvod do islámského práva. Praha: Grada, 2012, s. 112.

⁶ Kropáček, I. Duchovní cesty islámu. 5. vydání. Praha: Vyšehrad, 1999, s. 114

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⁸ Potměšil, J. Šarī'a. Úvod do islámského práva. Praha: Grada, 2012, s. 113.

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¹¹ Kropáček, L. Duchovní cesty islámu. 5. vydání. Praha: Vyšehrad, 1999, s. 114.

¹² Kropáček, L. Duchovní cesty islámu. 5. vydání. Praha: Vyšehrad, 1999, s. 115.

conquer this territory and bring people the right belief. However, the war must be waged honestly, respecting the restrictions of the Islamic law. For example, the enemy was primarily offered by the capitulation and accepting of Islam, then it can be attacked. In the case of victory, the enemy was offered to accept the Islam, then he can accept the rule of the Islamic state by the protection contract and finally, if the enemy had his own belief and refused the Islam or if he was infidel, can be killed. However, women, children, old men and monks – generally, civils, who were not fighting – cannot be killed. Furthermore, fruit trees cannot be felled, cattle cannot be killed and wells cannot be poisoned.¹³

These features show us the great difference between jihad and terrorism. Let consider some of the latest terrorist attacks, which were committed in United Kingdom and France. For example, the perpetrator detonated the explosion in the entrance hall of Manchester Arena in Manchester, where was the concert of American pop-singer Ariana Grande, and killed twenty-two people, including children. He chose the place with a lot of people, because twenty thousands of fans were at the concert. Children were also among them, because Ariana Grande is very popular among teenagers. When parents were waiting for their children after the concert and the entrance hall was filled with people, who were leaving the performance, the perpetrator took his attack.¹⁴

Several cities of France also faced the terrorism. The biggest attack was committed in Parisian Bataclan. The terrorists entered the concert hall and started to shoot into the people that were enjoying the concert of the American Musicians Eagles of Death Metal. They did not have the intention to take the hostages and negotiate about some requirements, they just wanted to kill, and they used bombs after two hours of shooting. Over 120 people died by hands of terrorists at that night.¹⁵

The other big terrorist attack happened during the celebration of Bastille Day in Nice, where the armed truck-driver killed more than 80 people at Promenade des Anglais. He was crashing and shooting into the crowd during two kilometres long drive. Finally, the assassin was killed by police.¹⁶

Considering the places, where these or some others attacks were committed, it is clear that they are not only airports, train stations or underground stations, but also many other places like bridges, squares, restaurants, shopping centres, places, where cultural or sport events were happening, or even churches (Saint-Etienne-du-Rouvray). The common feature of these places is that a lot of people are used to meet there because of various reasons. It does not matter how old they are or what sex they have. Terrorists kill innocent victims – adults, teenagers and children, men and women. Therefore; this foolish killing is far away from the original meaning of jihad – even in its military form (jihad by the sword) – or the doctrine of the house of war. That means that the jihad itself is not a problem, the problem is its intentional misinterpreting and abusing. The jihad has primarily the beautiful spiritual meaning; the jihad by the sword has the sense within the relevant historic connection, but it cannot be misinterpreted and abused to give a reason for killing of innocent victims, including women and children. Or telling it by the others words, as Anton Vydra, the commentator of the Slovak magazine Týždeň, wrote after the terrorist attack in Saint-Etienne-du-Rouvray, the slitting of old priest's throat cannot be an act of religious belief, only the

¹³ Potměšil, J. Šarī'a. Úvod do islamského práva. Praha: Grada, 2012, s. 179.

¹⁴ Vasilko, T., V Manchestri zabili aj osem ročné dievča, bomba naznačuje, že útočník mal komplicov, Denník N, 23rd March 2017. [Online]. Available on <https://dennikn.sk/773038/v-manchestri-zabili-aj-osemročne-dievča-bomba-naznačuje-ze-utočník-mal-komplicov/>. Quoted on 6th June 2019.

¹⁵ Javůrek, P., Okaz z Paříža, Pravda, 14th November 2015. [Online]. Available on <http://nazory.pravda.sk/komentare-a-glosy/clanok/373902-odkaz-z-pariza/>. Quoted on 6th June 2019.

¹⁶ Hokovský, R., Islamistických útoků bude přibývat, 15th July 2016. [Online]. Available on <http://www.evropskehodnoty.cz/komentar-k-utokum-v-nice/>. Quoted 6th June 2019.

terrible crime and only the sick mind can take the responsibility for that.¹⁷ I would like to add that only the sick mind can consider the foolish killing of innocent victims as the act of religious belief, because it is far away from any religion.

CONCLUSIONS

From the previous short analysis of jihad and its interpretations results that this term has the positive and spiritual meaning. Jihad, the one of the pillars of Islam and normative of the relation between God and human being (believed Muslim), primarily means the duty of believed Muslim to effort for spiritual grow (*ḡihād bil-galb*), peaceful spreading of the Islamic belief (*ḡihād bil-lisān*) and care about people in misery (*ḡihād bil-jad*). Of course, jihad has also its violent form, jihad by the sword (*ḡihād bis-sajf*), which has the sense within the historical connection. Nowadays, it is the subject of various misinterpretations, which cause the radicalisation of Muslims. Furthermore, it is abused by extremist and terrorist groups for apologizing the commitment the terrorist attacks. The jihad by the sword allows to use the violence or wage the war and it, naturally exceeds the area of the spirituality and reach the area of the law of war and peace. However, this law allowed to use the violence only against the soldiers or fighters, who were standings at the opposite frontline. Considering the historical connection, all of them were men. This law also regulated that the violence can be only used against them, not against women, old men and children. And this the great difference between jihad by the sword and the terrorism, because the terrorists use the violence regardless of the number, the age or the sex of victims. Not only men, but all the people were killed, when the terrorist attacks in New York, Madrid, Paris, Nice, London, Manchester or Berlin were committed. Furthermore, next difference between jihad by the sword and the terrorism is that terrorist attacks are targeted on the civil targets, not on the legitimate military targets; it is not going on the defusing the legitimate armed enemy, but on the killing innocent civil victims. Therefore, terrorist attacks cannot be considered as the acts of jihad by the sword and jihad by the sword cannot give the reason or justification to commit a terrorist attack. Using the words of the Archbishop of Canterbury Justin Welby, the religion is abusing and religious writings were distorting to apologize the violence. Furthermore, he also said that religious leaders have to take the responsibility for fighting against atrocities, which are apologized by religious reasons.¹⁸

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¹⁷ Vydra, A. Podrezať hrdlo starému kňazovi, Týždeň, 26th July 2016. [Online]. Available on <http://www.tyzden.sk/nazory/33639/podrezat-hrdlo-staremu-knazovi/?z=4&p=4&t=2c18f1e&v=6439>. Quoted on 6th June 2019.

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**THE ECONOMIC AND SECURITY IMPLICATION OF PASTORAL
CONFLICT IN THE ECOWAS REGION, 2010 AND 2018**

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Abstract

The debilitating effect of the pastoral conflict has been overwhelming and an issue of concern in the security and economic well-being of some parts of Africa, especially, as the sub-regional peace and security is threatened. The underlying concept of the pastoral conflicts in the ECOWAS region, can be better explained as majorly abject poverty resulting from a few economic alternatives. While several extant literature have focused on the peace and security implications of this challenge, little attention has been given to the economic aspect. It is on this pedestrian that this study examines the economic and security implications of pastoral conflict in West Africa, between 2010 and 2017. It drew the link between pastoralism and conflict, its effect on the security and economic advancement of the sub-region. The Marxist instrumentalist theory arising from the radical decision-making models of economic policy formulation was adopted as the framework of analysis. The study is documentary based on secondary source and qualitative descriptive analysis. The study revealed that though climate change and hunger have triggered migration pastoralist in search of grazing, however, the global security gap due to poverty and limited economic integration between developed and developing countries has posed a severe challenge on security. This has, in turn, led to the pursuance of varied incompatible interest by states, region, and ethnic groups, and others. To this end, recommends adoption of economic policy via the sub-regional organization that will debase the economic, ethnic and religious differences that aggravate insurrections, skirmishes, and boundary disputes as pastoralists move in search of pastures for their livestock.

Keywords: Pastoral Conflict, Economic Implication, Peace and Security, Grazing, and Herdsmen

THE BENEFITS OF INTRODUCTION OF CONCEPT OF “SERVICE LEARNING” IN HIGHER EDUCATION INSTITUTIONS IN MONTENEGRO

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Abstract:

The modern society in which we live made higher education institutions all around the world face numerous challenges. The main challenge actually refers to creation of competitive higher education system which will be able to meet the labour market needs and facing with trends and perspectives in era of globalization, industrialization, digitization, etc. In order to reach this, many higher education institutions all around the world create strategies and define measures which should be taken out to reach the main strategic goals on national and international level. Important place in these strategies belongs to the introduction of practice in order to provide students not only theoretical knowledge, but practical skills and competences as well. The special accent is put on social dimension of higher education proces - ”learning about the community” and “learning from the community”. This concept, usually well known as “service learning”, as a pilot project was successfully introduced at Faculty of Visual Arts, University Mediterranean Montenegro and this paper presents this process, which, despite of many challenges, obstacles and difficulties brought a lot of benetifs to higher education institution and significantly improved the quality of teaching & learning process.

Key words: service learning, higher education, practice, community, quality, improvement

THE IMPORTANCE OF COOPERATIVE LANGUAGE LEARNING

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Abstract

Learning a second or a foreign language is not an easy task. It takes a lot of time and determination to master the language in order to be able to use it successfully in communication or for any other purposes. In order to teach a foreign language successfully, teachers need to consider various factors involved in language learning and to be familiar with the various methods and approaches that can be applied in language teaching and learning. If we look at foreign language teaching practices through the last two centuries, we will see that different periods were characterized by different methods and approaches to language learning and teaching with the aim of finding the best ways of learning a language. Even though many of these methods have been criticized because of the focus on one aspect and a neglect of another, each of these methods and approaches have something positive that we cannot ignore. The aim of this paper is to present the characteristics and benefits of Cooperative Language Learning which belongs to the communicative approaches to language learning.

Key words: language acquisition, methods and approaches, cooperative language learning.

Introduction

Cooperative Language Learning (CLL) is an interactive approach to language learning which is part of the instructional approach known as Collaborative learning. The goal of this approach is to create a learning environment in which the students work together in small groups to achieve a common goal. According to Olsen & Kagan (1992, p. 8), “cooperative learning is group learning activity organized so that learning is dependent on the socially structured exchange of information between learners in groups in which each learner is held accountable for his or her own learning and is motivated to increase the learning of others”.

The main feature of Cooperative Learning is the team work. Vermette (1998) points out that “a cooperative classroom team is a relatively permanent, heterogeneously mixed, small group of students who have been assembled to complete an activity, produce a series of projects or products and/or who have been asked to individually master a body of knowledge. The spirit within the team has to be one of positive interdependence, that is, a feeling that success for any one is tied directly to the success of other”.

Johnson et al. (1984, p. 7) argue that the way teachers structure lessons can have an enormous impact not only on achievement, but on the atmosphere in the classroom and the relationship between the learners as well:

In every classroom, teachers may structure lessons so that students are in a win-lose struggle to see who is best. They can also allow students to learn on their own, individually, or they can arrange students in pairs or small groups to help each other master the assigned material. An essential instructional skill that all teachers need is knowing how and when to structure students' learning goals competitively, individualistically, and cooperatively. Each goal structure has its place; an effective teacher will use all three appropriately.

According to the authors, if teachers choose to structure lessons *competitively*, the students will work against each other to achieve a goal, but only few will manage to do it. In such situations there is a negative interdependence because some students can achieve the goals only if the others fail to do so. So, the outcome is beneficial for some students, but detrimental for others. In such competitive atmosphere some students work very hard in order to be better than others, while others do not make enough effort because they feel they have no chance to win. If, on the other hand, the lesson is structured *individualistically*, each student has his/her own individual goals, they work alone at their own pace and their achievement is measured according to a fixed set of standards. In this situation their achievement is not dependent on others, so they ignore the achievement of others. In both situations teachers keep students away from each other. Therefore, the authors propose a third option where teachers structure lessons *cooperatively* so that students work together to achieve shared goals. They work in small groups to learn the assigned material, and because they have a shared goal there is a positive interdependence as the group can achieve its goal only if every member of the group reaches their goals. So, they discuss the material, help each other and encourage one another to work hard. The outcomes are beneficial for all students because they all work together to achieve the desired goals.

Cooperative Learning is not a new idea. Johnson and Johnson (2017, p. 2) remark that the importance of cooperative learning and peer-teaching can be traced back to the educational principles set out by prominent academic figures of the past such as Seneca, Quintillion and Comenius who maintained that students could benefit from learning from each other. Seneca's famous quote "Qui Docet Discet" (When you teach, you learn twice) is an expression of this approach to learning and teaching.

Research on CL started at the end of the 19th and the beginning of the 20th century, and a lot of researchers have tried to investigate the effectiveness of cooperative learning strategies, but "the early 20th century U.S. educator John Dewey is usually credited with promoting the idea of building cooperation in learning into regular classrooms on a regular and systematic basis" (Richards and Rodgers, 2001, p. 192). The importance of cooperative learning was highlighted in the 1960s and 1970s in the USA as a result of the fight against racial discrimination and the integration of public schools. "Educators were concerned that traditional models of classroom learning were teacher-fronted, fostered competition rather than cooperation, and favoured majority students. They believed that minority students might fall behind higher-achieving students in this kind of learning environment" (ibid.). Thus, according to Johnson et al. (1994, p. 2) the goals of CL were to:

- raise the achievement of all students, including those who are gifted or academically handicapped,
- help the teacher build positive relationships among students,
- give students experiences they need for healthy social, psychological, and cognitive development,
- replace the competitive organizational structure of most classrooms and schools with a team-based, high-performance organizational structure.

The principles of Cooperative Learning have been applied in language teaching as part of the communicative approaches to language learning and teaching. It is a learner-centered approach which promotes interactive communication in the classroom and enables students to work collaboratively, and as a result they learn more efficiently and feel more positive about their learning experiences. The goals of CLL in language teaching are the following:

- to provide opportunities for naturalistic second language acquisition through the use of interactive pair and group activities,
- to provide teachers with a methodology to enable them to achieve this goal and one that can be applied in a variety of curriculum settings,

- to enable focused attention to particular lexical items, language structures, and communicative functions through the use of interactive tasks,
- to provide opportunities for learners to develop successful learning communication strategies,
- to enhance learner motivation and reduce learner stress and to create a positive affective classroom climate.

(Richards and Rodgers, 2001, p. 193)

Principles and procedures

Group work is used in many language teaching methods. However, using group work does not mean that students are working cooperatively according to the principles of the cooperative instructional approach. CLL refers to a group work which is structured and organized in such a way that the members of the group help, support and encourage each other to achieve a mutual goal. Johnson et al. (1984, p. 14) explain:

Cooperation is not having students sit side-by-side at the same table to talk with each other as they do their individual assignments. Cooperation is not having students do a task with instructions that those who finish first are to help the slower students. Cooperation is not assigning a report to a group of students wherein one student does all the work and the others put their names on the product, as well. Cooperation is much more than being physically near other students, discussing material with other students, helping other students or sharing material among students, although each of these is important in cooperative learning.

Johnson et al. (1984, p. 16) list the following differences between typical learning groups and cooperative learning groups (Table 1):

Table 1. The difference between cooperative and traditional learning groups

Cooperative Learning Groups	Traditional Learning Groups
Positive interdependence	No interdependence
Individual accountability	No individual accountability
Heterogeneous	Homogenous
Shared Leadership	One appointed leader
Shared responsibility for each other	Responsibility only for self
Task and maintenance emphasized	Only task emphasized
Social skills directly taught	Social skills assumed and ignored
Teacher observes and intervenes	Teacher ignores group functioning
Groups process their effectiveness	No group processing

Slavin (1984) has conducted several studies in order to compare cooperative learning and traditional instructional methods, and has concluded that cooperative learning has the following positive effects:

1. *Motivational effect*: in several studies students in cooperative learning groups felt more strongly than students in other learning programs that their groupmates wanted them to come to school every day and work hard in class. Students in cooperative learning groups were more likely to attribute success to hard work and ability than to luck.
2. *Cognitive development effect*: collaboration promotes cognitive growth because students model for each other more advanced ways of thinking than any would demonstrate individually.
3. *Cognitive elaboration effect*: new information that is elaborated (restructured and related to existing knowledge) is more easily retrieved from memory. A particularly effective means of elaboration is explaining something to someone else.

Richards and Rodgers (2001, p. 193) point out that “Cooperative Language Learning is founded on some basic premises about the interactive/cooperative nature of language and language learning and builds on these premises in several ways”. These premises are the following:

1. Communication is generally considered to be the primary purpose of language.
2. Most talk/speech is organized as conversation.
3. Conversation operates according to a certain agreed upon set of cooperative rules or "maxims".
4. One learns how these cooperative maxims are realized in one's native language through casual, everyday conversational interaction.
5. One learns how the maxims are realized in a second language through participation in cooperatively structured interactional activities.

(Richards and Rodgers, 2001, pp. 193-194)

The general goal of Cooperative Language Learning is to foster cooperation and to develop communicative competence and critical thinking skills through socially structured interaction activities. The proponents of CLL base their assumptions on the work of the development psychologists Jean Piaget and Lev Vygotsky, who stress the central role of social interaction in learning. An important dimension of CL is that it fosters cooperation rather than competition among the students in class (Johnson et al., 1994, p. 4).

Since Cooperative Language Learning activities can be used for learning and practicing language forms and functions, as well as for developing the four skills, it supports structural, functional and interactional models of language and does not use any specific syllabus. “What defines Cooperative Language Learning is the systematic and carefully planned use of group-based procedures in teaching as an alternative teacher-fronted teaching” (Richards and Rodgers, 2001, p. 196). Thus, Cooperative Language Learning activities can be used in any language program, in any context and with all levels. Any lesson can be restructured so that students can work cooperatively.

Johnson and Johnson (2017) suggest three types of cooperative learning groups which may be used to teach specific content (formal cooperative learning groups), to ensure active cognitive processing of information during direct teaching (informal cooperative learning groups), and to provide students with long-term support and assistance for academic progress (cooperative base groups).

However, assigning students to groups and giving them a task to do is not enough. The success of cooperative learning depends on the specific methods used to organize group work. In order for the groups to work effectively, students should be made aware that each member of the group should participate actively by suggesting ideas, asking questions, giving feedback, that they should respect each other, listen carefully to other group members and trust that each member will be contributing to the group work in order to achieve the mutual goal. Johnson and Johnson (1999) identify five criteria that delineate true cooperative learning groups. They specify the decisive factors for cooperative learning as positive interdependence, individual accountability, engaging interaction, group processing, and development of small- group interpersonal skills. Olsen and Kagan (1992) share the same themes and propose the following key elements of successful group-based learning in CL:

1. *Positive interdependence.* Positive interdependence means that there is a spirit of mutual support within the group. Students are aware that the efforts of each group member benefit the individual as well as the group as a whole so that the products of the group work are both personal and group success.
2. *Group formation.* Group formation is an important factor in creating positive interdependence. The groups usually consist of two to six members depending on the task, the goals of the lesson, the age of learners, as well as the diversity in the class related to ethnicity, sex, ability and so on. This is the reason why teacher-selected groups are preferable to random or student-

selected groups, because the teacher can ensure that the groups are heterogeneous and of the right size for the given task. Once the groups are formed, students should be assigned roles so that each member of the group knows what his obligations are and what role he/she has to play in the group.

3. *Individual accountability.* Individual accountability means that each member must contribute to the group as a whole and that each member is accountable for helping the group achieve the goal.
4. *Social skills.* Teachers should help students develop social skills naturally or by explicit instruction in order to ensure successful interaction, such as leadership, decision-making, trust-building, communication, conflict-management skills and so on.
5. *Structuring and structures.* Structuring and structures refer to the learning structures or activities used in the classroom, such as Think-Pair-Share, Solve-Pair-Share, Numbered Heads, etc.

Spencer Kagan (1994) has developed six categories of cooperative structures. These structures provide a content-free organizational method for promoting interaction among students in learning environments. They describe the social organization among individuals by providing a series of steps or elements that characterize the patterns of interaction. The cooperative structures are categorized by their principle purpose and are labelled as class building, teambuilding, communication skills, thinking skills, information sharing, and mastery. Different structures are practical and helpful for meeting diverse objectives. Many structures cross category lines.

The roles of learners and teachers in CL are different from teacher-fronted lessons. They are members of a group who must work collaboratively on tasks with other group members, they are directors of their own learning, they are tutors, checkers, recorders, information sharers. Teachers have a lot of roles, such as creating a highly structured and well-organized learning environment, setting goals, planning and structuring tasks, establishing the physical arrangement of the classroom, assigning students to groups and roles, selecting materials and time, providing questions to challenge thinking, preparing students for the tasks, assisting students with the learning tasks, giving few commands, imposing less disciplinary control.

The choice of content and materials is also important, because if the content is not interesting and challenging students will lose interest and the cooperative learning will not be successful. The materials that are used for other types of lessons can be used for cooperative learning as well. As students work in groups, all the groups may have the same set of materials, each group might have a different set of materials, or each member of the group may need to have a copy of the text or the other materials used. Materials can be borrowed from other disciplines or developed by the teacher. But the last option is the most difficult as it takes a lot of time and effort to prepare materials that would be interesting and at an appropriate level for the students.

The basic steps involved in successful implementation of cooperative learning activities are the following:

1. The content to be taught is identified, and criteria for mastery are determined by the teacher.
2. The most useful cooperative learning technique is identified, and the group size is determined by the teacher.
3. Students are assigned to groups.
4. The classroom is arranged to facilitate group interaction.
5. Group processes are taught or reviewed as needed to assure that the groups run smoothly.
6. The teacher develops expectations for group learning and makes sure students understand the purpose of the learning that will take place. A time line for activities is made clear to students.
7. The teacher presents initial material as appropriate, using whatever techniques she or he chooses.

8. The teacher monitors student interaction in the groups, and provides assistance and clarification as needed. The teacher reviews group skills and facilitates problem-solving when necessary.
9. Student outcomes are evaluated. Students must individually demonstrate mastery of important skills or concepts of the learning. Evaluation is based on observations of student performance or oral responses to questions; paper and pencil need not be used.
10. Groups are rewarded for success. Verbal praise by the teacher, or recognition in the class newsletter or on the bulletin board can be used to reward high-achieving groups.
(Foyle and Lyman, 1990)

Types of cooperative learning activities

There are many different forms of cooperative learning and numerous descriptions of activity types. The leading researchers of cooperative learning include Robert Slavin, Roger and David Johnson and Spencer Kagan, who have slightly different approaches. Some of the most widely used approaches include the following: The Group Investigation Method (Sharan and Sharan), Jigsaw (Aronson), Learning together (Johnson and Johnson), Student Team Learning (Slavin), and the Structural Approach (Kagan):

The Group Investigative Method

This method starts from the premise that knowledge develops as a result of collective effort. The groups choose a topic, discuss the ways in which they will carry out their investigations, conduct in-depth investigations and report back to the entire class. Studies of this method suggest that student achievement is enhanced when emphasis is on the active search for information which is discovered, examined, discussed, interpreted, and summarized by students (Sharan and Sharan, 1992).

Learning Together Method

The most important aspect of this method is the existence of a group goal and sharing opinions, resources, division of labour and the group reward. It emphasizes the importance of team-building activities and discussions about how well the members of the group are working together (Johnson and Johnson, 1991). This method emphasizes (1) training students to be good group members and (2) continuous evaluation of group functioning by the group members (Slavin, 1985, p. 8).

Jigsaw

In this method students are assigned to work on different sections of the material. The members of each team receive different pieces of information. Then members of different teams who have received the same information meet in topic groups to discuss their material. Finally, students return to their original teams and take turns teaching their teammates about their material. Studies suggest that jigsaw is especially effective in social studies and other subjects where learning from text is important (Slavin, 1991).

The Structural Approach

The structural approach was developed by Kagan who has developed more than 100 learning structures to be used in cooperative learning. Various structures encourage different types of cooperation and can serve different functions such as subject-matter review, concept development, or cooperative work on projects. Lessons may incorporate single structures or be multi-structured so that students have varied learning experiences. Some of the most widely used structures are: Three-Step Interviews, Think-Pair-Share, Line-ups, Numbered Heads, Roundtable, etc. (Olsen and Kagan, 1992).

Student Team Learning

Slavin has developed a content-bound approach using specific learning structures. Two Student Team Learning methods which are applicable to various subjects and grade levels are Student-Teams-Achievement-Divisions (STAD) and Teams-Games-Tournament (TGT). STAD incorporates

the use of teacher presentations, team preparation, individual quizzes, improvement scores, and team recognition and reward. TGT is similar but, instead of quizzes, uses academic tournaments in which students compete with members of other teams. The findings of experimental studies indicate that team reward and individual accountability are essential elements for attaining basic skill achievement (Slavin, 1990).

As there are a lot of approaches to cooperative learning, there are numerous learning structures that can be used in cooperative learning. Some of these activities are the following: Elbow Buddies, Think - Pair – Share, Solve – Pair – Share, Stand and Deliver, Learning (Clock) Buddies, Stir the Class, Numbered Heads together, Round Robin/Roundtable, Peer Tutoring, Inside-Outside Circles, Carrousel Brainstorming; Carrousel Reports, Line-Ups, Paired Verbal Fluency, Three Step Interview, Learning (Thinking) Logs, Know-Want to Know-Learned (KWL) (McCloskey, 2014).

Advantages and disadvantages

Johnson et al. (1984) conducted a meta-analysis of 122 studies on cooperative learning between 1924 and 1981. The results show “that cooperative learning experiences tend to promote higher achievement than do competitive and individualistic learning experiences. These results hold for all age levels, for all subject areas, and for tasks involving concept attainment, verbal problem solving, categorization, spatial problem solving, retention and memory, motor performance, and guessing-judging-predicting” (p. 20). In order to find out why cooperative learning is more effective, they conducted an extensive research program and identified the following factors:

1. The type of learning task assigned does not seem to matter a great deal. Currently, there is no type of learning task on which cooperative efforts are less effective than are competitive or individualistic efforts. On most tasks (and especially the more important learning tasks, such as concept attainment, verbal problem solving, categorization, spatial problem solving, retention and memory, motor learning, guessing-judging-predicting), cooperative efforts are usually more effective in promoting achievement.
2. The discussion process in cooperative learning groups promotes the discovery and development of higher quality cognitive strategies for learning than does the individual reasoning found in competitive and individualistic learning situations.
3. Involved participation in cooperative learning groups inevitably produces conflicts among the ideas, opinions, conclusions, theories, and information of members. When managed skilfully, such controversies promote increased motivation to achieve, higher achievement and retention of the learned material, and greater depth of understanding.
4. The discussion among students within cooperative learning situations promotes more frequent oral repetition of information; stating of new information; and explaining; integrating and providing rationales. Such oral rehearsal of information is necessary for the storage of information into the memory; it promotes long-term retention of the information; and it generally increases achievement.
5. Within cooperative learning groups, there tend to be considerable peer regulation, feedback, support, and encouragement of learning. Such peer academic support is unavailable in competitive and individualistic learning situations.
6. The exchange of ideas among students from high, medium, and low achievement levels, handicapped or not, and different ethnic backgrounds enriches their learning experiences. Cooperative learning groups seem to be nourished by heterogeneity among group members as students accommodate themselves to each other's perspectives.
7. The liking students develop for each other when they work collaboratively tends to increase their motivation to learn and to encourage each other to achieve. The motivation to learn in order to fulfil one's responsibilities to one's peers is not a part of individualistic and competitive learning situations.

The authors discuss the numerous benefits that learners gain when they are involved in cooperative learning situations, such as the following:

1. *Critical thinking competencies*. Cooperative learning promotes the use of higher reasoning strategies and greater critical thinking competencies more than do competitive and individualistic learning strategies.
2. *Attitudes Toward Subject Areas*. Cooperative learning experiences, compared with competitive and individualistic ones, promote more positive attitudes toward both the subject area and the instructional experience, as well as more continuing motivation to learn more about the subject area being studied.
3. *Collaborative Competencies*. There is considerable evidence that students working together in cooperative learning groups master collaborative competencies at a higher level than do students studying competitively or individualistically.
4. *Psychological Health*. Cooperativeness is positively related to a number of indices of psychological health, namely: emotional maturity, well-adjusted social relations, strong personal identity, and basic trust in and optimism about people.
5. *Socialization and Development*. Cooperative learning experiences tend to lead to: (1) Promotive interaction. (2) Feelings of psychological acceptance. (3) Accurate perspective-taking. (4) Differentiated, dynamic, and realistic views of collaborators and one's self. (5) Psychological success. (6) Basic self-acceptance and high self-esteem. (7) Liking for other students. (8) Expectations of rewarding, pleasant, and enjoyable future interactions with collaborators.
6. *Liking for Classmates*. Cooperative learning experiences, compared with competitive, individualistic, and "traditional" ones, promote considerably more liking among students, regardless of differences in ability level, sex, handicapping conditions, ethnic membership, social class differences, or task orientation.
7. *Promotive vs. Oppositional or No Interaction*. Within cooperative situations students benefit from helping each other learn, while in competitive situations students benefit from obstructing and frustrating each other's learning, and in individualistic situations the success or failure of others is irrelevant. There is, therefore, considerably more helping, encouraging, tutoring, and assisting among students in cooperative than in competitive or individualistic learning situations.
8. *Perceived Peer Support and Acceptance*. Cooperative learning experiences, compared with competitive and individualistic ones, have been found to result in stronger beliefs that one is personally liked, supported, and accepted by other students, and that other students care about how much one learns, and that other students want to help one learn.
9. *Accuracy of Perspective-Taking*. Cooperative learning experiences tend to promote greater cognitive and affective perspective-taking than do competitive or individualistic learning experiences.
10. *Differentiation of Views of Others*. Cooperative learning experiences tend to promote more differentiated, dynamic, and realistic views (and therefore less stereotyped and static views) of other students (including handicapped peers and students from different ethnic groups) than do competitive and individualistic learning experiences.
11. *Self-Esteem*. Cooperative learning experiences, compared with competitive and individualistic ones, promote higher levels of self-esteem.
12. *Expectations Toward Future Interaction*. Cooperative learning experiences tend to promote expectations toward more rewarding and enjoyable future interaction among students.
13. *Relationships with School Personnel*. Students participating in cooperative learning experiences, compared with students participating in competitive and individualistic

learning experiences, like the teacher better and perceive the teacher as being more supportive and accepting academically and personally.

However, that does not mean that competitive and individualistic learning experiences should be excluded. Kagan and Kagan (2009) say that “if we were advocating exclusive use of cooperative learning, we would leave students very ill prepared. Students need to know how to work independently, and they need to know how to compete... We don’t advocate cooperative learning as the only way to teach. We feel cooperative learning should be a big part of the instructional diet, not the whole diet” (p. 18). The authors state that it is important to include cooperative learning experiences not only because of the higher achievements of students involved in cooperative learning, but also because it prepares students for the real world. Team work and the ability to communicate and work well with others is one of the most highly valued skills by employers, so by training students to study together we also help them develop skills they will need in their future careers.

McGroarty (1989) gives the following advantages for students who use cooperative learning strategies:

1. In second language classrooms, cooperative learning as exemplified in small group work provides frequent opportunity for natural second language practice and negotiation of meaning through talk.
2. In bilingual classrooms, cooperative learning can help students draw on primary language resources as they develop second language skills.
3. In both ESL and bilingual settings, cooperative learning offers additional ways to incorporate content areas into language instruction.
4. Cooperative learning tasks require a variety of group activities and materials to support instruction; this whole array of changes in traditional classroom technology creates a favourable context for language development.
5. Cooperative learning models require redefinition of the role of the teacher in ways that allow language teachers to expand general pedagogical skills and emphasize meaning as well as form in communication.
6. Cooperative learning approaches encourage students to take an active role in acquisition of knowledge and language skills and encourage themselves and each other as they work on problems of mutual interest.

Regarding disadvantages, Richards and Rodgers (2001, p. 201) argue that while the proponents of cooperative learning claim that it is suitable for learners of all ages and proficiency levels, intermediate and advanced learners may have more benefits from this approach than lower proficiency learners. Another disadvantage is that it may be difficult for teachers to adapt to the new roles that this method requires.

Conclusion

Cooperative Language Learning is an instructional approach that uses pair and group work as a main way of learning. Working in groups fosters cooperation and interaction among the students, developing social skills, gaining a deeper knowledge of the subject matter and becoming more proficient in language and communication. As students work together to reach a common goal, they develop a sense of responsibility for their own learning as well as for the learning of the members of the group. Cooperative learning groups are both an academic and a personal support system (Johnson and Johnson, 2002). By helping, supporting and encouraging each other to achieve the group goal, students become committed to their personal success, the individual success of the group members and the success of the group as a whole.

Studies on CLL have demonstrated that students using cooperative learning strategies achieve higher academic scores, have higher self-esteem and develop more positive social and interaction skills. Because cooperative learning activities can be incorporated in any approach and any language program, it is very likely that CLL strategies and activities will continue to be used in the future.

Johnson et al. (1984) argue that overusing competitive and individualistic instructional methods do not prepare students adequately for their future work and home lives. Therefore, they suggest that life in schools should be structured in ways that are: (1) congruent with the future lives of our students, and (2) congruent with research on instructional methods (p. 16).

Slavin (2008) also stresses the importance of research and evidence-based reforms in education in order to prevent students and teachers from ineffective innovations. He describes a thirty-year programme of research at John Hopkins University where the initial focus was on cooperative learning. The research showed that “cooperative learning increases student achievement if it incorporates two key elements: Group goals and individual accountability. That is, groups are rewarded based on the individual learning of all group members, not on a single group product. In groups organized in this way, it is in group members’ interests to teach each other, assess each other’s learning and ask for help from each other, and these are the behaviors that lead to learning gains” (p. 152).

Stevens and Slavin (1995) report on a 2-year study of the cooperative elementary school model which used cooperation as an overarching philosophy to change school and classroom organization and instructional processes. The model included not only cooperative learning among students, but also cooperative planning by teachers and parent involvement. After two years, all students, including academically handicapped students, had significantly higher achievement in many school subjects than did their peers in traditional schools. Moreover, there were better social relations and handicapped students were more accepted socially by their nonhandicapped peers. Finally, gifted students had significantly higher achievement than their peers in enrichment programs without cooperative learning.

In addition to higher achievement, one of the most important benefit of cooperation learning is that it prepares students to become successful members of the society. As Slavin states, “human society is composed of overlapping cooperative groups: families, neighbourhoods, work groups, political parties, clubs, teams” (p. 5). Because cooperation is an essential ingredient of every successful human endeavour, the role of education is to emphasize cooperative activities in order to adequately prepare young people to become responsible and successful adults.

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STUDENT PERCEPTIONS AND PREFERENCES CONCERNING THE USE OF CASE STUDIES IN THE BUSINESS AND BUSINESS COMMUNICATION CLASSROOM

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Abstract

The academic research purpose of this research is to investigate how teaching by the cases method, as opposed to teaching business theories *ex-cathedra*, makes a positive change in the classroom, in higher education institutions learners. The case method proposes a change in roles. The research was conducted taking into account the perception of students in terms of the case method (the Socratic teaching method) and the case as a tool in the business classroom, and also the right kind and amount of confidence in becoming successful future business leaders.

The literature on this topic has a bipolar theory on the outcomes of the case method, and both sides have been supported by proof, thus we have decided to advocate and take the side in favour and approach students with a questionnaire to test the inclinations towards the use of the case teaching method and diverse preferences towards the length, nature, place of origin of the stories in the cases, and also whether the two teaching methods should be complementary to each other, or one should yield to the other one.

The major findings demonstrated in this research are supportive of a discussion-based and participant centered (PCL) classroom with the incorporation of a classical research lesson. This dichotomy is addressed and a proposed solution integrates both approaches, driven by the case method.

Finally, the practical recommendations are a further basis to explore this movement and deliver more detailed results for an even better preparation of students, as these are cases 'stolen' from the daily lives of existing business leaders, serving to better educate future leaders and ready them for as much ambiguity as possible.

Keywords: case method teaching, scientific method, Socratic method, PCL.

THE ART OF THE LIGHTHOUSES - MONTENEGRIN LIGHTHOUSES AS DESTINATION ICONS

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Abstract:

The lighthouses all over the world are becoming not also historic and architectural, but tourist and cultural attractions as well. There are spectacular examples of the lighthouses all over the world that became destinations' icons- it is well known that many lighthouses and maritime structures became idyllic settings for weddings, celebrations, receptions, educational programs, tourism tours, museums and more. In Europe, it is especially important to mention those in France, Scotland, Ireland, England, France, Spain, Portugal etc. which became a symbol of particular destination itself and one of the most important part of its tourist offer.

At the moment in Montenegro there are more than forty-five lighthouses, but unfortunately, they are not listed in the register of cultural and historical monuments, nor protected by any law, so there in the era of modernization, globalization, rapid foreign investments etc. is quite uncertain. Because of that fact, it is necessary to create completely new marketing-management approach which is based on adequate preservation, protection, valorization and promotion of lighthouses and their historical, cultural and architectural values. Our concept is based on the usage of different forms of contemporary art which represents completely new approach in promotion of this segment of cultural heritage in the world.

Keywords: lighthouses, Montenegro, destination icon, tourism, culture, art

Introduction

Destination icons as symbols of a tourist destination and country itself are a useful feature in strengthening tourist attraction and very often they become the main reason of tourists visit [1]. In tourism theory, destination icons represent attractive factors of destination itself [2]. Some of the most typical global examples are the Eiffel Tower in Paris, the Statue of Liberty in New York, the statue of Christ the Redeemer and the Maracana Stadium in Rio de Janeiro, double-decker in London and many others. In tourism practice, a number of destination icons contribute to the attractiveness of the destination [3]. The higher degree of attractiveness of the destination contributes to its competitiveness on the global tourism market [4]. With a specialized tourist offer, the destination icons exhibit a special potential because their attractiveness can override the attractiveness of the image of the destination itself [5].

In tourism practice, destination icons are recognized as subjective symbols with the potential of long-term memory in the consciousness of tourists. They may be natural or built attractions that are recognized by tourists as an attraction and reason for a visit [6]. They are very often used in tourism practice to differentiate a particular destination or tourist area from competitors [7]. Having on mind

the extremely complex competitive relations in the global tourism market- recognizing the points which may become new tourist icons becomes an imperative for all entities involved in managing the tourist destination itself.

Cultural and historical heritage is a high-quality base for creation of destination icons [8]. Certain cultural elements may be recognized as destination icons without carrying out any marketing activities. In era of globalization and internationalization, tourists became more familiar with a multitude of cultural and historical contents around the world in accordance with their particular interests. In their perception, some of these contents, due to the personal experience of what they have read and seen on the Internet, become the destination icons and the main reason for visiting certain destination [9]. Therefore, the analysis of existing cultural heritage at the destination level is of crucial importance for identification of new potential destination icons.

In the last decades, many lighthouses all around the world have become destination icons and the interest for them from historic, archeological, cultural, tourist and many other points of view is continuously increasing. That's the main reason why many governments, local authorities, institutions, teams of experts all over the world have taken a larger interest in funding and preserving the lighthouses over the years and have initiated their promotion as tourist attractions. According to the data from Lighthouses directory, there are more than 19400 lighthouses all around the world nowadays.

By insight in data about lighthouses in Montenegro it is not difficult to conclude that there are not many available of them. It is almost unbelievable that there is no institution in Montenegro that has the updated base of lighthouses with some basic information about them such as name and location, position, characteristics, height, range, structure. The names of the constructors and the year of construction for the most of the lighthouses as well as photos are mostly unavailable too.

It is also interesting to mention that they do not belong to the register of cultural and historical monuments, they are not recognized as cultural heritage, there are scarce archeological data about their historical and cultural values, there is limited number of fairy tales and legends regarding their construction and interesting facts from the past. Some of the lighthouses are already demolished and destroyed, some of them are replaced by the new ones, some of them are constantly imposed to vandals etc. All these facts lead to the conclusion that the lighthouses in Montenegro are not adequately (or to be more precise - not at all) preserved, protected, valorized and promoted.

In order to protect the lighthouses from future decline and to make them attractive from tourists from different points of view, it is necessary to create a strategy of their revitalization, protection and valorization and carry out a set of activities in order to reach the main goals and make them destinations icons.

1. The model of good practice- Croatian Stone Lights

There are spectacular examples of the lighthouses all around the world that became destinations' icons- many lighthouses and maritime structures became idyllic settings for weddings, celebrations, receptions, educational programs, tourism tours, museums and more. In Europe, it is especially important to mention those in France, Scotland, Ireland, England, France, Spain, Portugal which became a symbol of particular destination itself and one of the most important parts of its tourist offer. Regarding to this part of Europe, the most representative example is Croatia and the project *Stone Lights* which successfully integrates history, ecology and tourism [10,11].

Croatian lighthouses are extremely important from many different points of view- historical, archaeological etc. Every of 48 lighthouses has extremely interesting historic background and there are many data that refer to their construction such as year of construction, the name of the constructor, style of construction, main characteristics, legends from the past etc. The state-owned

company Plovput is the legal successor of the first Department for the Safety of Navigation from time of Austria-Hungary and it operates the lighthouses and the platform of safety in navigation for Croatia.

The project Stone lights was realized by Neven Šerić and Hrvoje Mandekić. The project started in 1999 and was approved by the Croatian Ministry of Environmental Protection and Physical Planning. The initial idea was to find an acceptable way to ensure re-payment of the loans obtained for the repair, maintenance expenses and other accompanying costs for the upkeep of the lighthouses. In 2001 Croatian Ministry of Environmental Protection and Physical Planning additionally supported the realization of the project by providing a special award in the Tourism and Environment category. It is also important to mention that realization of project activities was given a large publicity in international media and even *Le Figaro* (France) presented the tourist offer of Stone Lights.

Something that is extremely important to mention is the fact that one part of the project deals with tourist valorization of lighthouses and it determines an original approach to destination management in terms of marketing strategy methodology: how to protect and preserve lighthouses and landscape including the natural phenomena, how to integrate the protection of the sea and land as well as how to find acceptable models of tourist accommodation with low investments and high profits. In other words, the original concept of lighthouse's tourism was presented and introduced. Economic valorization is limited while marketing approach is based on the exclusivity of the location of each lighthouse, its history, its beauty from cultural, historical and architectural point of view, tales and legends that refer to their construction or their existence.

The fact is that most of Croatian lighthouses were built in unique, completely non-urbanized environments and the lighthouse holidays are focused on foreign tourists that chooses adventure. The new tourist offer in Croatia was presented on international market by foreign tour-operators and tourists from all around the world who are keen on adventure, uniqueness, nature, wilderness etc. started to enjoy the holidays in scenic atmosphere of lighthouses. Some of the lighthouse buildings like Struga on Lastovo island and Pločica on Pločica Island are arranged as apartment-hotels and the focus is put on the exclusiveness and uniqueness of experience. In some lighthouses guests reserve accommodation during the New Year's holidays, in some of them the tourist season lasts for almost 8 months while in some it lasts even longer – during all year (for example, the lighthouse on the cape Zub near Novigrad in Istria).

It should point out the fact that The Stone Lights project set new criteria of the relationship between man and the environment on the lighthouses which require an original destination management model involving transfer, behaviour, organic and inorganic waste disposal, sewage treatment etc. as well as a recognizable marketing strategy. Although there is still a significant space for further improvement, the fact is that the lighthouses in Croatia became its real destinations icons. They significantly improved the quality of Croatian tourist offer and its position on global tourism market, differentiated it from its main competitors as well as set up new standards in destination tourism which should be reached in future.

2. The research problem and the methodology of the paper

There are not many available data about lighthouses in Montenegro. It is almost astonishing that there is no institution in Montenegro that has the updated base of lighthouses with some basic information about them such as name and location, position, characteristics, height, range, structure etc. The names of the constructors and the year of construction for the most of the lighthouses as well as photos are mostly unavailable too. It is also important to mention that, unfortunately, lighthouses in Montenegro are not protected by any law. They do not belong to the register of cultural and historical monuments, they are not recognized as cultural heritage, there are scarce archeological data about their historical and cultural values, there is limited number of fairy tales

and legends regarding their construction and interesting facts from the past. Some of the lighthouses are already demolished and destroyed, some of them are replaced by the new ones, some of them are constantly imposed to vandals etc.

The main research questions in this paper are:

- Which experiences of Croatian project Stone Lights could be implemented in management of lighthouses in Montenegro?
- How to promote and valorize lighthouses heritage in Montenegro and make it destination icons?
- How to implement successfully completely new approach in valorization of lighthouses which is based on implementation of different forms of contemporary art, taking care of cultural and historical values as well as of principles of sustainable development?

The initial phase in this research started from collection of materials. Because of the fact that relevant institutions in Montenegro do not have these data, most of the data in this phase were collected from very scarce archive materials and from conversation with historians, art historians, curators etc. Later, data were collected by field research and visit to every particular lighthouse in Montenegro which is presented on nautic maps (45 lighthouses exactly). Data about the existing lighthouses as well as their professional photo base is created for the first time in Montenegrin history.

Except field research, focus group that included fifty professionals from field of tourism, marketing, economy, architecture and other fields was created in order to share ideas, beliefs, experiences etc. and to analyse discuss all possibilities of the future valorization of Montenegrin lighthouses. The experiences of both- the Stone Lights project, currently in the stage of stagnation and The Art of the Lighthouses, which are in the stage of expansion and market positioning, were presented to the focus group at the Faculty of Economics, University of Split, Croatia and Faculty of Tourism, University Mediteranean, Montenegro in December 2018 for the purpose of this work. The brainstorming of the realized activities were carried out through both projects and new suggestions and ideas were collected in order not only to compare these projects, but also to discuss the possibilities of establishment strong cross-border marketing cooperation and create and promote joint tourist products on the market.

3. Montenegrin lighthouses – how to make them destination icons

The results of the research highlighted some beautiful examples of lighthouses which have extreme potential for tourist, historical, cultural and other kind of valorization. These are: Lighthouse situated on the peninsula Mendri which represents the oldest lighthouse in Montenegro and one of the last on the Adriatic Sea with lighthouse keepers; Lighthouse Voluvica situated on Rt Volujica, Antivari which appears on a postal stamp and whose first housekeeper, Petar Kasalica, was the first housekeeper in Montenegro as well; Lighthouse Sveti Nikola located on the island Sveti Nikola; Bar West Breakwater and Bar North Breakwater; The Lighthouse Crni Rt at entrance to the bay of Bar, Lighthouse Platamon situated on Rt Platamon, Mamula Lighthouse located at Mamula Island with imposant and dark history, Tunja Lighthouse located on the island of Tunja in Tivat, Lighthouse Opatovo from 1904 (station established 1878), Lighthouse Gospa, Lighthouse Rt Turski from, Lighthouse Rt Nedlja (RT Verige) etc.

By analyzing data about lighthouses in Montenegro and comparing with cultural, historical, archeological and tourist valorization of lighthouses all around the world, with special accent on other Mediterranean countries, it is not difficult to conclude that the lighthouses in Montenegro are not adequately (or to be more precise- not at all) preserved, protected, valorized and promoted. So, their fate in the era of modernization is quite uncertain. In order to protect the lighthouses from

future decline, it is first necessary to create a strategy of their revitalization, protection and valorization and carry out a set of activities in order to reach the main goals and position them as destinations icons.

By insight through the Croatian lighthouses project and having on mind that Croatian and Montenegro were parts of Yugoslavia for many decades and have a lot of in common regarding history, tradition, cultural heritage etc., it is not difficult to conclude that the example of Croatian practice could be introduced successfully. But the adoption of others experiences, no matter how successful and impressive are they, is not the idea that should be followed in long term [12] .

In other words, completely new approach should be introduced which should be based on promotion of lighthouses as historic and cultural heritage through different forms of art. In that sense, having on mind the fact that the lighthouses represent constructions made by human, but still situated in natural landscape, we believe that the whole concept should be based on different forms of art such as land art which represents art movement in which landscape and the work of art are inextricably linked, multimedia art etc. These art project would be realized on different locations by using different modern art techniques would be used in order to archive spectacular effects and experiences [13].

One on the most interesting places for realization the artistic project is island Mamula. At the time when this part of the coast was under the rule of the Venetian Republic, the island was known as Rondina. However, its present appearance and name, this island owes to Austro-Hungarians. On this rock island in 1853 Austro-Hungarian general Lazar Mamula (1795-1878) raised the fortress from then the island has been known as Mamula. It is interesting to mention that during both world wars the fortress served as a cruel prison known by the name "Campo Mamula". The story about cruelty of the life in prison which was also known as Yugoslav Auschwitz was a theme of the famous Yugoslav film "Campo Mamula," directed by Velimir Stojanović. As the memory of this dark period in the history of this place, there is a marble plaque, which stands at the entrance to the fort with words: "No darkness, no clamminess, no hunger, no torture of infamous invaders the did crush the spirit and faith in the victory of those who are imprisoned here in two world wars." Fortress has long been abandoned, and the island is overgrown with grass. There were a lot of different plans regarding the promotion of island all together with fortress and lighthouse as well, but none of them were realized. According to available information, Swiss company Orascom Hotels Management (OHM) overtook the management of Mamula Island and plan to build high class hotel & spa complex. It is also planned to establish memorial museum about the dark history of the island. According to plans, the project will be finished by the end of 2019. According to the signed long term agreement (lease on 49 years) the buildings will be completely integrated into the environment, not threatening the cultural and historical character and natural environment. Due to bad experience regarding to realization of projects which will contribute to future tourist and economic development of Montenegro, especially regarding to preservation and protection of cultural and historic heritage, and having on mind the fact that diversity of tourist offer should be our guideline, we believe that another concept should be introduced. One of the possible approaches would be restauration of fortress, the establishment of the historical museum and the organization of guided tours through fortress which used to be one of the most terrifying in the history. By that way, Montenegro would create completely new tourism product which is drawing a growing number of visitors which is based on the authentic experience of visit to old prison. Lets just mention Alcatraz, the Birdman, Old Melbourne Gaol, Robben Island, Kilmainham Gaol etc. which attract great attention of travelers. In that sense, the lighthouse would be the integral part of offer, with its history and tradition. In order to make this island and its attractions primary fortress and lighthouse interesting to different target groups as well as to promote Montenegro as destination which combines the elements of tradition and cultural values and present then by new artificial techniques it was very inspiring to suggest realization of one great art project which would map Montenegro as high quality destination not only on tourist market, but also on the world's art and culture scene.

In that sense we believe that Mamula with all its attraction may become spectacular *cinema/theatre on the water* where, by using different art techniques such as video mapping, different events may be organized. Video mapping is usually described as a technique which utilizes video projection to transform an object or space by manipulating the illuminating pixels through software. It is a new projection technique that can be used for transformation of any surface (buildings, plants, trees, water, sky, smoke etc.) in a dynamic video display. Thanks to software which is used in order to warp and mask the projected image to make it fit perfectly on irregularly shaped screens, it is possible to realise impressive spectacular projection installation in space. In that sense, the seaside would be transformed in fabulous water screen projector and Mamula with all its attractions such as fortress and lighthouse would become beautiful impressive scene and ambient which could attract a lot of different target groups into the destination itself and rank it among top destinations in this part of Europe. Lighthouse could also be used a place from which the projection should be realized. One of the interesting events would be the promotion of film *Campo Mamula*, Yugoslav black and white cult film, made in 1959 which describes a life of prisoners during the captivity, their struggle for survival etc (Photomanipulations 1, 2).

Photomanipulations 1,2: Scenes from a film Campo Mamula presented on water screen



The water screen could also be used in the organization of different music events such as concerts of classic music, festivals of electronic music, festivals of lights, art colonies, festivals of contemporary art etc. As a part of unique tourist offer it should also provide souvenirs designed by artist with main elements of spectacular experience from island Mamula (sculptures of lighthouse with water and light effects, fortress, reproduction of stone with message written at the entrance to the prison etc.).

Another example of valorization of would be to use lighthouses for different projections of art works on different surfaces like stone, rocks, water etc. It would be very interesting for realization of *different multimedia projects and festivals* in which artists use text, images, lights, effects etc. in order to promote some idea¹ (Photomanipulation 3).

¹ The work presented in the photo is an artistic project of prof. Dino Karailo *We (don't) trust*.

Photomanipulation 3: Multimedia projection of a piece of art on stone and rocks



In that sense it would be especially interesting to organize lighthouse multimedia festivals every year on different places promoting their cultural, historical, architectural values. For example, when talking about lighthouse in Ulcinj, it is important to point out there are a lot of historical and archeologic data, as well as legends and fairytales from the past that are connected with this town and not adequately used and promoted in creation of tourist offer. One of them refers to pirates. According to written evidences, it is very well known that Ulcinj had been a famous pirates' nest. The motive of pirates should definitely be an interesting theme of multimedia festival which would be presented by artist by different multimedia forms in order to make this theme interesting and attractive to different target groups and the way of its presentation would significantly contribute to the creation of authentic tourists' experience and attractiveness of the destination itself. There are also some other legends like the one from the end of the XVI century about famous Spanish writer Miguel de Cervantes who was a slave in Ulcinj etc. which could be very inspiring for artist as well as for the audience. The important thing is that these festivals would be organized every year on different lighthouses and would be some kind of Montenegrin cultural & artistic icons. Except the themes that are connected with stories and legends about the lighthouses and cultural, historical, archeological and other values of the place where they are situated, it should introduce some other actual social, religious, art etc.

It could also be very attractive to realize project *Sea Dance- Disco Balls* which includes realization of festival Sea dance just around different lighthouses in Montenegro. Although it has been established in 2014, Sea Dance has proven much within just three short years and is already voted best European medium-sized festival. This festival gathers numerous fans from more than 50 countries from all over the world, and engaged more than 100 famous international music stars and world renowned artists from its establishment. It is not difficult to conclude that its popularity could significantly contribute to the positioning on lighthouses as destination icons and on the other side

the lighthouses themselves and different stunning locations would have provided added value to the festival. In that sense our idea is to use the popularity of this festival in order to promote lighthouses themselves. Every year the festival would be organized on another place and different lighthouse would be promoted. For the purpose of realization of festival special disco balls would be created by artists from different parts of the world and they would be used as a trade mark of festival. The disco ball should be placed on the lighthouse, as well as on the surface of the sea. The lighthouse with shiny glossy disco balls would be used as a brilliant background and scenery for the festival and create magnificent impression based on the harmony between natural landscape, masterpiece of human and artistic work, the motive of lighthouse with disco balls would be a symbol of the festival and would be promoted through different media channels (Photomanipulation 4)

Photo-manipulation 4: Sea Dance- Disco Ball- presentation on Tunja Lighthouse



Another interesting concept would be the realization of *art colony - project Put on the lighthouse*. The realization of this project includes different interventions on lighthouses by artists from all around the world by putting on the lighthouse in different cloths made of natural materials such as leaves, sand, flowers, grass, stones etc. in a way that doesn't have negative effects on their appearance, construction, structure, materials etc. Several groups of artists would intervene on the lighthouses trying to present different ideas, themes, motives etc. realizing different land art projects. For example, it would be interesting to see the lighthouses dressed up in national costumes and traditional clothing of different parts of Montenegro or in traditional clothing of ex Yugoslavian countries or in national costumes of the countries where the artists come from. In that sense, by choosing inspiring themes and bringing artists from all over the world, the lighthouses would be used and promoted in one completely new way which would make themselves and the destination itself the epicenter of artistic and cultural entertainment in this part of Europe. Special guided tours would be organized by trip in order to present tourists masterpieces of art realized in nature (Photomanipulation 5).

Photomanipulation 5: Project Put on the Lighthouse, Turski Rt, Tivat



These are only some of the examples of the artistic projects that could be realized with lighthouses. It is also possible to realize various interesting projects regarding the artistic installations (Photomanipulations 6, 7).

Photomanipulation 6: Project Lilihop, instalation



Photomanipulation 7: Artistic transformation, Bar



It is important to mention that realization of all these projects do not affect the natural, historical, cultural, values of the lighthouses and environment because the usage of natural, ecological materials, colors etc. is planned. All concept is actually based on the relation and harmony with environment- social, economic, biophysical, historical, and cultural.

Conclusion

The fact is that there are spectacular examples of the lighthouses all around the world that became destinations' icons. Regarding to this part of Europe, the most representative example is definitely Croatia and the project *Stone Lights*, based on positive experiences in lighthouse maintenance, integrating history, ecology and tourism. Having on mind the fact that Croatia and Montenegro have a lot of in common regarding history, tradition, cultural heritage etc., it is not difficult to conclude that the example of Croatian practice could be successfully introduced in Montenegro. But the adoption of others experiences, no matter how successful and impressive are they, is not the idea that should be followed in long term.

In that sense, we believe that completely new approach should be introduced in Montenegro. That approach should be based on promotion of lighthouses and their historical, cultural and architectural values through different forms of art. In that sense we believe that realization of one significant project like *The Art of the Lighthouses* should be realized.

The concept *The Art of the Lighthouses* includes the realization of different art projects by using various contemporary art techniques which will present lighthouses in completely new, attractive, impressive way and make them some kind of destination icons. By combining these art techniques with the elements of event management, Montenegro could be positioned as high quality destination not only on tourist market, but also on the world's art and culture scene.

We strongly believe that by realization of artistic projects on lighthouses like those mentioned in the paper, would be significantly improve their positioning as destination icons and make them attractive to different target groups. In the same time, the image of the destination itself would get some added values which would significantly improve its position, not only on tourism market, but on European and world culture and artistic scene as well.

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SLAUGHTERHOUSES, MEAT AND ITS TRADE IN ALBANIA

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Abstract

Slaughterhouses are an important element in the management of meat product in Albania, such as the study on the functioning of their form is very necessary, we decided to analyze the steps pose passing meat product in Albania. As meat is a very important component of the Albanians diet, this study is based on data of customers for the product meat. We will treat terms of product quality meat that is, the standards applied in the marketing of this product. To reach these objectives, this study designed a conjoint choice experiment survey and collected primary data in the most populated cities of Albania. The meat industry and its marketers may benefit from this information by using it to strategically market their meat to different groups.

Key words: Albania, meat, consumer preferences, market segmentation, Conjoint Choice Experiment

INTRODUCTION

Albania has been, is, and will remain for years a country where agriculture will play a very important role. Currently agriculture makes up about 31% of GDP (MoAFCP 2012). Therefore it is important to consider agriculture in any of the country's strategic planning. Despite the importance of agriculture for the national economy, Albania is a net importer of agricultural products. The ratio of exports to imports in total is 1:8, with the value of total import of meat products in 2012 at 15,900,890 Euros (MoAFCP 2015).

However, in the process of approximation to the European Union (EU), Albania seeks potential export opportunities to EU and international food markets. Meat is among the traditionally produced agricultural goods in Albania. The dairy industry, and along with it meat collection system, are still in the course of modernizing structures and technologies. In the late 1990s, the first private slaughterhouses plants were established in different regions of the country.

Understanding the factors which may significantly influence household consumption is important in the planning of slaughterhouses, processors and manufacturers. Consumers' responses to changes in price and non-price factors are basic to an economic analysis of almost all the policy decisions related to industry or government programs. Forecasting the future direction of household consumption, and how that direction might be modified through industry efforts or by national programs and policies, requires information on the relationships among prices, incomes, household characteristics and consumer demand. This study focuses on households as consuming units, explains and analyzes their purchasing behavior for dairy products.

The aim of this study is whether Albania has overtaken slaughters that meet European standards, as is the amount of trade of meat products in Albania. In other words the study tries to find out how different slaughters consider different attributes of meat, when they buy the product. From these differences we can than determine the market segmentation toward this.

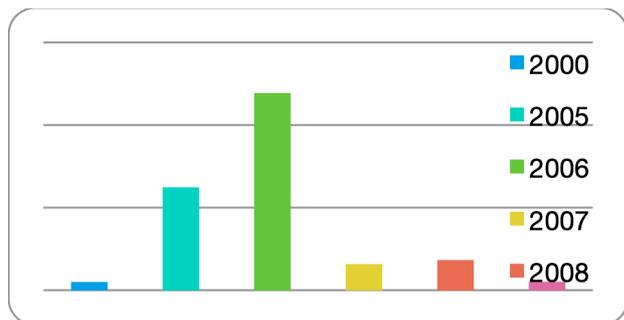


Figure 2. Investments in the slaughterhouses through the years (million lek)

OBJECTIVES

The main objective of the study is identification and evaluation of slaughterhouses that meet European standards and the quantity of slaughtering meat product to pick up as sales of consumer preference

The specific objective (1) Completion of European standards for the marketing of meat products in our markets.

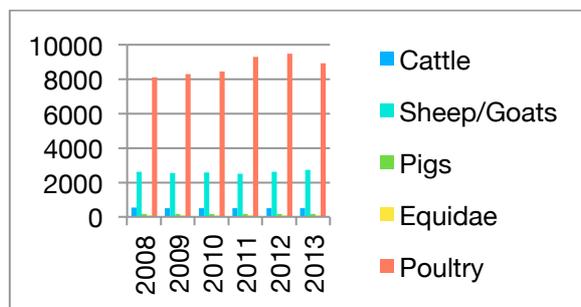
The specific objective (2) dairy market segmentation customer classes based on their preferences towards product.

MEAT PRODUCTION IN ALBANIA

Livestock production is seen as a backbone of Albania's agriculture. The value of livestock production has increased from 63 328 million lek in 2000, in 78 438 million lek in 2007, which makes 57 % of the total value of agricultural production of 13 8260 million lek (Statistical Yearbook 2007). Livestock products constitute a main source of food, and a high share of production still serves for subsistence purposes and as feeding for the calves.

Dairy activities have a long tradition in Albania due to the favorable natural resources for dairy production. In the plains, cattle production is dominant, while in the hills and mountains, sheep and goat production are more suitable. According to the statistics of MAFCP total meat production has increased from 948000 ton in 2005, up to 1070000 ton in 2010 from which veal and chicken production was 957000 ton in 2012 (MAFCP statistical yearbook 2014).

Figure 1. Veal and chicken production through the years (000 ton)



Source: MAFCP statistical yearbook 2014

Meat market in general has found sales often not the appropriate standards (direct selling from farmers) and formal market channels (collection & distribution by dairies). Meat production in Albania suffers still from problems of quality assurance. According to the annual survey of the MAFCP in 2007 only 23 % of produced meat is going to the dairies for processing, 45 % of it is directly marketed, 19 % it is used for self consuming. A very big part of meat it is consumed directly and not processed and or controlled.

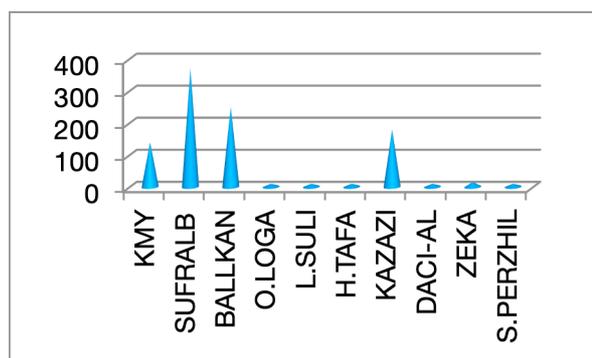
The dairy sector is one of the most important industries in the agro-business sector. It provides 80 % of the meat supply for Albanian consumers. This sector has been very significantly growing during the last five years. If we see at some statistical data of the investments done in these industry there has been a significant increase in the years 2005 and 2006.

However, the industry remains relatively immature; although the raw milk production increased at a rate of 15% (MAFCP-statistical yearbook 2014) over the last five years. The dairy sector is often exposed to risks linked to the raw material supply because there is not in place a vertically integrated system, concerning the raw material supply and the distribution of the products to the final consumer.

In the meat industry remains the most important component in terms of production and also in consumption. If we look at the graphic design of 2011, study conducted by the Albanian companies that meet standards of slaughtering meat turns out that few companies are realizing that achieve the appropriate standards. In 2011 the trend of milk product Tirane-Durres areas has been increasing at rates considerably.

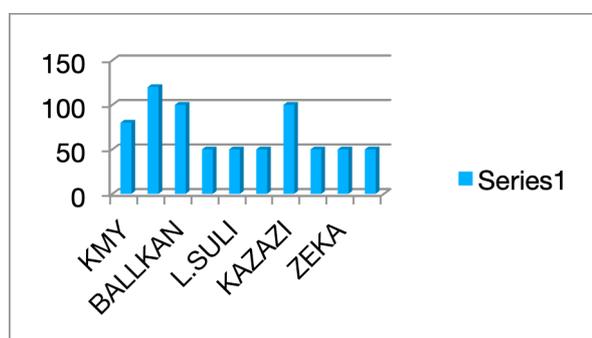
If you look stabbings that were made in 2015, understand that the same companies have achieved in European terms slaughtering meat, this is a good indicator for Albania, since meat is the product of daily in our tables.

Figure 4. Production of milk by prefecture 2011 in tons



Source: Ministry of Agriculture, Food and Consumer Protection

Figure 5. Production of meat by prefecture 2015 in tons



Source: Ministry of Agriculture, Food and Consumer Protection

CONCLUSION

Dairy activities have a long tradition in Albania due to the favorable natural resources for dairy production.

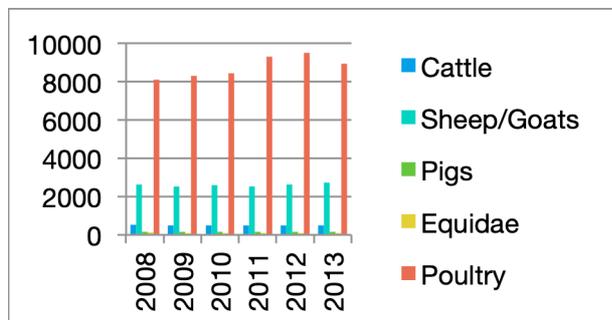


Figure 3. Share of dairy agro-industry production in 2012 (ton)

Source: MAFCP statistical yearbook 2014

Meat producers must meet consumers' demand for meat when there is demand in order to remain competitive.

Once we are able to clearly describe the existing demand for meat, a marketing strategy can be properly developed. In the meat industry remains the most important component in terms of production and also in consumption.

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