



INTERNATIONAL ACADEMIC INSTITUTE

Draft Program

International Academic Conference

**Education and Social Sciences
Business and Economics**

**15 March 2024
Barcelona, Spain**

15 March 2024

9.45 Registration of participants

Time Zone: Central European Standard Time (GMT +1)

10.00- 10.05 Welcome and Opening Remarks

Associate Prof. Milena Apostolovska-Stepanoska, IAI President

10.05-12.30 **Panel 1**

Moderators: Associate Prof. Hristina Runcheva Tasev, Ph.D., IAI Vice President and Associate Prof. Milena Apostolovska-Stepanoska, IAI President

SERVICE DIFFERENTIATION AS A COMPETITIVE ADVANTAGE: INSIGHTS FROM MANUFACTURING FIRMS IN THE WESTERN BALKANS

Silvana Gashi

Department of Management, Faculty of Business, Aleksander Moisiu University of Durres, Albania

ENTREPRENEURSHIP AS A DRIVER FOR ECONOMIC DEVELOPMENT: INSIGHTS FROM THE WESTERN BALKANS

Denada Liça

Department of Management, Faculty of Business, Aleksander Moisiu University of Durres, Albania

THE IMPACT OF CUSTOMER LOYALTY PROGRAMS ON BUSINESSES GROWTH IN THE TOURISM SECTOR. CASE OF 3-STAR HOTELS IN DURRES.

Aishejla Myshketa, Msc., Prof. As. Dr. Elton Noti

Department of Marketing, Faculty of Business, University Aleksander Moisiu Durres, Albania

THE INNOVATION OF THE BIOLOGY CURRICULUM IN THE HEALTH AND ENVIRONMENTAL EDUCATION OF PUPILS-STUDENTS, AS WELL AS THE ROLE OF THE TEACHER TO INCREASE THE LEVEL OF LEARNING OF PUPILS/STUDENTS

M.Sc Brilanda Berdica¹, Prof. Assoc.Dr. Gezim Bara²

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LEARNING THROUGH TECHNOLOGY, AN INNOVATION IN THE TEACHING AND LEARNING OF THE BIOLOGY CURRICULUM

M.Sc. Enkelejda Bara

Curriculum specialist at the University of Tirana,Albania

DIGITAL ADVANCEMENTS IN LITERACY: ASSESSING THE EFFECTS OF TECHNOLOGY ON READING COMPREHENSION AND FLUENCY

Sonila Osmani

PhD Candidate, Department of Foreign Languages, Faculty of Education, “Aleksander Moisiu” University, Albania