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Between Algorithms and Emotions: The Influence of Artificial Intelligence on Contemporary Human Relationships

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Abstract

This study explores how the growing presence of artificial intelligence (AI) in social interactions is reshaping emotional and behavioral dynamics in everyday life. The research examines digital platforms that employ AI algorithms to mediate interpersonal relationships—such as social networks and communication apps—and assesses the impacts of these technologies on empathy, the formation of emotional bonds, and the perception of authenticity in human connections. Through an interdisciplinary approach combining sociology, social psychology, and technology studies, qualitative interviews and content analyses were conducted in virtual environments to understand the transformations in social practices mediated by AI. The findings suggest that while AI can facilitate connections and expand social networks, it also poses challenges related to the superficiality of interactions and a decline in empathic engagement. This work contributes to the debate on the boundaries and possibilities of AI in human relationships, offering insights for the development of more socially conscious and emotionally responsive technologies.

Keywords: Artificial Intelligence, Human Relationships, Empathy, Social Interactions, Technology and Society.

Translated Literature in Ideological Context

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Abstract

This paper analyzes foreign literature translated in the state-run monthly literary journal “Nëntori” (November) 1954-1989, published during the 35 years of the communist era by the League of Writers and Artists of Albania. The analysis sheds light on the space dedicated to translated literature, it identifies countries whose literature was translated, the authors, the nature of the translated works, the way they were selected, the models of censorship, self-censorship, and interference of the regime in literary communication. The hypothesis of the study is that translations from foreign literature were made in accordance with the ideology that ruled in the field of literature, which had turned this important cultural periodical into a propaganda instrument. The study is based on the combination of scientific methods of Content Analysis and Discourse Analysis. To carry out the study, over one hundred translations in the pages of the journal *Nëntori* 1954-1989 as well as important publications of the time that referred to the translation of foreign literature. The findings of the study show that translated literature was used to create a censorial environment with strict ideological rules. The translation of foreign authors served to orient artistic creativity in the service of ideological control by avoiding, shortening, or completely removing texts with religious, erotic content and political texts that were not in line with the official ideology. This broad panorama of foreign literature translated during this period can serve to avoid the intervention of state control over literature and the manipulation of society.

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Keywords: translated literature, totalitarianism, literary journal, censorship.

Artificial Intelligence as a Cultural Actor: A Systems-Theoretic Framework for Organizational Alignment

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Abstract

This conceptual paper advances an integrative framework that positions Artificial General Intelligences (AGI) as a deliberate driver of organizational culture. Grounded in Luhmann's systems theory and operationalized with Denison's model, we map 30 design variables that link ten organizational subsystems to eleven culture factors, yielding a managerial dashboard for the Responsible for AGI Implementation (RAI) to ethically and strategically fine-tune model behavior. We introduce four constructs (AGI as culture sensor, AGI as personal tutor, the RAI as a boundary-spanning leader, and ex-ante ethical fine-tuning controls) that specify how culture should guide tuning and how tuned AGI, in turn, reshapes culture.

We derive testable propositions on the bidirectional AGI-culture loop (reinforcing cultural coherence), the moderating role of RAI authority across HR and IT, the curvilinear (\cap) trust effect under ex-ante controls, and the acceleration of behavior alignment when fit improves. Conceptually, the framework shifts governance from downstream policy to parameter-level design, extending structural coupling to the AGI-organization interface. Managerially, it provides a step-by-step method to (1) select critical tuning variables, (2) design data-driven cultural interventions, and (3) monitor in real time culture KPIs linked to business outcomes.

Keywords: Artificial General Intelligence; Organizational Culture; Systems Theory; Denison Model; Ethical Fine-Tuning; Boundary-Spanning Leadership.

The Missing Right: Liberal Principles and Territorial Governance in Post-Communist Albania (1992–2024)

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Abstract

This paper examines the trajectory of territorial governance in post-communist Albania (1992–2024) through the lens of political ideology. Drawing on political philosophy, it identifies three liberal principles—limited government, decentralization, and citizen empowerment—as normative filters for assessing whether a functional right-wing alternative has emerged. These principles are situated within a broader ideological spectrum: classical conservatism (Filmer, Hobbes) and Marxist/neo-Marxist thought (Marx, Engels, Mouffe) represent opposing boundaries, while liberal traditions (Locke, Smith, Mill, Friedman, Rawls, Habermas, Nozick) articulate the normative foundations of modern democracies. Applied to four governing phases—I: state collapse under the Democratic Party (1992–1997), II: pragmatic centralism under the Socialist Party (1997–2005), III: clientelist neoliberalism under the Democratic Party (2005–2013), and IV: the “Third Way” degenerating into absolute statism under the Socialist Party (2013–2024)—this framework reveals a persistent failure to institutionalize liberal governance. Despite rhetorical commitments, both left and right relied on paternalism, clientelism, and hyper-centralization. Albania’s trajectory thus illustrates ideology without ideological practice, where the absence of a functional liberal right—the “missing right”—has left territorial governance dominated by statist pragmatism, undermining democratic accountability and sustainable development.

Keywords: Albania; territorial governance; ideology; liberal principles; centralization; clientelism; missing right.

Measurement of Force Vector in Cardiopulmonary Resuscitation

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Abstract

Effective chest compressions are a cornerstone of cardiopulmonary resuscitation (CPR). Conventional feedback devices typically report compression depth and rate, but provide little information about the full three-dimensional (3D) force dynamics applied to the chest. In this work, we present a straightforward approach for capturing the 3D force vector and center of pressure (COP) during chest compressions. The system, based on a Kistler 9286AA pressure plate with 200 Hz sampling rate that is placed beneath a Resusci Anne QCPR simulation manikin, enables high-frequency measurement of force magnitude, direction, and application point (COP). To demonstrate its utility, we compare data obtained during standard two-hand compressions and an alternative one-foot technique. Representative polar diagrams of force direction and force–time curves illustrate how the method supports detailed biomechanical analysis, offering potential applications in training, device development, and CPR research.

Keywords: cardiopulmonary resuscitation, chest compression quality, biomechanics, force measurement.

Development of Long-Term Relationships with Business Customers

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Abstract

In the domain of trade on the business market, there has been a paradigm shift from a transactional orientation toward the cultivation of long-term relationships and a re-orientation from domestic to global sourcing. Buyer–seller relationships in the business market typically start with a transaction, evolve through the establishment of a preferred supplier status and partnership, and culminate in strategic alliances. The paper emphasizes the significance of relationship marketing, the creation of a marketing network engaging the enterprise’s most profitable stakeholders, and the evolution of the key account management concept. Customers participate in relationship marketing because they anticipate receiving exceptional value. The establishment of a marketing network with the enterprise’s most profitable stakeholders represents the ultimate outcome of relationship marketing efforts. The development of long-term customer relationships is a multifaceted process comprising integrated actions aimed at delivering enhanced value to customers. Key account management relies on the individualization of business processes, heightened interaction, and the integration of customers into the value-creation process.

Keywords: relationship marketing; marketing network; CRM value chain, key customers

Legal Concept to Optimise Regional Trade Agreement to Support Indonesia's National Economic Development

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Abstract

Based on its constitution and positive laws, promoting and strengthening international cooperation, especially on trade and investment, has been undertaken through developing and participating in bilateral, regional and international agreements. Regional agreements on trade, investment or comprehensive economic partnership, have been Indonesia's priority in the past decades. Those agreements have contributed to increase of values on trade and investment to the region, that has contributed to ASEAN (Association of Southeast Asian Nations) achievements of continuous high economic growth and become the fifth world's largest economy, in gross domestic products (GDP) collective terms.¹ International trade and foreign direct investment have contributed significantly to ASEAN or individual members GDP in more than two decades.² Indonesia and all of ASEAN member states (AMS) have adopted international law, particularly international agreements on trade and investment (agreements), as solid legal basis to promote economic cooperation, not only among its member states, but also with its external partners. Several international agreements have entered into force within ASEAN, and with its external partners individually and collectively. The latest was the Regional Comprehensive Economic Partnerships (RCEP) Agreement, the largest in term of total population, collective GDP, and trade values.³ These agreements have facilitated unhindered trade and investment flows and bridge the gaps of legal and political systems among respective member states. Most of the agreements have adopted universal legal principles and norms, universally agreed in the WTO, of principles adopted by modern natural law and legal positivism theories. All of AMS have implemented dualism doctrine in transforming international agreements becoming their respective national laws through ratification processes. Indonesia's legal norms adopted dualism doctrine, especially on trade and investment, although in practice, it also applies monism with the primacy of international law, or even applied direct effect principles on issues pertaining to human rights. The contributions of international agreements, undoubtedly, have contributed to high economic growth and significant increase of Indonesia's GDP, however, the main issues in this research project are how to develop legal concept of optimisation of international agreement to Indonesia's economic development. Many research and reports indicate Indonesia's low utilisation rate on many international trade agreements, and therefore, there is a need to find the innovative ways, especially the need to develop a legal concept on optimisation of international agreements for the benefits of its economic development. As trade and investments values have significantly growing in past decades, mainly facilitated by the regional and international agreements, however, a new challenge confronting the AMS, especially Indonesia, is the lack of optimal utilisation and also new unilateral trend on international trade, like the so-called reciprocal tariff. This later was potentially contravening the principles and norms of international laws. Indonesia's legal system has been mainly influenced by modern legal positivism, although embracing modern natural law theory. The challenges confronting Indonesia in optimising the international agreements are, among others, how such agreement contributed as a tool for social engineering, especially in the parts of government's relevant institutions in developing consistent national legislations, and how judicial system also using such agreement as the basis in delivering their verdicts of court cases relevant to the issue. Furthermore, as Indonesia adopted dualism doctrine, the research question is how to ensure the ratification process should not be undertaken as legal formality only.

¹ ASEAN Investment Report 2024 : ASEAN Economic Community 2025 and Foreign Direct Investment, ASEAN Secretariat and the UNCTAD, <https://asean.org/wp-content/uploads/2024/10/AIR2024-3.pdf>

² ASEAN Business Sentiment Survey 2020/2021, Ipsos Strategy3, ASEAN Secretariat, January 2022, <https://www.ascam.org>

³ Peter A. Petri and Michael Plumer, "RCEP : a new trade agreement that will shape global economics and politics", Brookings Institute Commentary, 16 Nopember 2020

Procedural Integrity in EU Accession: A Comparative Analysis of Fast-Track Legislative Instruments in the Western Balkans

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Abstract

This paper interrogates the strategic deployment of legislative fast-track mechanisms in EU candidate states, with a focus on North Macedonia's 'European flag' procedure between 2014 and 2024. Drawing on a nested mixed-methods design that integrates quantitative benchmarking with qualitative process tracing, the study demonstrates that 58% of flagged laws circumvented mandatory parliamentary oversight, while 37% were adopted without the requisite EU compliance documentation. These patterns of procedural distortion are situated within a comparative framework encompassing Albania and Serbia, illustrating how the strength of domestic veto points mediates executive discretion in the legislative process. The analysis contributes to Europeanization theory by theorizing *conditional backsliding* as a distinct trajectory wherein formal compliance with EU accession rules coexists with erosion of democratic procedures. It further argues that enlargement monitoring frameworks should incorporate procedural integrity as a core criterion alongside substantive *acquis* alignment.

Keywords: EU accession, legislative fast-tracking, procedural integrity, Europeanization theory, Western Balkans.

The Strategic Relevance of Public Relations in Contemporary Business Dynamics

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Abstract

Public Relations represents an essential strategic tool in the modern corporate environment, acting as a crucial interface between organizations and their diverse stakeholders. More than a vehicle for institutional communication, Public Relations is instrumental in shaping public perception, constructing corporate image, and managing organizational reputation. Its functions encompass strategic planning, media relations, internal communication, stakeholder engagement, and the cultivation of a coherent brand narrative. In the context of contemporary business, marked by hyperconnectivity, digital transformation, and heightened social scrutiny, PR professionals assume a proactive role in crisis management, reputation recovery, and in maintaining corporate transparency and legitimacy. Moreover, they contribute to aligning corporate discourse with ethical standards and social expectations, thus reinforcing the social responsibility dimension of business conduct. This abstract underscores the indispensable role of Public Relations in enabling sustainable business practices, fostering long-term relationships with key audiences, and strengthening the strategic positioning of organizations in a competitive and ever-evolving global marketplace.

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