



INTERNATIONAL ACADEMIC INSTITUTE

Draft Program

International Academic Conference

**17 June 2026
Barcelona, Spain**

17 June 2026

09.55- 10.00 Registration of participants

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

10.00- 10.05 Welcome and Opening Remarks

10.05-12.00 Panel 1

THE IMPORTANCE OF INNOVATION FOR THE GROWTH AND DEVELOPMENT OF THE COMPANY

Mira D. Kačar¹, Miloš D. Lutovac²

^{1,2}Belgrade Business and Arts Academy of Applied Studies, Serbia

TALKING TO AI, FEELING UNDERSTOOD: EMOTIONAL SUPPORT AND PARASOCIAL RELATIONAL INVOLVEMENT AMONG ROMANIAN UNIVERSITY STUDENTS

Mihai GAVRILESCU

Faculty of Communication and Public Relations, National University of Political Studies and Public Administration (SNSPA), Romania

HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR IN HIGHER EDUCATION INSTITUTIONS OF THE WESTERN BALKANS

Sanie Doda

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

SUSTAINABLE TOURISM AND DESTINATION MANAGEMENT IN ALBANIA

Brunilda Liçaj

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

FORM-FUNCTION MISMATCH: AN INSTANCE OF PRAGMALINGUISTIC TRANSFER IN ENGLISH CONVERSATIONAL SPEECH FORMULAS OF ALBANIAN UNIVERSITY STUDENTS

Ksenja Ferro

*PhD Candidate, Department of English
Faculty of Foreign Languages, University of Tirana, Albania*

THE CHINESE LANGUAGE: ITS ANTIQUITY AND GLOBALIZATION

Gladiola DURMISHI (ELEZI)

Assistant Professor

*“Ismail Qemali” University, Vlorë, Faculty of Humanities
Department of Albanian Language and Literature*