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## Homogenization and Mass Identity vs. Individual Identity. An Analysis in the Light of the Theory of “The Three Dimensional Spiral of Sense”

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### Abstract

This study tests some hypotheses included in the psycho-social-communicational paradigm, which emphasizes the cognitive effects of the *media* and the role of the psychosocial subject as the recipient: the hypothesis of "agenda-setting" (Cobb y Elder, 1971; McLeod-Becker, 1974; McCombs y Shaw, 1976). It also conforms a new systemic theory of the author called "The Three Dimensional Spiral of Sense" (2015 d), applied at the area of Media. It is the first study in Latin America. The approach was macro-micro-meso-macro, micro, not quite common yet. It consists of a kind of *sui generis* systemism which recovers relationships (links, back and forth) between individuals and contexts, without overlooking neither the former nor the latter, thus, avoiding any type of reductionism. Individuals, organizations and frameworks interplay and feedback themselves. The four main objectives were: 1. Determining the degree of impact of the press in the mental patterns et detecting levels de homogenization en university graduates; 2. Analyzing the relation between institutional ideology, political ideology and media choice graduates make (traditional vs more progressive media); in other words, the meso, macro and micro interplay. 3. Ascertaining the personality factors that condition differential receptivity ("Filtering" of the news), related to the social-evaluative context. Methodology used included qualitative and quantitative techniques. The results show: a) a high level of influence of the media on the problems which have been prioritized by graduates; b) a high level of coincidence of the topics prioritized by Faculties (prevailing "ideologies"); c) individual and institutional homogenization which gets feedback within a macro context of homogenization of the news and of globalization. All this impacts on institutional and individual identities.

### I. Introduction

"Mass media main function is building 'operational maps of de world"

for users" (Cohen, 1963:13)

Social building of knowledge and homogenization of "mental maps" (in our opinion, more and more unified in a context of growing globalization of rendering and acquiring information) is a problem which, at the end of the millenium, remains unsolved, despite the many attempts made by the different disciplines and from the different theoretical-methodological points of view.

The seriousness and implications of the issue inspired a *sui generis* study which analyzes the influence of the media in social and mental constructions, from one of its models: the agenda-setting. The main concern about the issue was that qualitative homogenization of the information received is an aid for the dissolution of the psychosocial identity (social basic personality) of the different peoples (regardless of audience segmentation or the increase of information).

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<sup>1</sup> Topics: Psychology, Communication, Sociology, Identity, Homogenization – Others: A New Paradigm

A part of Cross-Cultural Psychology, Social and Cognitive Psychology, the present study focuses *on the effect of the mass media on a public from different educational backgrounds in the mental homogenization and on personal and collective identity (micro level and méso level)*.

The study is based on communicational, psycho-sociological hypotheses conceived in the 70's, among which are the *spiral of silence* and the *agenda-setting hypothesis*. The data are use here at the light the *sui generis* paradigm systemic of the author: le Spiral Three Dimensional of Sens The latter paradigm was of special interest to us, due to the impact it causes, the epistemological and methodological renewal it represents and, above all, to its implications and consequences, highly motivating for those working in the field of social psychology.

Of an exploratory nature, this study (carried out in the unique cultural and social Argentine context) lies on the bases of real referents and involves important works in the field, as well as a sophisticated methodological task.

The centralization of the so-called "fourth power" is analyzed as an influential factor in people's systems of believes, attitudes and perception of social reality, and in relation to a wide range of basic variables, including the social-cultural, the psycho-social, the pedagogical-institutional, the structural and the communicational in a strict sense; always considering the consequences of their impact in the frame of a growing globalization (macro level).

Finally, several disciplines whose purpose is the analysis of processes in the formation of public opinion can join their efforts here, from the Cross-Cultural Psychology, to the Social psychology, to the Social and Political sciences; thus recovering the social, methodological and epistemological interrelation. The theoretical frame, the social and cultural relevance of the hypotheses at stake and the work in the field turn the present research into an original, holistic contribution in a developing Latin American country already sensing the influence of globalization.

### **The Objectives**

The primary objectives were:

to elucidate such effects in audiences with different levels of education (micro level),

to detect levels of manipulation and homogenization of the "mental maps" linked with the centralization of the "fourth power",

to ascertain personality factors which condition differential receptivity of the addressees ("filter" of the news) related to the social-evaluative *context* (méso level),

Two lines interest us:

the first emphasizes the effects of the *media* according to each individual's psychology (Gerbner y Gross, 1973);

the second, based on the theory of "mental maps" which holds that the level of permeation of the mass media on people's mind depends extensively on different parameters connected to psychosocial characteristics of both the youths and the messages themselves (Tichenor, 1970; Galloway, 1974; Etema, 1977) (méso level / micro level).

### **II. Framework: The Agenda Setting, Main Trends and Relevant Ones**

Let us analyze the trends where the agenda-setting theory and our hypothesis system are inserted.

Most trends are based on the following principal: *The agenda does not tell as what we should think, but "a quoi" we should think*. Shaw states "(as a consequence of the influence of the media). . . *the public is conscious about or ignores, pays attention or neglects, emphasizes or overlooks specific elements in public life. People tend to include or exclude from their knowledge what the media tend to include or exclude from their own content. They tend, as well, to confer facts, problems and people the importance that the media has given them*" (1979: 96. Also Wolf, 1987: 163). Cohen refers to the topic in the terms used by Pasquier exactly thirty years later: "(if it is true that the press). . . *can not always tell people what to think,*

*it is amazingly capable of telling the readers about what topics they should think something.*” (Cohen, 1963: 13. Referred to by Wolf, 1987: 163).

This is the primary and most global hypothesis. As Shaw expresses, the fundamental assumption is that “. . . *an important part of people's understanding of social reality is modified by the media.*” (1979: 96 and 101).

The perspective of the media has certainly changed: they no longer aim at persuading people, but at providing them with a “list of things one must have an opinion about or should discuss.”

The agenda-setting theory has been influenced by the following trends for over twenty years.

The first one is politics-oriented, rooted in Cohens works (1963) and based on agendas from the ruling elite from foreign political sectors. Cobb and Elder (1972) label it *policy agenda building*. The main point of analysis here is the combination of the media and the citizens' agendas, together with that of the political decision-makers', emphasizing the complexity of the three. Nevertheless, the relevance of the issue goes beyond our purpose.

The second hypotheses deals with the agenda relationship of the subjects' media/agenda (micro level / méso level /macro level – political sectors).

Born in 1972 with Mc Combs and Shaw, further studies are carried out by Funkhouser for a period of ten years. At about the same time, Roberts looks at the problem from the point of view of the manipulation, a central aspect of our research. In his words: “*as long as the addressee does not have the opportunity to check the accuracy of the representation of social reality, he ends up having a distorted, stereotyped or manipulated conception of it.*” (1972: 380. Also Wolf, 1987: 164).

As Shaw points out, emphasizing certain aspects and setting others aside, the media contribute to an interpretation of reality, which the individual applies in a fairly conscious way. Thus, (the media) “. . . *provide the public with something that goes beyond the strict limits of the news. They also provide them with the categories in which to include it in a significant manner.*” (Shaw, 1979: 103; Wolf, 1987: 165).

The research carried out by the author –as well as Mc Combs– shows that the ranking of facts in the public is similar to that given by the media, considered in the long term and with an “accumulative” effect. Such effect, which obviously ratifies what has been stated about “long term” effects, implies – as Wolf has pointed out – a serious methodological problem. How can one be certain about them? How can they be observed? Which is the most appropriate technique? The empirical proof finds a serious difficulty in this respect.

The above-mentioned works (Shaw and Mc Clure-Patterson) confirm another paradigm presented by Klapper and col. about the role of *predisposition* and its mediation in the exposition of programs. Mc Clure (1976) expresses that “*the agenda setting is probably an indirect effect arising from previous disposition of the public receiving the message*” (1976: 28). Shaw, states that, for the one part, “*voters' psychological and social characteristics*” play an important role in the use of the media for political purposes. For another, that interpersonal relationships influence the agenda effect, thus explaining –when they are poor, their most significant effects.

Making emphasis on the *selective processes* (perception, memory, attention, etc. ) and thus, on the active role of the recipient, Roberts states: “(the media) *are efficient in building the image of reality that the subject structures in his mind. Such image –which is only a metaphor for all the information about the world that the subject has received, organized and stored, can be conceived as a standard to which new information is compared so as to give it its meaning. Such standard includes the frame of reference, as well as the person's needs, set of values, beliefs and expectations which influence what he perceives from the communicative experience.*” (Roberts, 1972: 366). Considering the influence of all these factors, as Wolf points out, the public's agenda becomes something far more complex than the mere structuring of the media's order of the day, which comprises different issues and problems.

Siune and Borre (1975) once again confirms the influence of the media in the priority that the public gives to certain issues. They corroborated that the importance given to the issue of the economy or of fiscal policy increased as did the importance

given to this topics by the media. Rather the opposite happened with topics like education, culture and social problems, virtually neglected by the media. The co-existence, then, of psychological and sociological factors in the agenda effect – already mentioned in the Lazarsfeldian paradigms– represents an important field for research.

McLeod, Becker and Byrnes (1974) made an important contribution from the psychosocial point of view. They demonstrated that ". . . *the agenda effect is stronger among those individuals who have discussed the issues than among those who have had no interpersonal communication*" (Pasquier, 1994: 67). Lazarsfeld's old paradigm re appears connected to the hypothesis of the agenda setting.

The results become relevant from our perspective, since we attempt to recover the importance of the public's critical role ("filter"), so as to oppose the absolute power sometimes given to the media when building the "cognitive maps".

Mc Combs, in time, emphasizes the "need for orientation": ". . . *when the topic is very important and the individual's knowledge is poor, he will turn to the media "pour parfaire sa maîtrise du sujet"*. A higher exposition to the media will, in turn, strengthen the agenda effect." (Pasquier, 1994: 67) t. n. ).

Going even further, Zucker (1978) and Eyal (1979) express that ". . . *the more the topic refers to an issue of which individuals have no direct social experience, the greater the media effect*" (Pasquier, 1994: 68; Zucker, 1978; 227; Wolf, 1987: 175).

The finding becomes even more relevant in a globalized world, where most of our knowledge comes from the media, situation which fosters individuals' defenselessness. In other words: the growing cognitive public dependence on the media reduces the filtering expected from the audience. Gross says: "(there are) *bits of reality that subjects do not experience directly or define interacting in every day life, but which they "live" through the symbolic mediation of the mass media*" (Gross 1983; 225, cit. by Wolf, 1987: 165).

Iyengar (1979 and 1980) indirectly associates the media and education and concludes: ". . . the least skillful individuals and the least willing to contradict the information given are the most likely to be influenced by the agenda effect, due to close relation between the way in which the information is presented and the agenda effect". Imagine the influence of these concepts in underdeveloped contexts. . .

Our research included several tests to measure aptitude (labor, academic, etc. ). Being graduate students, the individuals showed, in addition, a conscious criterion for criticism, which was above the level of the general public's.

In sum: despite the existence of works dated back in the 70's and in the 80's, an integration of theories has not yet been achieved, and plausible answers have not yet been found as to how social information is construed; information which is more and more standardized in globalized contexts where the dividing line for such information is drawn in terms of the "info-rich" vs. the "info-poor".

Consequently, the information presented so far gives an idea of the complexity of the hypotheses and the extent of the issue. After a period of over two decades, many problems remain unsolved and several "cognitive" gaps are still to be bridged.

Finally, if we admit that what the subject reads has already been in the papers and on TV, and that he reads it bearing in mind a set of values, beliefs, prejudices and knowledge, we are led to assume that he is not defenseless before the media. His reading is subject to a conceptual, semiotic, psychological (in a broad sense), emotional, cultural and social background, which surrounds and influences him.

### *The Hypothesis*

Forty nine central hypotheses were considered, which include base, academic, educational, structural and communicational variables in a strict sense.

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There would be a marked correlation between the degree of importance assigned to the information by the media and that assigned by youth (high incidence of "mental construing"),

-receptivity of the addressees would vary according to cognitive competence;

-certain psychological characteristics would render the subject less susceptible to media influence (micro and méso/macro level).

### III. Method

#### Sample

The sample was made up of graduates (N= 516) and drop-outs (N=2157) from eighteen careers in Cuyo University (Argentina) between 1980-1993. The study was extended to the present (2014). The sampling was stratified and the start, random. The confidence interval was taken at 95% and error margin at 4, 4%.

Regarding the subjects, data were gathered from institutional files and throw personal interviews. Due to the special characteristics of the research, there was, in addition, a sample of the media and news.

Concerning the media, some work was done based on recorded national and international TV news reports and, especially, on the written press, since this is the main source for the agenda setting (Mc Combs, 1976: 6). Two local newspapers (Los Andes and Uno) were analyzed, as well as the major national newspapers, with different editorial orientations (La Prensa, La Nación, Clarín, Crónica, El Cronista Comercial, Página 12 and Ámbito Financiero). We assumed that such variety of material would provide us with some insight into the differences between the ideologies of the news. Likewise, some relationship might be found between the media and pedagogical-institutional (universities and courses of studies) variables, basic variables (sex, age, social background, etc. ) and psychological-social variables (prejudices, anomy, pessimism of perspective, rejection of existing structures, etc. ). The meso/micro interplay becomes evident. The similarities or coincidences and the differences found among the graduates in different courses of studies show the impact of the immediate context from the media, but also from the socio-economic-political macro level, since the media are often manipulated by the central political powers in order to sell a homogenized reality often times distorted.

As regards the different study-courses graduates' representations, we found sort of "caricatures", which really called our attention if we think that Universities are privileged areas that shape critical thinking. On the contrary, we found sort of "culturally drugged" individuals. Thus, engineers paid full, or even exclusive attention to the news related to their disciplinary area, graduates in Social Work just read news about employment, health, etc. The rest of the world of news was out of their worlds.

This revealed the meso/micro/meso relation, since the individuals internalize what the institutional system taught them to consider important, and then, they revert such image upon the same system with feedback.

On the other hand, news ideology arose from the analysis carried out with different newspapers (some traditional and some more progressive). The perspective each of them showed about, for example, a specific problem in the country, was absolutely different. It was also observed in the newspaper choice graduates made: those belonging to more stylistic studies chose traditional papers, those belonging to more progressive groups, who recruit themselves into study courses related to social, medical needs, chose more progressive papers.

The meso/micro interplay became evident. This remark – one of the mainstays the Dr. Aparicio's theory present on the first analyses – is confirmed in the latest cohorts.

The same was observed in other complementary studies, that is why this theory, based on 30-year empirical research at CONICET (National Council of Scientific Research ), would be announced in 2005 a, 2007 a and b, and in every publication until its release in 2015, applied to 6 complementary disciplinary areas, even though it used be called similar names (1994<sup>a</sup> and b; 2005 a and b, 2014 d).

Being the samples –and corresponding proceedings– of such different nature, the techniques are presented in two distinct moments.

#### Instruments

Quanti-qualitative techniques were complemented: semi-structured survey, in-depth interviews, life stories and anecdote accounts. Also, tests were applied in order to observe the behavior of certain psychosocial variables (such as control locus, stress, aggressiveness). The analysis was made in two instances: products and processes. The convergent (theoretical and methodological) was adopted.

Let us analyze now the techniques applied to determine the *agenda effect*.

The design and analysis was based on two given agenda models (McCombs & Shaw, D. (1972). The highest frequency observed in the options given for each piece of news in a rank of the Lickert type determined the most relevant news for the public. The media agenda was determined through the analysis of the content in the television networks (morning and evening news), and through the nine local and national aforementioned newspapers.

Following international literature, the time frame was fifteen days for data gathering of the media and the public's agendas. Being research aiming at determining the accumulative, long-term agenda effect, the decision about the time frame was crucial. The period for determining the agenda comprised only one week, during a political campaign, the decision based on methodological reasons which historically justify such choice.

#### **Procedure**

Survey of data covers a period of more than ten years.

Implementation of the aforementioned techniques. Being a lineal study, the follow-up was carried at homes, as graduates and drop-outs were no longer in the educational system.

The survey of both agendas (those of the *media* and of the public), setting up of the time frame, took into account the models of the agenda/effect: awareness, relevance and priorities (Becker, Mc Coombs, McLeod).

Graphic *media* was also used (six representative national newspapers, displaying different "ideologies"), as well as visual *media* (television newsreels). The comparison procedure for both agendas and analytical strategy are original.

**The range of variables was very wide (N=151), covering psychological, base line, pedagogic/institutional, structural and communicational aspects.**

Finally, hypotheses and results were compared.

The methodological options made it possible to analyze, on the one hand, the psychological dimension related to the life stories and academic aptitude measurements. The effects of the intervening variables were recognized by means of discerning interpretation of news; on the other hand, it was possible to compare the difference between the impact caused by news from the press and from television.

#### **IV. Results**

Hypotheses concerning Social, Cognitive and Media Psychology were corroborated.

The theory held for other contexts is confirmed: the press has a greater impact in the construction of "operational maps of the world" (macro/mésó level – micro level).

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It was observed that the agenda/effect is present: youths consider relevant only whatever is so for the media (micro level). The remaining information is not recovered nor is able to access the "cognitive maps".

A high homogenization of thought is thus confirmed, as a result of the homogenization of news (incremented in quantity but of unified quality)

Nevertheless, it is interesting to point out that the strengthening of a certain image of reality is not found in the same way, nor every time, depending on the conjugation of different factors among which education and personality act as decisive filters. Results show different interpretations and levels of "filtering" in accordance with n-ach, fatalism, stress, prejudices, among other variables.

The topic, then, is a complex one: the subject's role is neither passive at the cognitive level, nor it is at the psychosocial level. He actually "filters" information. Yet, the question is: to what extent is he really active? How much of the information he receives is he actually able to "sift", when the vast majority of it is acquired "via media", with no further parameters to evaluate the situation?

### Discussion

Three axes and some degree of concern account for the analysis: mind homogenization and mass identity vs. individual identity. The results make evident a close inter-relation which, more often than not, is ignored. The media are machineries, organizations, and often politicized entities.

What are, then, the steps to be followed in a more and more globalized world? Resorting to an anti-media campaign or preparing people for conscious selection and responsible management of the new technology at every social level, through education, a critical mind and respect for the national values? Fostering access to new technologies or giving the existing tools their place back as simple instruments in the service of "human" development? How can "upward equality" be achieved without standardization or lack of individual identity, keeping, at the same time, cultural diversity? How can independence and pluralism be achieved in the media without jeopardizing the cultural patrimony of future generations or, even worse, that of the weakest groups and peoples?

As F. Mayor Zaragoza expressed: "The current globalization, irretrievable, is incompatible with each one's kingdom at home". In this frame, the results obtained are an invitation to reconsider the role of the media as cultural pillars, in an attempt to achieve "equality" without weakening the personal identity. This is, keeping the psycho-social identity or the identification with the several social elements, without misinterpreting the existing psychosocial representations of the different immigrant groups, so as to encourage mutual growth and tolerance. Keeping a sense of identity within one's own group is fundamental to understand that sense of identity in other groups, for endo-group and exo-group are complementary categories.

Protecting self-identity means becoming "less mass", rescuing the psychological individualism, and avoiding homogeneity, "trimming" of the personal and social psychology, and any kind of manipulation, from the social and cognitive one, to the bureaucratic (*unconscious manipulation* or unwitting bias from organizations in favor of the news). Uniformity appears as inevitable. The micro/meso interplay is evident; i. e. , personal identities getting feedback from institutional identities (Aparicio, 1995 b, 2005 b and c). The macro political-communicational context also comes into play.

The results obtained from the research (done with university students on the bases that they were better "prepared" to "sift" information) show that the social-cognitive dependence generated by the media is significant. To what extent are then exposed those in underdeveloped contexts, with no real possibilities for education or psychological development? The challenge thus claims mainly for us, professionals of Trans-cultural Psychology and working for National Development.

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## Resiliency, Professionalization and Identity. a Study in Relation to Achievement at University at the Light of a New Paradigm: the Spiral of Three Dimensional of Sens <sup>1</sup>

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### Abstract

This study is part of the broad research program on University Quality Assessment. It falls into the Sub Program of Quality Education Optimization in relation to students' achievements, with a view to implementing teachers' support and professionalization mechanisms. The aim was to go deep into the causes for delay in finishing studies in our country, as well as to become aware of the strong "reasons" leading to a delay, globally, of over the half of the pre-established time assigned to different courses of studies. The country policies combine with institutional "decisions" and the situation of the primary actors, that is, delaying students. There are three levels: macro national, meso institutional and micro, or the one concerning the individuals who, within the still "disciplinary" programs, often disregard the formation and/or consolidation of social competences that make an impact on individuals' achievement and therefore, on the quality of the universities. Here we stop to analyze the results related to the Resiliency factor (quantitative level). It should be noticed that the model included factors of different types (basic, personal, occupational, structural, pedagogical, institutional and psychosocial ones), taking a long period (more than 20 years of the National University of Cuyo and 6 Faculties). The results show that Resiliency is one of the factors with higher impact on the university achievement (bivariate and multivariate level). We used the Henderson and Milstein's method, which shows degrees of resiliency at the personal, institutional and teachers' levels, evidencing where the strengths and weaknesses are located. There appear different identities related to different Faculties and Courses of Study; identities linked to the students' performance. The findings are relevant within the context of a high level of failure in our universities, which could decrease if we implemented programs aimed at strengthening those aspects that "develop" out of the *system* (we are not born with them) and helping Professionalization through the creation of different mechanisms. That would have an impact on personal achievement and it would ultimately improve the Quality of the Educational System in the country.

**Keys words:** University, Performance, Identities, Professionalization, Resiliency, New Approach

### 1. Introduction

This work deals with the general issue of Institutional Quality (in this case, University), and it participates in an institutional contest, with the view of continuous improvement (Aparicio 2006 a and b; 2008 a, 2009 a, c and f, 2012 b, 2014 a, b and c, 2015 b, c, d). It was carried out considering a population of individuals who prolong their studies. This represents a widespread problem evident by the lack of figures on delay in studies and dropout of university.

This work will contribute to thoroughly determine the reality at university and the sub-factors underlying the high levels of failure. Only 11% of the students globally obtain their degree; 60% drop out their studies, and the rest "will decide" to extend them. This problem represents a material and human cost in terms of frustration. Among the psychosocial answers there appeared anonymous answers, blanks, depression or activism, etc. The characteristics of university education, based especially on the disciplinary aspect, could be one of the factors present at the baseline of other competences (social and procedural, which concern to the "know-how and know how to be" level in a professional scenario) such as communicational

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<sup>1</sup> **Topic:** Barriers to Learning (age, psychosocial factors, ethnicity. . .) - Researches on psychology of education, social, health, organizational studies – Others: A New Paradigm.

competences, coping strategies, resilience, etc. As regards resilience, core topic of this paper, it develops social bonds and relational competences which will be useful within the university, the labor world and life itself.

Resilience may be defined as the individual's capacity to react to and endure the adversities due to an adaptation process and in spite of the risks and such adversities themselves. As we see it, all these elements are essential as regards success and failure. We will not deal with the theory; on the contrary, we should clearly state that the capacity to resist pressure and lead a healthy life within an unhealthy environment implies social and intrapsychic processes in which institutions and primary socializing instances play a fundamental role (Hernández, 1998; Puerta de Klinkert, 2002) Resilience is, then, a personal and institutional construction; is not inborn: it is shaped within a context. That is why, it was included in our theoretical model and analyzed from our *sui generis systemic* approach: *Le Spiral Three Dimensional of Sens* (Aparicio, 2015 d). It is the context in which the individual is inserted the factors that enhances or disperses the chances to overcome obstacles. In view of the "relative" failure of students who are delayed in their studies, two questions arise: Does a weak level resilience influence? Does the university community with its dominant system of beliefs and values influence on the possibilities of being successful? Without knowing the situation based on empirical information, it should be quite difficult to cause changes at the level of intervention.

**General Objective:** Determining the factors (core, psychosocial, structural, pedagogical and institutional) associated to success at university.

**Specific Objectives:** a) Determining the sociocultural and psychosocial which significantly influence on delay in studies. b) Identifying the population at risk. c) Provide elements to the authorities of each Faculty in order to implement changes contributing to goal achievement (changes on syllabuses, curriculums which are more adapted to the demands of the labor market, revision of promotion and evaluation systems, etc. ). d) Determining, at the qualitative level, the profound reasons underlying delay.

**General Hypothesis:** psychosocial factors – such as motivation, attributional style, coping, and resilience – favored by *socialization* (family, peers, school, etc. ) and by the training stages (school, university) *internalized by the individuals*. Such factors could associate to profiles of higher university and professional achievement.

**Specific Hypotheses:** Higher degrees of resilience (RESIL) have a positive impact on University achievement (UP) and on the chances of labor insertion.

## 2. Methodology

We used the quantitative and qualitative methodology.

The sample consisted on 229 individuals at six Faculties: Philosophy and Literature (Educational Sciences), Economical Sciences (Accounting and Management), Political Sciences (Social Communication), Law, Medicine and Engineering (Civil, Industrial and Petroleum Engineering) at Cuyo National University (1985 – 2004), who were interviewed at home. These individuals have enrolled at university since 1985 and reenrolled in 2004 but they are not attending courses; they are ghost students. Out of 1880 identified individuals according to institutional listings, the actual number of interviewed students (which we were able to locate) was N=229.

As regards techniques, we have used a semi-structured interview and specific test to measure the different psychosocial variables related to achievement (UP): Strategies to "overcome" difficulties (Frydenberg & Lewis, 1996), attributional styles (Seligman, 1991), motivational factors (Montero & Alonso Tapia, 1992) and Resilience (Henderson & Milstein, 2003). In this work, we deal with the importance of Resilience in order to overcome difficulties within university institutions.

As regards Resilience, the Henderson and Milstein's questionnaire consists of 3 scales: Student (RESIALUM), Staff – administration and teachers (RESIPERS), and Institutional (RESIFACU); and its 6 sub-scales which can be regrouped in 2 sub-dimensions. The aspects to be evaluated are: 1. Reducing the risk: 1. Enhancing the pro-social bonds; 2. Defining clear and firm limits (Creating and implementing coherent school policies and procedures and explaining expectations in terms of behavior. Stating written rules and transmitting them clearly); 3. Teaching competences for life (cooperation,

conflict solving, communicational competences, problem solving skills, healthy stress management). II. Constructing Resilience: 1. Providing affection and support; 2. Defining and transmitting high and realistic expectations (avoiding the notion of development plafond); 3. Providing possibilities of significant participation (granting students and the institutional authorities the possibility of making decisions and, especially, of fixing goals with the help of others).

As regards University Achievement (UP), in a broad sense, it comprises the following categories: a) Achievement: finishing studies (obtaining the degree); b) Delay: finishing studies in a longer period of time than the officially pre-determined one; c) Failure: dropout.

Performance, strictly speaking, was understood considering the following indicators (UNCuyo Statistics Department):

- Number of years studying. (2005 – Cohort)
- Number of years for the course of studies (ANPLAN)
- Subjects failed (MATPLAN-REUSSI)
- Total number of subjects in the curriculum (MATPLAN)
- Number of failures (APLAZOS)
- Passed subjects (MATPLAN)

$$UP = \left\{ \frac{1}{\left[ \frac{(2005 - COHORT)}{ANIPLAN} \right] + \left[ \frac{MATNOAPR}{MATPLAN} \right] + \left[ \frac{N^\circ Failures}{SubjectsFailed} \right]} \right\}$$

### 3. Results

They show the role of Resilience in the Extension of Studies (UP).

The Resilience factor, as already stated, has been measured at 3 Scales: Student (RESIALUM), Staff – administration and teacher – (RESIPERS) e Institutional (RESIFACU). At the 3 Scales, the average is focused on category 3, which indicates that Resilience training is at the “initial” stage. This means that, in general terms, in all Faculties, institutional evaluation, as a means of modeling Resilience in students, in the Staff and in the Institution as an organization, is quite low. On the other hand, each institution has its own profile, since some appear as Resilience breeders among students, staff and/or the institution itself (Aparicio, 2009<sup>a</sup>, Vol. 1).

There should be resilience source areas (see Faculties/Courses of Study I our research) favoring it, that is, instances causing/favoring: a) the creation of supporting social networks; b) the consolidation of a transcendental meaning of life; c) the development of skills to build solid, respectful and rewarding relationships, in order to obey rules and accept limits in a conscientious manner; d) the ability to solve problems through analysis and reflection; e) the development of self-esteem based on a realistic viewpoint of one’s own potential and limitations.

Let us analyze the results showing the variables which have an influence on achievement.

Bivariate Analysis: regarding the factors for “obstacle overcoming” in our model – Resilience and Coping –, the results show that the most significant Resilience Scales are the Pro-social Bond (RESIVINC), clear limits (RESILI) and High Expectations (RESIEXPE). More precisely, when the Pro-social Bond increases, University Performance (UP) diminishes; on the contrary, when there are Clear Limits and High Expectations, the Ups increase.

We stress, then, the positive effect of expectations in relation to the learning of limits, something that we lack nowadays. On the opposite side lies the very high pro-social bond, which leads to studies dropout. At the level of demands, experience in different Faculties shows that as demands increase, so does performance (lower level of delay in studies).

Multivariate Analysis: Let us focus for a moment on the University Achievement (UP) model and analyze which are the variables that can predict achievement. Among the Psychosocial Variables, Resilience is precisely the most influential. Two sub-scales are associates to UP: bonds and opportunities offered to the individuals. (RESIVINC and RESIOPOR). The former contributes negatively; that is, as the students are more devoted to social life, their achievement levels drop. The latter contributes positively. In other words, the more the possibilities for progress, the higher the UP.

RESIVINC: probability is lower than 5% (0.0328). Coefficient is -0.003520, which reveals a negative relationship with UP. In other words, when these bonds are exaggerated and sociability is quite considerable, studying becomes less important and time extends.

RESIOPOR: probability is lower than 5% (0.00057), which indicates a higher association in the multivariate model than RESIVINC. Coefficient is 0.004104; that is, there exists a positive relationship with UP: when there are opportunities for development, academic performance improves and extension in studies decreases.

#### 4. Discussion

These results show the need for developing resilience means and sources within the organizations. Resilience always leads to success for the individuals as well as for the organization they belong to (Aparicio, 2005, 2007a, 2007b).

On the other hand, the global findings show the significance of other core variables of achievement micro-theories (clear goals, realistic expectations, effort, coping, etc.). Finally, there appears the influence of context: some Faculties generate and consolidate Resilience where there are others in which this "social competences" is weak.

Disciplinary and Institutional Identity/Identities. This situation reveals that the University is in need of teachers' professionalization in order to favor competences development beyond the disciplinary area; on the part of the students, it demands the consolidation of goals, limits, stamina to overcome obstacles, expectations, which are presently quite diluted due to degree devaluation.

#### 5. Conclusion

Understanding the influence of certain factors in the light of achievement explanatory theories could favor the development of individuals and institutions as well as the transformation of continuing education practices and mechanisms.

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## Carrying Capacity Assessment - An Essential Tool for Sustainable Tourism Development in Coastal Areas of Albania

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### Abstract

Like in many Mediterranean countries, the coastal areas in Albania are recognised among the country's great assets both from the development and environmental point of view. Their scenic beauty, favourable climate, diversity of ecosystems, rich cultural and historical heritage make them excellent resources for the development of tourism, which is recognised as one of most important sector contributing to country's national long-term growth. During the last twenty years, the coastal areas in Albania have attracted the major part of tourism investments, which due to the lack of legislation, urban planning and institutional capacity for sustainable development, have been spontaneous and have negatively affected the sustainable use of natural resources. Thus, the proper planning and implementation of sustainable tourism development model together with the assessment of tourism carrying capacity, take a paramount importance for sustainable development of the coastal resources. Yet such assessment in Albania is not considered part of integrated planning and management of the coastal areas, therefore the carrying capacity assessment (CCA) should be considered an extremely important tool that should be used during the course of drafting policies and development plans for coastal areas. The CCA should not only be considered as a concept, or scientific calculation that shows the precise number of tourists for a particular area. Instead, it should be used as a flexible management tool for sustainable development of tourism allowing for optimum level of capacity in a certain area. Carrying capacities should also be considered an integral part of defining development scenarios for a given area in order to ensure a harmonised and sustainable development for the future. This process should be more effective if it develops in sympathy with the nature and character of coastal environment, tourist needs and local population's expectation for tourism development. This article presents the necessity of assessing and applying the CCA concept during the course of developing various tourism development models of coastal areas, with a strong focus at application of sustainable tourism development scenario.

**Keywords:** Coastal areas, carrying capacity, sustainable tourism, tourism development scenarios.

### 1. INTRODUCTION

Tourism in Albania is recognised as an important economic sector that contributes to employment generation, foreign currency earning, and long term development of the national economy. Taking into considerations the potentials for tourism and the continuous interests showed from foreign and domestic capital over the last 20 years tourism developments have been focused mainly along the coastal areas. Albania's coast is one of the country's most valuable assets both from the development and environmental point of view as well as the opportunities it offers for socio-economic development. Its geographic position, rich ecosystems favourable climate, great scenic beauty, rich historical and cultural heritage, makes it both an attractive area and an important resource for the development of economic sectors such as tourism. Being aware of potentials for tourism developments and the need for sustainable development, during the last twenty years, the Government of Albania has invested during considerable efforts in setting up the legal and institutional framework for regulating sustainable development in the coastal areas at both national and local levels. The most relevant achievements include the gradually developing legislation on priority areas for tourism development, the national legislation on urban and physical planning, national legislation for nature and environment protection, the development of National Biodiversity

Strategy and Action Plan, the implementation of various technical assistance and investment programs supported by international donors, etc. However, the present on-the-ground reality shows that the above mentioned efforts have not been sufficient to ensure a balanced, long-term sustainable development of the coastal areas. Like in other European and Mediterranean countries, over the past years tourism investments along the Albanian coast have caused serious environment and scenic degradation, urban sanitation and congestion issues. Due to ad-hoc types of development, environmental limits coastal of ecosystems not only are not taken into account, but in most of the cases, have been overexploited, thus creating constant and hazard conflict with coastal resources.

Nowadays, there is a clear evidence of negative impact, some time irreversible, brought about from uncontrolled sprawling development along the coastal zones of Durrës, Golem, Sarandë, and to a lesser extent, in Velipojë and in Vlorë. These developments are associated with reduction and pollution of coastal resources, loss of the terrain from untreated sediments of waste and rubbishes, pollution of the sea from direct sewage discharge, lost of scenic landscapes and seascapes, lost of free spaces in exchange of residential buildings, erosion of coastal areas due to unsuitable constructions, reduction of biodiversity and natural habitat, etc. Such developments have also exerted negative social impact by fading out the local traditions, and converting the local economy into the monoculture type of development, etc. Last, but not least, conflict over resources ownership has become part of the everyday Albanian discourse.

As a response to such situation, the integrated management of coastal areas and the calculation of maximal number of tourists they can withstand without causing environmental damages, or Tourism Carrying Capacity Assessment (TCCA), has become an important discipline for sustainable tourism development. Although, such calculation is not considered yet a useful analytical tool, the concept of carrying capacity, must take a primary importance during the course of drafting the policies and development plans for the coastal areas and local investments for land-use planning and regulation. Taking into account the continuous growing pressure from developers and investors it is of a paramount importance that in the coming years, a harmonized balance between economic, social and environmental resources be ensured. The incorporation of TCCA during the course of planning and management of tourism development projects should be considered as an important instrument which guides the development process through the participation of all the actors involved, like decision making authorities at the central and local levels, developers and investors, civil society and local communities in particular.

## 2. THE EVOLUTION OF TOURISM CARRYING CAPACITY CONCEPT

The concept of tourism carrying capacity (TCC) has been under considerations for at least as long as there has been increasing concerns about the impact of tourism. It stems from a perception that tourism can not grow forever in a place without causing irreversible damage to the local system.<sup>1</sup>

During the last 20-30 years there have been many attempts to define carrying capacity. At a theoretical level, carrying capacity has been defined by specialized researchers “. . . as the number of user unit use periods that a recreation/tourist area can provide each year without permanent natural/physical deterioration of the area's ability to support recreation and without appreciable impairment of the visitors' recreational experience<sup>2</sup>, or as a “. . . measure of the tolerance a site or building are open to tourist activity and the limit beyond which an area may suffer from the adverse impacts of tourism.”<sup>3</sup> Other definition describes carrying capacity as a “. . . certain threshold level of tourism activity beyond which there will occur damage to the environment, including natural habitats.”<sup>4</sup>

The early concept of carrying capacity was initially introduced in biological science to indicate the limit, or the level a species population size attains given the environmental resistance indigenous to its location<sup>5</sup>. Although the first analysis of the

<sup>1</sup> Coccossis H. (2004) Sustainable Tourism and Carrying Capacity

<sup>2</sup> Coccossis H.N., Parparris A. (1992), “*Tourism and the Environment: Some Observation on the Concept of Carrying Capacity*”.

<sup>3</sup> Middleton V.C., Hawkins R., 1998: *Sustainable Tourism: A Marketing Perspective*. Oxford: Butterworth-Heinemann.

<sup>4</sup> Clark J., 1997: *Coastal Zone Management Handbook*. Boca Raton: Lewis Publishers

<sup>5</sup> Lein J. K. (1993), *Applying Expert Systems Technology to Carrying Capacity Assessment: A Demonstration Prototype*. Journal of Environmental Management 37, 63-84.

ability of parks and protected areas to absorb tourist and to study their impact was made in USA at the beginning of 1930s<sup>1</sup>, the TCC concept emerged as an important discipline during '70s and '80s. Since that time, many international organizations dealing with tourism development, have elaborated their own definitions of TCC. Thus, the WTO has proposed the definition of TCC as "the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic and socio-cultural environment and an unacceptable decrease in the quality of visitors 'satisfaction".<sup>2</sup>

Many researchers agree that during the course of carrying out TCC, multidisciplinary elements should be considered including environmental assets, cultural heritage, residents' aspirations and the quality of visitor's experience. Following these considerations, the carrying capacity concept has four major facets: physical, social, economic and psychological carrying capacity. Initially, TCC was concerned with environmental considerations, but later on with evolution of theory and practices on sustainable tourism and with the need for a multidimensional approach combining simultaneously social, economic and environmental dimensions was taken much emphasis. Consequently, the existence of three different types of carrying capacity was developed by Pearce<sup>3</sup> as following:

*physical carrying capacity*: "the maximum number of people who can use a site without an unacceptable alteration in the physical environment and without an unacceptable decline in the quality of experience gained by visitors"<sup>4</sup>;

*social carrying capacity*: the level of tolerance of the host population for the presence and behavior of tourists in the destination area;

*economic carrying capacity*: the ability to absorb tourist functions without squeezing out desirable local activities and avoiding the decline of the tourist destination caused by the disruption of the local attractions;

On the basis of the main dimensions of the development, the impacts of tourism in a given area can be analysed in terms of three major axes: physical environment (natural and man-made including infrastructure), social (population and social structure and dynamics) and economic (including institutional and organisational). These three basic axes compose

physical-ecological, socio-demographic and political-economic dimensions of TCC<sup>5</sup>.

*The physical-ecological dimension* refers to all fixed and flexible components of the natural environment, as well as infrastructural systems.

*The socio-demographic dimension*, is associated to all the elements which concern social communities, as well as the problems of interrelation between local resident population and tourists;

*The last dimension (political-economic dimension)* primarily refer to the anticipated

investments and economic measures for tourism development.<sup>6</sup>

The interaction between the above dimensions varies in accordance to the characteristics of a tourist destination including local resources, the sensitivity of natural ecosystems, size and compositions the population, economic structure, local cultural heritage, types of tourist visiting the area and the model of tourism development. Therefore TCCA should be applied

<sup>1</sup>

<sup>2</sup> UNWTO (1981), *Saturation of Tourist Destinations*, Report of the Secretary General, Madrid.

<sup>3</sup> Pearce D.C., 1989: *Tourist Development*. Essex: Longman Scientific and Technical Publishers.

<sup>4</sup> Mathieson A. and Wall G. (1982), *Tourism. Economic, Physical and Social Impacts*, Longman.

<sup>5</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre, Split.

<sup>6</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre, Split.

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individually for each specific tourist destination by using an individual approach that takes into consideration the specific features of the destination"<sup>1</sup>.

In addition, during the past decades, the concept of carrying capacity has re-emerged by facing a new direction according to which the focus has shifted from determining the maximum numbers of users towards the achievement of desirable conditions, identification of limits of acceptable changes. The prevailing concern for a scientific approach to tourism carrying has been gradually broaden towards a management approach. This implies moving from explicit and numerical values to toward more indicative systems, which should involve not only the key stakeholders, but also the tourist themselves. <sup>2</sup>

### 3. APPLICATION OF TOURISM DEVELOPMENT OPTIONS IN ALBANIA AS A

#### PREREQUISITE FOR APPLICATION OF CCA IN COASTAL AREAS

There are not so many practical approaches aimed as assessing the tourism carrying capacity in the coastal areas. In 1997 the Priority Action Programme (PAP) created the Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal areas with specific focus on coastal areas. The guidelines were applied in a number of demonstrations sites in the Mediterranean Basin (Vis, Rhodes, Brijuni, Fuka-Matrouch, Malta and Rimini)<sup>3</sup>.

Recognising that TCC in general and the carrying capacity of the coastal areas is not a fixed category, PAP Guidelines suggest the preparation of tourism development option for a given area first and than after the assessment of its carrying capacity. These options should be elaborated as separate scenarios of tourism development, which in turn should be examined in order to identify the most suitable one. PAP Guidelines recommend that in principle, the basic development scenarios should be the same for all areas (whether in or outside of the Mediterranean Basin), and may be subdivided into 4 basic types:

Free development without any restrictions

Intensive tourism development, with some elements of control;

More limited development, of alternative tourism or "eco-tourism"; and

Balanced, sustainable tourism development.

#### 3. 1. Free development without any restrictions.

This development option implies going over the top limit of carrying capacity in all domains, therefore, it is generally considered unacceptable. This is really about giving over an area to competing entrepreneurs' capital on the open market, interesting only to those entrepreneurs who are after maximum short-term profit, and who don't really care what the long-term consequences may be for the environment. <sup>4</sup>

This development scenario was applied on ad-hoc bases in some coastal areas of Albania, initially in Golem, Velipojë and Sarandë. After losing the state control from political turmoil during the year 1997, the urbanisation process was totally chaotic, without environmental consideration and with heavy concentration of residential dwelling which were not accompanied by the public infrastructure (waste water draining to the sea, solid waste scattered everywhere, energy

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<sup>1</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre, Split.

<sup>2</sup> Cocossis H. (2004) *Sustainable Tourism and Carrying Capacity*

<sup>3</sup> Trumbic I, (2005) *Proceedings of the 14th Biennial Coastal Zone Conference*, New Orleans, Louisiana

<sup>4</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre

shortages, etc). The majority of these constructions were initially built without building permits. Although there were few cases of demolition, the majority of the development has been legalized, through a *posteri* enlargements of the zones allowed for construction by local public institutions. A direct consequence of such situation is the decrease of consumer satisfaction from the tourists which has resulted in lowering of the number of guests experiencing these zones and reduction of economic benefits for local population and economy. Also, from the marketing point of view, these areas have lost their comparative advantage since they offer a tourist product that is difficult to be marketed at regional and European tourist markets.

### 3. 2. Intensive tourism development, with some elements of control.

In substance, the intensive tourism development scenario is quite similar to the free development scenario. This scenario takes into account the carrying capacity of the environment as well as of the economic and political systems, but somehow it tends to disregard the socio-cultural carrying capacity by ignoring to a certain degree the public opinion and local community interests. <sup>1</sup>

This type of scenario has occurred starting from the year of 2000 in the tourist development zones of Vlore, Orikum and in particular in Golem, Saranda, and Ksamil. These years were characterised by the rapid mass urbanisation process and hazard unregulated development. As a result of a "pro-development" vision, new urban area plans that were developed without passing environmental impact assessment procedures enabled the construction of thousands buildings (3000 in Saranda only) with over 10 storeys scattered in large spaces and without any sense of logical organized growth. The case of Golemi Bay, together with aforementioned cases of Vlora-Orikumi and Saranda-Ksamil ribbon development is probably the most significant negative in the urban/rural interface along the coastal areas of Albania.

### 3. 3. The alternative development of tourism.

The alternative tourism development or the so-called "eco-tourism" is the scenario which has become quite popular in the last couple of years. It came into existence as a critical response to the concept of mass or "industrial" tourism some Mediterranean countries developed during the '60s. Characteristic of this scenario is the fact that it offers a one-way communication between residents and visitors (scientists, adventurers, "alternativism" supporters, etc. ), instead of an interaction between them, and that it ignores likely net economic benefits from tourism. <sup>2</sup>

This model was proposed to be developed once Albania was open to foreign investors after the first democratic government took place in 1992 and the newly Ministry of Tourism was set up. The Albanian Tourism Development Guidelines, commissioned by EBRD in November 1992, suggested that "Albania has a unique opportunity to become Europe's leading eco-tourism destination, with an image of a safe environment unpolluted by tourists. . . The unspoilt coasts, in particular, must be preserved not only for Albanian heritage but also for competitive advantage in tourism markets". <sup>3</sup> These guidelines recommended a range of tourism products and activities which were designed to capitalize on the strengths of Albanian natural resources, heritage, culture and people, while recognising that considerable constraints of infrastructure. The Guidelines identified as the main target markets for Albanian tourism to focus on:

people seeking quality, value for money holidays in a clean and safe environment where development should be rigorously controlled;

Individuals and small groups with special interests in culture, sports, exploring outdoor pursuits;

<sup>1</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre

<sup>2</sup> UNEP/MAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre

<sup>3</sup> Touche Ross, EuroPrincipals Limited (November 1992) *Albania Tourism Guidelines*

The key visitors originating countries defined were Austria, France, Germany, Great Britain, Greece, Italy, Spain and Sweden. <sup>1</sup> Although the concept of CCA was rather unknown to the Albanian reality at that time, the study had proposed the first physical considerations of territorial planning by recommending the maximum building density for hotels and apartments (including ancillary facilities, car parking, landscaping) of 100 tourist beds for hectare of land, together with a maximum height for buildings depending on topography. From calculations of appropriate building densities and physical constraints it was recommended that the Adriatic coastal area could support a total of around 9000 tourist beds, whereas for the Ionian part around 7500.

Unfortunately, coastal developments of the years '95-'96, and in particular, those that happened after turmoil of 1997, definitely destroyed the opportunity to develop such scenario. The period 1996-2000 was characterised by a rather anarchy over the control on territory, maltreatment of public property for tourism investment, severe damages of the environment, especially of the coastal areas, serious deterioration of the fragile tourist image that was cultivated till that time, thus demonstrating the lack of awareness and preparation by local and business community, and government institutions responsible for tourism development. Today, statistics from the Ministry of Tourism and Urban Planning report an approximate number of 10, 197 tourist beds spread over to Velipojë, Lezhë, Durrës and Kavajë districts and 8, 838 in Vlorë and Sarandë. Should the informal tourist and residential dwellings be taken into account the above number would be 2-3 times higher, thus leaving far behind the projections of eco-tourism development scenario, proposed by Tourism Development Guidelines.

### 3. 4. Sustainable tourism scenario.

The essence of sustainable tourism is harmonization of the overall local situation with the regional and national interests, by achieving a harmonious management of the resources attractive to tourism, and by planning of tourism activities with regard to environmental, socio-cultural, economic and political aspects. <sup>2</sup>

The scenario for sustainable development can offer several optional values of the carrying capacity, or concepts of tourism development or it can decide on one option. This option will be closer to the scenario of intensive development or to the moderate scenario of alternative tourism depending primarily on the situation at the given area. The carrying capacities applicable for this type of development are calculated as intermediate levels of the capacities of intensive development (maximum values) and those applicable to alternative type of development (minimum values). Whether a model for sustainable tourism will be closer to the upper or to the lower limits of the theoretical carrying capacity depends upon the specific features of a given site, i. e. on the requirements expressed at the local, regional and country levels. If among the deciding factors, the influence of investors and developers is the stronger force, and they do not really care about the environment or local community, so it can be expected that they "push" the carrying capacity towards its upper limits, and even beyond them. On the other hand, if greater influence is in the hands of ecologists and conservationists, who are not interested in economic benefits, they tend to "push" carrying capacity towards its lower limits or beyond.

In Albania, although the strategies for tourism development adopted by Albanian Governments during the last 20 years, have focused on the option of sustainable tourism, the coastal municipalities and other local government units have been unprepared to control the strong development pressures by providing regulatory plans and serviced buildable land. These has resulted on illegal and inappropriate sprawl development, threaten of the integrity of coastal ecosystems, loose of aesthetic values of due to poor construction quality and complete neglecting of traditional architectural style. The latest National Tourism Strategy 2002-2020, approved by the Albanian Government in 2003, provides general directions for the development of sun and beach tourism, but it does not contain the special dimension. While it sets out some norms for tourism development (e. g provides a good stating point 100 beds for hotel on the Adriatic Coast and 200 beds per hotel in on the Ionian Coast), it does not go too far by stimulating clear limits for the use of land and coastal resources needed for tourism development.

<sup>1</sup> Touche Ross, EuroPrincipals Limited (November 1992) *Albania Tourism Guidelines*

<sup>2</sup> UNEP/IMAP/PAP (1997), *Guidelines for Carrying Capacity Assessment for Tourism in Mediterranean Coastal Areas*, Priority Action Programme, Regional Activity Centre, Split.

#### 4. CONCLUSIONS AND RECCOMENDATIONS

Tourist investments in some coastal areas of Albania, especially in northern and central part, have surpassed their carrying capacity level, mainly because they developed without a clear development framework imposing too high price on the nature and coastal resources. As pressures for development are expected to grow leading to the saturation of the remaining rather intact areas, appropriate policies and carrying capacity assessment need to be develop and introduced.

Cooperation among different sectors, sustainable development and urban/environmental planning that seriously consider TCCA, are important tools that lead to integrated coastal area management. Within this frame, tourism could be considered a common ground for a new approach of sustainable tourism in Albania which should be developed in sympathy with the nature and character of costal environment in which is to cited, tourist needs and local population's expectation.

The calculation of TCC should be done once the development model of a tourist destination is defined. In Albania, where the level of tourism is less developed in comparison to other Mediterranean destinations, the incorporation of demographic and socio-cultural components of carrying capacity, vis-à-vis to the physical and ecological ones take a greater importance. Therefore, it is required a more specific approach adapted to the principal characteristics of the environment and types of tourism that could develop successfully. The main reasons for such specific approach are the characteristics sensitive coastal ecosystems, specific environmental climate, great wealth of cultural heritage, specific tradition and behaviour of the local population, etc.

As public participation and transparency in decision making are important to sustainability of issues, the implementation of CCA is going to be more efficient if it will be supported by public participation and public involvement in planning and implementation phases of coastal tourism projects.

Since many of the above considerations were insufficiently taken into consideration in the past, CCA approach in Albania should immediately be applied into the planning phase of development projects, as the concepts introduced in this article, make it imperative and rather easily adaptable in the future.

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Ministry of Economy, Trade, Entrepreneurship and Tourism



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## The Impact of Foreign Direct Investments (FDIs) on Economic Growth: The Solow Model in the Case of Albania

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### Abstract

In the developing countries, including Albania, attracting FDIs remains a government priority towards development of investments and the whole economy. Therefore, the main objective of this paper is to analyze the impact of FDIs on economic growth (GDP level) in Albania. The analysis is based on the neoclassical growth model, following the Solow model. The dependent variable in the model is the GDP level and independent variables are: capital (foreign and domestic capital investments) and labor (average salary) for the period 1996-2013 with quarterly data. The results of the econometric analysis indicate that the Solow model is applicable in the Albanian economy, showing a positive correlation which is statistically significant between the explanatory variables and the dependent variable both in the short and long run. The impact of FDIs on GDP is several times smaller than the impact of domestic capital investments. This elasticity can be explained by the lower level of FDI inflows compared to the domestic capital investments and the limitations in evaluating the "endogenous" growth of FDIs. Whereas the analysis of the sector and country of origin concentration of the FDI stock is done using the Herfindal - Hirschman index for the period 2007-2013 and the results determine a significant concentration of FDI stock, based on three sectors and a few countries of origin.

**Keywords:** *FDIs in Albania, Solow growth model, Herfindal – Hirshman index.*

**JEL classification:** *C33 and C51*

### A. Introduction and literature review

With the development of globalization, the world has begun significantly to emphasize the importance of FDI's. The main priority in the agenda of governments in developing countries, it is the development of appropriate infrastructure to attract foreign direct investment (FDI). In order for the movement of capital flows from one country to another (leading to the creation of FDI), the host country with the country of origin must be in competitive positions with each other, resulting from the many advantages that the host country offers to investors from the country of origin. It is only through the competitive advantages in business, the host country is prone to absorb foreign investments and as a result, the latter in terms of competitiveness, offer more efficient production in a multitude of economic dimensions.

FDI influence significantly in the growth of investment capital in the host country, the transfer of new technologies and their technical knowledge into practice, there by: increasing the quality of their employees, bringing a distribution and productivity growth in the economy, enhancing the level of competitiveness and improving exports, etc. On the other hand, what it is of particular economic importance, is that FDI flows do not have any influential aspect in the debt or creation of debt in an economy; they are seen also as a very efficient tool to finance the external trade deficit of the current account of the host

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country, especially for the developing countries, where the deficit from foreign trade is high and often problematic (Demekas, Horváth, Ribakov, and Yi Wul; 2005)

In the past two decades, FDI have become very important in developing countries. Multiple economic theories have identified a number of ways in which inflows of FDI can bring benefits to host countries. Many of these theoretical ideas have been proven in practice in many countries, but still many of these theories remain unproven from the overall conceptual point of view and in particular in certain regional countries. However, almost all studies linking FDI to GDP growth are concentrated in the aggregate effects of the impact of FDI on the economic growth of countries (Khaliq and Noy, 2007). So in this context, FDI are a factor of the productivity of a country's economy.

When we talk about the productivity factors it is recognized that the main factor of productivity is capital. Policies that encourage investments have a positive impact on the proven productivity in terms of medium and long term (Isaksson, 2007). The first studies of the analysis of factors productivity in the context of economic theories were developed by: Solow (1957) on the factors total productivity; Schultz (1961) on human capital; Arrow (1962) on the theory of "endogenous" domestic growth; Nelson and Phelps (1966) on the absorbing capacity; Abramowitz (1986) on the transfer of technology; Chenery and Syrquin (1988) on structural changes; etc. However in the context of measurable econometric analysis, the evaluation of productivity has known an expansion after the 90's. The literature on productivity is very broad and dynamic on the approaches toward productivity and the correlation of the factors between them. In their study Keller and Yeaple (2003) stated that there is a statistically stable and positive between FDI and productivity growth. They also analyzed the fastest spread of FDI in a sector of the economy is closely related with the implementation of new technologies. By supporting the fact that FDI affect positively the growth of productivity. Griffith, Redding and Simpson (2003), analyzed the dynamics of productivity growth in production in the UK for the years 1980-1992, and analyzed the role of foreign investors of multinational corporate. They focused on two mechanisms through which the inflows of FDI can affect either the level productivity growth or the scale of domestic productivity. The level of productivity growth comes as a result of new technology brought by FDI, while the growth of domestic productivity is due to the fact that FDI increase the internal competitiveness of the market and expansion of the markets to the point of becoming international.

The last few years developed also a theoretical approach which says that there are cases that FDI affect negatively a country's economic growth. This phenomenon has occurred in small economies of developing countries, which are influenced by foreign investors with large capital that often led to abuse due to their dominant position in the market. Large investors spread their activities in these countries, being able to win large tenders from the governments of the host countries and the latter use these investments for political positions. In turn, these investors, thanks to the support of the governments of the host countries, often in aggressive way they use the transfer of prices to minimize their tax liabilities. There are other critical opinions among experts of economy on FDI's, according to whom these investments affect in an unstable increase of the balance of payments flows as a result of inflow of capital in the beginning and then a series of profit outflows or repatriation of capital. This kind of problem becomes overtime more evident by putting to risk the vulnerable economies of the host countries themselves when these outflows are a result of financial problems of the headquarter companies (Lehman, 2002; Lehman and Mody, 2004).

In the context of numerous studies in the field of FDI, the literature suggests that the level of benefits from FDI is more considerable than their costs for a host country. It is also the basic reason why many developing countries have it as a government priority the growth of FDI in their country. The positive effects of FDI are particular for the economies in transition and in developing countries. The necessity for comprehensive restructuring and modernization of private enterprises and resources, or limited internal capacities, inevitably creates an environment for benefits from foreign investors. However, in developing countries often it is hard for researchers the measurement of the effect of FDI on economic growth, Isaksson (2007). This, for two reasons: (1) the host countries meaning the beneficiaries are in a very weak economic structure in absorption of these capacities, and (2) the quality of the data obtained for study in these countries is low or with problems.

Based on that what was expressed above, the purpose of our paper is to find the relation between the flow of FDI with the economic growth (GDP) in Albania, according to the Solow model but with the modifications of this model made by Romer (1986, 1990). Such an analysis is not done yet for the economy of Albania neither by local authors nor foreign scholars.

Referring to official statistics in Albania, the level of time series related to FDI flows it is limited in time and in space. In the absence of sectoral classification of time performance of the flow of FDI, this paper will analyze the relationship of total flow FDI in GDP level. The data represent a time series of 1996-2013 with a period of 3-month for Albania. So, the econometric analysis will have as an object the short-term and long-term analysis of these connections.

## B. Analysis of the Herfindal - Hirschman index for FDI's in Albania

Initially, FDI flows in Albania have been the consequence of the privatization process of state-owned enterprises, from small and medium to industrial and strategic, since 1992-2005 (eg banking, telecommunications, energy, hydrocarbons, mining, etc. ) (METE, 2011). As from 2005 onwards, overall FDI inflows are investments in private businesses. An overview of the performance of the stock of FDI in Albania, according to the years 2007-2013 (the data series of official publications) is given in the table below:

Table 1: Trend of the total stock of FDI, 2007-2013

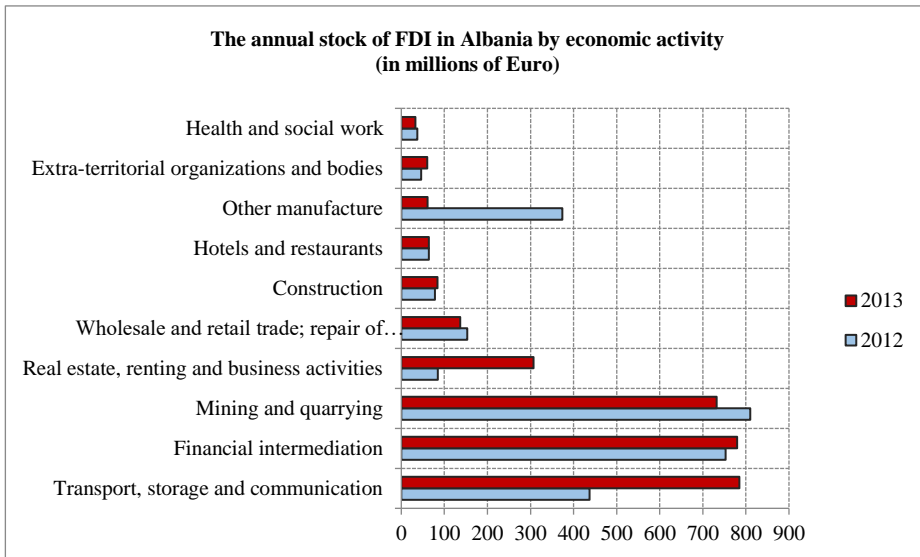
Year	2007	2008	2009	2010	2011	2012	2013
The stock of FDI (in million Euro)	1, 830	2, 061	2, 261	2, 436	3, 400	3, 262	2, 854

Source: Bank of Albania, publications until 2015.

Albania, as much favored by geographical position for trade exchanges, when it comes to territorial space of communication of the markets between them and the number of residents is in disadvantage (according to official sources there are about 2, 821, 977 habitants in Albania<sup>1</sup>). According to past and current practices, usually small countries do not manage to attract multinational corporation and industries which produce for export markets of a higher level of activity. However, the attractive aspect of FDI in our country relies heavily on the labor market's potential (eg labor market costs), also known as the phenomenon of "Fason industry". But the biggest partners in trade of our country such as Italy and Greece, are currently in a difficult economic situation, which puts into question the strategic development of investments from these countries of origin.

According to the opinion of the experts, FDI in Albania play an important role in many aspects of economic development of the country. These investments should be viewed as economic resource that can meet not only current needs, but even more the strategic ones. Currently about 80% 2 of the FDI flow in Albania is an investment in share capital, the focus of foreign investors in our economy is in the following sectors: banking system; transport, commerce and telecommunications; energy and hydrocarbons; in the extractive industry; in the light industry of Fason production; construction and construction materials. While it remains a challenge attracting FDI in: agriculture and agribusiness; tourism; mining industry (not only extractive); hydrocarbons; etc.

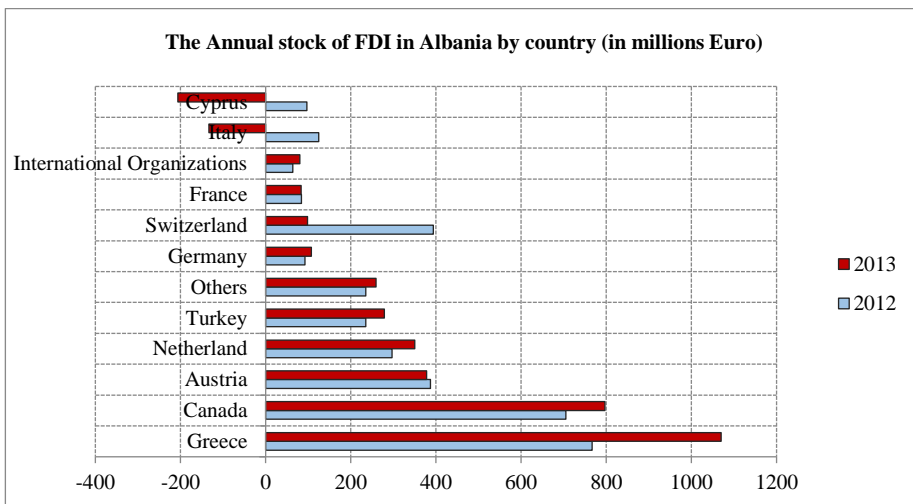
However, to identify the focus of the stock of FDI by economic activity in Albania for the past two years according to official data (2012-2013), we built the graph in Figure Nr. 1, where you can see that the focus of foreign investors in Albania is in the activities of: (1) financial intermediation, (2) transport, storage and communication and (3) the extractive industries.



Source: Calculations by the authors with data from publications, the Bank of Albania 2015.

Figure no. 1: The performance of the stock of FDI by economic activity in Albania, 2012-2013.

In order to identify the focus of the stock of FDI in Albania by countries of origin of foreign investors for the past two years according to official data (2012-2013), we have built the graph in Figure Nr. 2, where you can see that the countries of origin with the highest level of stock of FDI in Albania are: (1) Greece (2) Canada and (3) Austria.



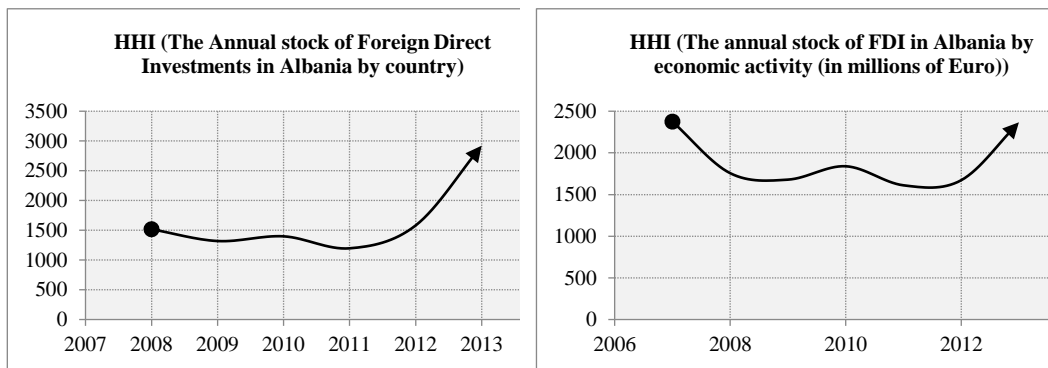
Source: Calculations by the authors with data from publications, the Bank of Albania 2015.

Figure no. 2: The trend of the stock of FDI in Albania, by countries, 2012-2013.

One way of analyzing the unequal distribution of FDI (or concentration of FDI) is the use of Herfindal - Hirschman index (S. Ledyeva and M. Linden, 2006). This index will be used to show the distribution of the stock of FDI in Albania. Herfindal Index - Hirschman Index (HHI) is given by the formula:

$$HHI = \sum_{j=1}^k \left( \frac{IHD_j}{IHD} \cdot 100 \right)^2$$

Where:  $IHD_j$  is the level of the stock of FDI by country of origin of the investor  $j$  or by economic activity  $j$ ,  $IHD$  is the level of total annual stock of FDI and  $k$  is the number of countries or economic activities in our research (as shown in Figure no. 1 and Figure no. 2 above). The HHI calculation is made for the time frame 2007 - 2013, where the result obtained as in Figure no. 3:



Source: Calculations by the authors with data from publications, the Bank of Albania 2015.  
Figure no. 3: HHI for Albania by countries and economic activities, 2007-2013.

According to this index you can see that after 2010 there is a high tendency of concentration of the stock of FDI in Albania in a few countries of origin. This shows that the attraction of foreign investors in Albania is concentrated in a few countries, so the real competitive advantages of Albania in attracting foreign investors from different countries of the world are in decline.

If you look at the value of HHI by the distribution of the stock of FDI in economic activities in Albania, there is a consistency of concentration of the stock of FDI for the years 2007 - 2013 (except for 2007 and 2013 with higher concentration than other years). But how should this stability be seen, as a positive or a negative fact? If we look at the index's value for 2010, it shows an average value of it, this means that we can use this as the base year in our analysis. To answer the question whether the HHI stability in Albania by economic activity is a good indicator or not, logically we should know how it was in 2010 in view of the distribution of FDI by economic activity. According to the Ministry of Economy (Annual Report, FDI, 2010) it is emphasized the fact that FDI should be absorbed to develop economic sectors such as business services, agriculture and agribusiness, mining and heavy industry, energy, tourism, because the levels are much lower than what was expected.

So 2010 is characterized by a concentrated distribution of the stock of FDI in a few economic sectors in Albania, it means that according to HHI the entire time frame of 2007-2013 has the same characteristic as the year 2010. Therefore, the sustainability of the HHI of the stock of FDI in Albania by economic activity shows that some sectors do not offer real competitive advantages in attracting foreign investors.

### C. Analysis of FDI in Albania, according to the Solow model

**The methodology and data:** In his opinion neoclassical Solow (1957) argued that economic growth is an "output" that positively influenced by "input" such as technology, capital, labor, or a vector of variables additional economy (such as imports, exports, institutional dummy variables, etc. ). This connection is determined by the following equation:

$$Y = A\varphi(K, L, \Omega)$$

Where: Y = the total output, or GDP (or growth),

K = capital investment,

L = work (labor force),

A = efficiency of production (the constant of model),

$\Omega$  = vector of additional variables.

Findlay (1978) developed more Solow model assuming that the growth rate of technological distribution is an increasing function of FDI, reclassifying the "input" with foreign capital and "input" with domestic capital. He argued that the growth of foreign capital increases internal capital. According to the internal growth models, technological changes in the production process, internal growth models "endogenous" are applied to see the effect of FDI on economic growth of a host country (Romer, 1986). Based on the Cobb-Douglas function, it follows that the Solow model has the form:

$$Y = A \cdot K^{\alpha} \cdot L^{\beta} \cdot \Omega^{\gamma}$$

By logarithmic transformation of the above equation, we get the form:

$$\ln Y_t = \ln A + \alpha \ln K_t + \beta \ln L_t + \gamma \ln \Omega_t + \varepsilon_t$$

Where  $\alpha$ ,  $\beta$ ,  $\gamma$  are respectively elasticity of: Y (economic growth or GDP) related to capital (divided into two parts: in the capital of FDI and domestic investment DI), L (labor cost, so the average salary or the number of employees), auxiliary variables  $\Omega$  (qualitative variables "dummy" indicator technology, foreign trade, no. of population, etc. ) depending on the time "t". With  $\varepsilon_t$  stated term error model that incorporates all factors that are not included in the model.

In this analysis it aims to explain the relation of capital (foreign direct investment and domestic investment) and labor (the average monthly wage) gross domestic product. The data represent a time series from 1996-2013 with 3-month period for Albania. To identify links explanatory variables and the importance and usefulness of their connection, this analysis consists in finding connections for use predictions for economic purposes.

Table 2: Economic variables and their description

Variables	Description of the variable	Source of data
GDP	Gross Domestic Product (value in million ALL).	INSTAT, 2014
FDI	Foreign Direct Investment (values in million ALL), assesses the impact of foreign capital in the economy of the host country.	Bank of Albania, 2014
ID	Albanian capital investments (value in million ALL), assesses the impact of domestic capital in national production.	Bank of Albania, 2014
L	The average monthly wage (value at ALL).	INSTAT, 2014

Source: Review of literature by authors.

**The statistical results of the model:** doing testing program EViews 7 for Solow model, the case of Albania, we get statistical results in Table 3, below:

Table 3: Results of statistical significance of the dependent variable *log (GDP)*

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	1. 297673	0. 642820	2. 018718	0. 0475
LOG(IHD)	0. 032184	0. 011606	2. 773042	0. 0072
LOG(ID)	0. 532712	0. 037289	14. 28607	0. 0000
LOG(PAG)	0. 469908	0. 053546	8. 775720	0. 0000

Source: Calculations on EViews 7, by the authors.

Even in the case of Albania, the Solow model shows a statistically significant relationship and positive dependent variable *log (GDP)* with independent variables: *log(FDI)*, *log(ID)* and *log(L)*. As you can see, this model assesses the relative degree of responsiveness of GDP or its elasticity with respect to the dependent variables:

$$\text{Log}(\text{GDP}_t) = 1. 297673 + 0. 032184 * \text{log}(\text{FDI}_t) + 0. 532712 * \text{log}(\text{ID}_t) + 0. 469908 * \text{log}(L_t) + \varepsilon_t$$

So the model is statistically significant by Fisher test, with statistical significance level of 5% and the adjust coefficient of determination is 87. 73%. This coefficient shows a very high level of explanation links economic indicators as independent variables in the effect on the dependent variable, GDP. Referring to the model, the coefficients of independent variables in the model, show the effect of the change in percentage of GDP, when variables grow by 1% in the conditions "ceteris paribus".

The constant of the model is statistically significant and expresses the average of the 3-month rate of growth of GDP from 1996 to 2013, on the basis of 3 months, which means the technological level of Albania.

According to the model, if FDI will rise by 1%, it will have a positive effect on GDP growth only 0. 03%, while much larger is the effect they have IDs, where if IDs increased by 1%, they will have a positive effect on GDP growth of 0. 53%. The same conclusion we receive for the level of the average wage, if L will increase by 1%, will have a positive effect on GDP growth of 0. 47%. As we said above, the time period 1996-2005 was not clean FDI investment in new businesses, but as a result of privatization, and after 2005 they have dominated more inflows of FDI into new businesses. This explains why the direct effect is several times smaller by FDI than domestic investment. However, FDI has had a significant impact on employment, the number of employees (particularly fason industry), which increases "endogenous" employment and economic growth. In Albania, one of the markets more informal, accepted by the IMF and World Bank (2013) is the employment market, therefore variable labor (average salary) is an indication that there is a high margin of error in the official statistics and it makes measuring the effect impossible for "endogenous" FDI in average salary.

But to use this model to obtain evaluation results with high statistical reliability, the effects of linking economic variables in the future, model is the subject of a set of econometric tests that prove the usefulness of using the model, according to the explanatory parameters derived from the data analyzed. This means that should satisfy all the basic assumptions of Theorem Gauss-Markov (Alexander Ludwig and Klaus Schmidt, 2010). Table 4, below reflects the type of test and the result for our model:

Table 4: Results of econometric tests, for an efficient model

<i>Denomination Test</i>	<i>The explanatory description</i>	<i>The result</i>
Functional forms, test-RESET	This test shows if the form of the model is appropriate (that is completely flexible or semi-flexible)	The right form is fully the elastic function for 5% significance level.
Multicollineritety, VIF-test	This test shows if there is a correlation between independent variables included in the model.	There is multicollinearity but it is not perfect (since the variables are statistically significant, we have not made the elimination of any variable).
Heteroskedasticity, White-test	This test shows the absence of connectivity residues constant variance model with population data.	No heteroskedasticity (logarithmic form eliminates it)
Autocorrelation, LM-test	This test shows the serial correlation of independent variables and $\epsilon$ model residues.	There is autocorrelation but it eliminated by adjusting the model with AR (1) and coefficient of about +0315.
Normal distribution of residues ( $\epsilon_t$ ), J-B test	The model is tested If residues are normally distributed or not.	$\epsilon_t$ residues have normal distribution.

Source: Calculations on EViews 7, by the authors.

Results of econometric tests from Table 4, support the argument that our model estimated with its parameters above, it is right to explaining the dependent variable GDP changes of independent variables arising at the level of foreign direct investment, domestic investments and the average wage level.

Table 5: results of the Wald test for long-term connection to the model

Test Statistic	Value	df	Probability
F-statistic	170.2908	(3, 68)	0.0000
Chi-square	510.8724	3	0.0000

Null Hypothesis:  $C(2)=C(3)=C(4)=0$

Null Hypothesis Summary:

Normalized Restriction (= 0)	Value	Std. Err.
C(2)	0.032184	0.011606
C(3)	0.532712	0.037289
C(4)	0.469908	0.053546

Source: Calculations on EViews 7, by the authors.



By Wald test, the table 5 above, our model of multiple regression is statistically significant, with the level of importance  $p < 5\%$ , this means that the model can also be used for long-run economic analysis. So, the impact of FDI on the growth of GDP is not only in the short-run but it is sustainable and in the long-run.

#### D. Conclusions and Recommendations

FDI flows in Albania began after 90s, which for more than a decade, were in the form of privatization of state-owned enterprises, while after the year 2004-2005, these flows were generally the capital investment in businesses. According to the analysis of Herfindal-Hirschman index, the stock of FDI in Albania in 2007-2013, is focused on activities such as: financial intermediation, transport and telecommunications and mining industries. While agriculture and agribusiness, tourism, mining industry (non-extractive) continues to be not preferred by foreign investors. Even the origin of foreign investors is concentrated in a few countries of origin, led by Greece, Canada, Austria, the Netherlands, Turkey and Italy. So, government authorities should mitigate this concentration trend of FDI by promoting also other sectors of the economy, even by putting together a package of additional facilities with regulatory nature (legal), contractual and fiscal.

According to econometric analysis of the model in our paper, it resulted in a statistically significant relation of GDP to FDI, domestic investment and average salary. Indicating that (*ceteris paribus* conditions), when:

FDI increased by 1%, GDP will grow by 0.03%,

investments in domestic capital will increase by 1%, GDP will grow 0.53%,

aggregate average wage will increase by 1%, GDP will grow 0.47%.

By using Wald test, with a statistical significance level of  $p < 5\%$  turns out that the model parameters are stable and have simultaneous effect in the long run.

The elasticity level of the GDP to the explanatory variables is different, but according to the model, the greatest impact on GDP comes from domestic capital investments, then from the average wage. While FDI have an impact several times smaller than the Albanian capital investments. This happened for several reasons:

*First*, the level of investments from Albanian capital (private and public) from 1996 to 2005 had an average weight of 11.5 times higher than FDI, and from 2006 to 2013 had average weight about 5 times larger than FDI. Over the recent years it is observed that the reduction of the share of investment with domestic capital has come as a result of their declining rate that was higher than the declining rate of FDI.

*Secondly*, FDI in Albania have had a positive impact on the employment rate, in the number of employees (especially with the Fason products), affecting in an "endogenous" way in the employment growth and the latter in economic growth itself. But due to high informality levels in the labor market and the absence of official data, it is impossible to measure the effect of "endogenous" FDI in average salary.

*Thirdly*, FDI are absorbed from privatizations and concessions during their contracted duration, or a natural resource, adding a low value in the economy. This in return indicates that the Albanian institutions have shown weakness in the achievement of their objectives. Succumbing to secret corrupted agreements, or showing inefficiency of infrastructure for evaluation and control of investments in the country. In these conditions, it would be better to orient the investment focus on domestic capital initiatives.

Also a significant problem in Albania is the lack of detailed official statistics, because of missing time series for various study purposes, especially in the real economy. This led to the limitation of our model's variables. In this context, we suggest to the Institute of Statistics and various other institutions in Albania, to create a database for all researchers, policy and project makers, expert evaluators, etc.

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## E-Learning of Foreign Languages at the University of Dubrovnik, Experiences and Attitudes of Users

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### Abstract

At the time of computerization and digitization of modern society the use of modern technology in education is logical and natural. At the University of Dubrovnik, e-learning was implemented in 2005. Since then the number of users of the platform for e-learning is constantly increasing. The goal of the research, conducted at the beginning of 2016 at the University of Dubrovnik, using two different but similarly structured questionnaires, among teachers and their students, was to determine the degree and manner of use of Moodle platform in a hybrid language teaching (at the University of Dubrovnik), and to examine, among users of e-learning, the use of various possibilities that this system of modern way of teaching offers, as well as their attitudes on the acceptance of e-learning in foreign language teaching and learning. Research shows that the use of e-learning technology has many advantages for students but also for teachers, although it requires a lot more investment and effort from them. The attitudes on the use of modern ways of e-teaching languages are generally positive and positively affect its increasing use.

**Keywords:** language teaching, e-technology, e-learning, hybrid language teaching

### Introduction

The city of Dubrovnik has a centenary tradition of nurturing culture, sciences and education, as a result of which the foundation of the University of Dubrovnik was a natural consequence. The University, founded in 2003, is the first Croatian university to adopt the Bologna declaration and the model of an integrated organization within it. Within its mission and goals the University of Dubrovnik adapts to changes in the scientific progress, changes in teaching methods and meets the needs of the students and expectations of its employees and the community, striving to promote the University as an institution offering global excellence in education in order to attract best possible students, national or international, promoting the international, and especially European, co-operation in higher education and science and arts. The study programs are organized in eight departments:

Economy and Business economy

Maritime department

Electrical engineering and information technology

Engineering department

Aquaculture

Public Communications & Mass Media

Restoration and Fine Arts

Department of humanities (still in development)

The University has the University centre for foreign languages where learning and teaching of modern languages is based on the implementation of modern technologies, including the e-learning model.

When the University of Dubrovnik was founded in 2003 there was no strategic plan in terms of the implementation of e-learning technologies and tools. In 2005 the University of Dubrovnik became a member of the EU Tempus project EQIBELT (Education Quality Improvement By E-Learning Technologies). After three and a half years of continuing and hard work Tempus project EQIBELT has finished on January 31, 2009. Project had successfully fulfilled all planned goals and objectives. Universities of Dubrovnik, Rijeka and Zagreb prepared, discussed and adopted policy documents for implementation and using of e-learning. The activities that took place during the three years of the project have prompted a large number of teachers at the University of Dubrovnik to get acquainted with and introduce the e-learning models. Particularly foreign language teachers of the University centre for foreign languages have shown great interest in using e-learning technologies and tools by embracing the ICT as an indispensable tool for achieving excellence in foreign language teaching. Considering its numerous advantages, let us mention only a few: flexibility (in terms of time and space) in teaching and learning; flexible approach (in terms of time and space) to actual and current multimedia and interactive teaching materials; access (offered as integral part of the teaching process) to Croatian and world repositories of teaching materials, digital libraries, archives and museums; possibility of adjustment to individual styles of learning, possibility of collaborative learning and of the development of skills for project and team work; accessibility to broader student population (students with special needs, students at distant locations, foreign students, etc).

A survey was conducted to determine students' and foreign language teachers' attitudes and satisfaction with the use of e-learning language courses at the University of Dubrovnik. The aim of research was to determine the level and model of Moodle platforms in a hybrid language teaching at the University of Dubrovnik, and to ask the users of e-learning about various possibilities offered by this system of modern teaching. One of the indicators of efficacy and quality of the implementation and integration of e-learning systems in the educational system is taken to be students' satisfaction with the system and its use (Seljan, Klasnić & Stančić, 2012).

### **State of the art – wider context**

The experts from the Department of information and communication sciences at the Faculty of humanities and social sciences in Zagreb, who are the pioneers in the field of e-technology in classrooms with years of experience in the Croatian academic community, in 2008 helped organize the course "E-learning technologies in teaching foreign languages", which meant the beginning of creation and implementation of the first foreign language courses on-line. By 2014 e-courses of all studies at the University of Dubrovnik were posted on the e-learning platform under the name DUEL (Acronym for Dubrovnik University E-Learning). Later on the courses were relocated to the platform called "Merlin" of the University computing centre SRCE at the University of Zagreb. Both platforms use an open-source course management system (CMS) MOODLE as technical support. Due to the cost reduction for their own platform management, the University of Dubrovnik administration decided in 2014 to start using an additional e-learning host platform Merlin with an intention to completely abandon their own in future.

In the last four years for some unknown reasons the University of Dubrovnik did not take good care for the sustainability of e-learning by creating necessary preconditions through systematic planning of activities and ensuring financial resources for the application of e-learning. Teachers miss continuous support and evaluation of their work that should be implemented through provision and maintenance of the infrastructure required, and through enhancing and co-funding the development of quality e-learning teaching materials and promotion thereof.

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As a rule, at the University of Dubrovnik the mixed (blended, hybrid) form of e-learning is applied. Such approach is based on the combination of classic teaching methods and those employed in virtual learning and teaching environments. Choice of the tools and intensity of e-learning is left to the teachers. They are invited to recognize and apply the tools of e-learning which are appropriate for particular education areas, i.e. particular studies and/or courses.

In the academic year 2015/2016 the University of Dubrovnik offered the following studies:

- 13 (university) + 2 (vocational) undergraduate studies
- 12 graduate studies
- 1 postgraduate specialist study
- 8 interuniversity doctoral studies

Currently, the University of Dubrovnik has 60 foreign language courses at the DUEL platform which hosts 243 courses of all study groups, while there are 29 courses at the MERLIN host platform (it hosts 112 courses at the University of Dubrovnik). Therefore, the e-courses of foreign languages make up one fourth of the total number of e-courses at the University of Dubrovnik, regardless of the platform.

### **Theoretical background**

E-learning is a process of education (learning and teaching process) conducted using the information and communication technology which improves the quality of the process itself and the quality of its result. Depending on the manner and intensity with which information and communication technologies (hereinafter referred to as ICT) are used, in the process of education we can distinguish several forms of e-learning: application of elementary ICT tools in otherwise classic form of teaching (face-to-face or F2F), through blended, mixed mode or hybrid teaching, i.e. a combination of classic classroom teaching methods with those using advanced ICT possibilities, and, finally, distance, fully online teaching conducted by means of ICT. To achieve successful and efficient application of e-learning, i.e. successful and efficient application of ICT, it is important to select the method and approach which correspond with the demands of a particular course and with the abilities and needs of particular teachers and students.

At the University of Dubrovnik there is a hybrid model that combines the standard teaching with the ICT tools. It turns out that this approach fully corresponds to the capabilities of teachers and students' needs while encouraging their active participation in the educational process with the permanent coordination and with improved learning outcomes. "Recent research purports to show that blended learning is more effective and students learn more and enjoy it more than on either face-to-face or online teaching alone. Blended learning combine the power and effectiveness of the classroom with the flexibility and anytime nature of e-learning and allows learning to be more tailored and more individualistic, whilst at the same time allowing greater reach and distributed delivery" (Mason & Rennie, 2006, p. 13). Hybrid teaching enables a continuous monitoring of students' activities, their dedication, and progress. The abundance of the on-line didactic materials offers the possibility of individual work which is checked by the teacher as soon as it gets on the server. By setting a deadline for homework, a last-minute approach to work is partly avoided. The schedule determined by the curriculum (two hour lectures without exercises once a week) often leads to the last-minute approach to work. A communicational interaction is achieved in the classroom by practicing various listening strategies and a debate on a given topic. The e-course settings imply the control of receiving and reproducing the knowledge by a practical simulation in the classroom, but the main intention is to encourage the interaction at distance by wider use of the forum – conversations, discussions, and presentations. By practicing different listening strategies and a debate on a given topic this interaction is also achieved in the classroom. Occasionally, if necessary, didactic units are added to enhance or to repeat the knowledge by including useful links, glossaries, etc. Self-evaluation exercises are desirable in the class so that the teacher could evaluate them easily and get an insight into the type and level of mistakes that are immediately corrected, along with the lexis and language. This particularly refers to mistakes at the phonological level when the teacher by repetition as a linguistic modification and correction, i.e. by insisting on the correct language form, draws attention to the linguistic form (Čurković-Kalebić, 2002, p. 138). The strategy of repeating a correct language construct, especially at the grammatical level, helps

develop communication skills and accelerates the process of becoming aware of speech structures which make the self-evaluation more successful and stimulating. In this way a combination of cognitive and meta-cognitive foreign language learning strategies leads to the evaluation of personal achievements (Božinović, 2008, p. 274).

The selection of appropriate texts helps follow the interests and orientation of students at higher learning levels, while at the same time broadening their knowledge on the civilization and culture of a particular language area. The first step in the processing of such texts is always to read the entire text and examine its context. This arises from the fact that reading does not mean translating, and that understanding of the text does not depend on the comprehension of each word. Prior knowledge has an important role in understanding the text, so the students are encouraged to go through the text by using the methods of association and generalization, while bearing in mind that the title can roughly determine the topic. The accompanying selected images taken from the internet make the topic recognizable, while the crucial help in understanding is provided by internationalisms or key words that define the main information and the content.

Among functional objectives in the e-learning, the analytical and synthetic thinking is encouraged and the exercises of analogy are favoured, while the graduality is emphasized among didactic components. Graduality is achieved by the distribution of content in larger units which help students first acquire new knowledge, i.e. the main articulation of the whole while striving to acquire new skills and habits by practicing and repeating. With the selection of an additional interesting on-line content (with native speakers serving as a model) such as songs, new linguistic forms are easily acquired by following these basic postulates: teaching "In the language" and not learning "about the language".

The simultaneous visualization of content enhances communication between students, commences the discussion, and thus enables new, indirect processes of adopting the content, i.e. of learning. Moreover, this hybrid learning model offers a broad range of additional activities for the students who prefer an individual approach by means of a direct on-line contact with the teacher. This provides a deeper insight into the continuity of students' activities and prevents a last-minute work. This leads to work in pairs and individual work by constantly bearing in mind the accomplishment of functional teaching goals and by using the method of analogy.

### **Research - methods and sample**

The aim of the research entitled "E-learning of foreign languages at the University of Dubrovnik, experiences and attitudes of users" carried out by using a structured questionnaire, was to determine the level and model of Moodle platforms in a hybrid language teaching at the University of Dubrovnik, and to ask the users of e-learning about the use of various possibilities offered by this system of modern teaching. To examine these attitudes a study was conducted on the student sample (N=138) and on the foreign language teachers sample (N=12) at the University of Dubrovnik in January and February 2016. Sample description: students were from all Departments, taking languages both as compulsory or elective courses. All years of study were equally represented in the sample; teachers were foreign language teachers (100% female, no male teachers of foreign languages at the University of Dubrovnik), teaching languages: English, French, German, Italian and Spanish. Answers which were not relevant for the research were left out both in descriptive and tabular format.

### **Descriptive analysis of the survey results conducted among students (N=138) at the University of Dubrovnik**

The research involved 138 students. The survey for students comprised the following three parts:

- the focus of the first part was on the use of e-learning (e-learning platforms, the number of active courses, frequency of use, activities), then on the students' opinion about the adequacy of its use, and whether they liked it or not
- the second part of the survey questioned the benefits of e-learning
- the third part examined its drawbacks.

The first question: "Do you use e-courses of foreign languages?" 89% of students answered yes. Out of these, 79% used only Merlin, 9% Duel and Meriin, and the smallest number of respondents used only Duel, 4%. As for the number of e-courses of foreign languages, most of them used only one course (39%), and slightly smaller number of students (37%)

used two courses, partly specifying it was English, then Italian, Spanish, French, and German. Most students used these courses occasionally (53%), then rarely (23%), and the smallest portion of students used them constantly (18%). When answering the question on the activities of e-learning they used, most students chose (among the offered answers) the use of lessons (28%), then homework (27%), and dictionary (19%), while other activities were rarely used. When acquiring the content, homework (27%) helped them most, along with the lessons (18%), although these percentages should be taken with some reservation as 47% of students have not answered this question. More than half of students (55%) said they did not use e-learning sufficiently, while 41 % sufficiently used it. The vast majority of students (80%) liked e-learning, while 15% did not prefer this way of learning. The nine mentioned benefits of e-learning were mostly perceived as such: an up-to-date work (91%), an individualized approach to learning (85%), availability and transparency of educational material (92%), the benefit of on-line access to the useful online didactic and multimedia content (86%), an interesting e-course was considered to be an advantage to a significant number of students (83%). The usefulness of e-courses to learn the language and to prepare exams was recognized by 88% of students. Most respondents (82%) provided a positive opinion regarding the communication with teachers and the possibility to have their assignments checked. The possibility to do and deliver homework was positively assessed by 85% of respondents, but online assessments (preliminary exams, tests) were rated as negative by 42% of respondents. A constant insight of teachers into the work of students and monitoring of their progress by means of e-technology was considered a drawback by 50% of students. Only 28% of respondents thought that e-learning was demanding in terms of informatics. An insufficient number of equipped classrooms was perceived as a drawback by 45% of students. Poor organization of the teaching content was considered to be a flaw of e-learning by 29% of students. Looking for useful content was assessed as losing a lot of time by 32% of students, while 32% of students thought that unnatural communication with teachers through e-technology was a drawback. The use of e-learning in the language teaching was considered by 24% of respondents as the increase in their workload. Preparation and delivery of assignments through e-technology was considered a drawback by 39% of students, while 23% of students considered the e-assessment to be complicated, as opposed to 72% who did not consider it complicated, while 54% of students believed that this assessment was an advantage in the process of foreign language learning.

### Descriptive analysis of the results of a survey conducted among teachers (N = 12) at the Centre for Languages

During the study entitled „E-learning (in education) of foreign languages at the University of Dubrovnik, experiences and attitudes of users” survey was sent via an e-mail to all teachers (16) of the University centre for languages containing the information about the survey and a request to respond to it, whether they are e-learning users or not. 75% of teachers from the Centre for languages participated in the research; a part of teachers (25%) who didn't participate can be assumed not to be familiar with e-technology work and not interested in its implementation. The survey for teachers consisted of three parts:

- the first part related to the use of e-learning (platform for e-learning, the number of courses, frequency of use, activities, resources ...) and teachers' opinion on e-learning in general
- the second part of the survey [questioned](#) the benefits of e-learning [according to teachers](#)
- the third part was dedicated to the [disadvantages](#) of e-learning [according to teachers](#)

According to the results of analyzed [questionnaires](#), in this academic year the e-learning in foreign language teaching [is used by most](#) of the surveyed teachers (67%). Teachers that are not using the e-learning in the language teaching (33%) this academic year provided the following reasons: low interest of students (15%) and preference for standard ways of teaching languages (8%), while none of the teachers stated as a reason an insufficient IT knowledge, or lack of courses that would train teachers for this kind of work. Almost half of teachers (42%) are interested and would like to use e-learning in the future; although this question was addressed to the non users of e-learning (33%) some of the users responded as well.

Regarding the platform, the following percentages were provided: teachers use mostly (only) Merlin (43%), 36% of teachers use both platforms (Duel and Merlin), while a small number of teachers use only Duel (14%), mainly in the period longer than five years (83%). According to the collected data, on the Duel platform teachers actively use the following number of courses: one course (17%), two (8%), six e-courses (8%). Number of e-courses that is actively used on Merlin varies as



well. Teachers are using mostly: one course (17%), two courses (17%) and six courses (17%), while other indicated number of courses is rarely used: three courses per semester (8%), five courses (8%) and eight courses (8%).

According to the answers to the question regarding the used activities, teachers listed the following: homework (27%), vocabulary (24%), lesson (22%) and forum (13%), while the use of other e-tools such as test, dialogue and wiki is insignificant. The most frequently used activities, according to most teachers are the following: tasks (22%) and lessons (22%), then forum (17%) followed by dictionary (5%). Regarding the resources in use, most teachers use files (33%) and links (30%), slightly fewer teachers use webpage (17%) and significantly less use book (7%), label (7%) and folder (3%). The most commonly used resource is file (33%), followed by links (28%). All the teachers who answered the questionnaire (92%) like e-learning. Most teachers (67%) do not consider e-learning demanding in technical and IT sense, and even more respondents (92%) recognize that e-learning facilitates their job. The majority of surveyed (92%) do not consider that students use e-learning sufficiently. There is a noticeable awareness and sincerity of the half of surveyed (50%) regarding the insufficient use of the possibilities that e-learning offers in language teaching, although it should be noted that a large number of teachers (42%) think that they use e-learning sufficiently. Most of the surveyed teachers (92%) think that the use of e-learning increases the quality of work. Half of the teachers (50%) think that there is no sufficient technical support within the institutions in designing e-courses, while 42% of respondents is satisfied with the support.

At the University of Dubrovnik 50% of teachers of foreign languages at the Centre for languages is continuously working and improving the quality of teaching by using e-learning in the hybrid teaching. Part of teachers (25%), although familiar with the work on e-learning platforms, this academic year is not using it.

All teachers who participated in the survey (75% of teachers from the Centre for languages) consider as advantages the following options offered through e-learning tools: the availability of e-course, individualization of learning, availability and transparency of teaching materials, links to useful online didactic and multimedia content, interesting e-course, the usefulness of e-course for language learning and exam preparation, and the possibility to monitor the work of students. Most of the teachers (92%) considered as an advantage the possibility to represent all four language competences (reading, writing, oral language reception and production) through e-learning tools. The same percentage of teachers (92%) perceives the possibility of e-communication with students as an advantage. Teachers are primarily polarized in relation to the development and implementation of assessment: majority (67%) denies the advantage of e-learning, while a number of teachers (33%) believe that the assessment via e-test is an advantage in teaching. Teachers are divided regarding the opinion on the issue and complexity of e-learning. Most teachers (75%) determine disadvantages of a technical nature of e-learning platform. Time needed to create an e-course most teachers (75%) consider to be a drawback. The organization of the content is not a lack for the majority of teachers (58%), although slightly smaller number of teachers (42%) confirms this deficiency. Time spent searching for useful online content more than half of respondents (58%) consider as disadvantage. Most teachers (85%) do not consider electronic communication with students unnatural. Majority of surveyed believes that students use e-courses insufficiently (92%) and do not recognize the usefulness of e-learning (75%). Passivity in carrying out the individual tasks represents a flaw according to most respondents (75%), as well as the complicated implementation of assessment (83%). The apparent discrepancy between the attitudes of students and teachers in terms of e-assessment of foreign language (language e-testing), indicate a possible mistrust of teachers for such forms of testing, while students experience e-testing as an advantage.

## Conclusion

The research sought to gain an insight into the current/actual state of using e-learning models and tools in the foreign language classes and to determine the attitudes of students and their teachers about the e-learning at the University of Dubrovnik. The answers gathered through the questionnaire for students pointed to the high level of acceptance of e-learning as a desirable additional learning model with much more advantages than disadvantages. The questionnaire for teachers showed similar results. It is interesting that most teachers consider e-learning a desirable teaching model with numerous benefits, regardless of the insufficient technical support from the part of their home institution. Most of the interviewed teachers want to use e-learning in future as an addition to the standard classes, even though the preparation of e-course requires a lot more effort. Research shows the use of a hybrid form of Moodle platforms in foreign language teaching at the University of Dubrovnik. Specific tools offered by this system of modern teaching, such as the possibility to

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communicate anytime and anywhere, to put the learning materials and assignments on line, are used much more than for example the tests that are rarely or never used.

So as to have the e-learning technology at the University of Dubrovnik systematically implemented, improved and preserved in foreign language classes as an integral part of the tertiary education at all levels, and in line with the needs of modern society, it is necessary to devise an e-learning strategy and for that purpose to establish an e-learning office which would continuously monitor and provide support for the e-learning implementation and strategy. E-learning office, which was envisioned by the Tempus project, was active up to the 2015 when it was shut down by the University administration, and since then its maintenance and development are left to an outside institution, i.e. to the Centre for e-learning at the University of Zagreb. Since the use of e-learning depends on the willingness of each teacher and it requires an additional engagement in classes, it would be useful to define the criteria for rewarding well made and managed e-courses. Most of the foreign language teachers and students at the University of Dubrovnik have shown through the questionnaire that they consider e-learning a benefit and added value to the standard teaching. Therefore, we believe that its application nowadays is an imperative for all of us who have the possibility to use it.

Generally E-learning could facilitate the communication between the academic community and the economy. For the city of Dubrovnik and its region are still in a traffic isolation, sustainable e-learning at the University could make possible the access to the University studies for those who have logistical problems, including the disabled students or those who are already employed. It could also help to organize modules for a life-long learning that could enable the revitalization of rural and insular localities of the region which register a demographic decrease. In some islands for example working force has to be imported in the high season in summer. So, models of e-learning could be useful in the program of tourism studies, foreign languages learning, communication studies, but also technical and maritime studies. All this would help in creating the image of the University of Dubrovnik as a modern and attractive university. Consequently the number of students would increase which would help assure the existence of the University of Dubrovnik in such a small community (fifty thousand inhabitants) trying to survive in the global "market" of knowledge that became accessible for everyone and everywhere thanks to the implementation of e-learning.

Today it is not desirable to organize classes without the use of computers. This means that the computer has largely affected the organizational teaching structure at two levels, i.e. in the teaching process and in the interaction with students. Both segments are very delicate and important for the future of education in Croatia. If the level of informatization of society is the metaphor for the advancement of society as a whole, then the level of informatization is the metaphor for the development of universities or faculties (Badurina, 2010, p. 7-8).

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**Tables**

Table 1: Results of the survey for students (N=138)

No.	QUESTION	YES		NO	NO RESPONSE
1.	Do you use e-courses of foreign languages?	89%		10%	1%
2.	If YES, which platform do you use?	Duel Merlin Duel & Merlin	4% 79% 9%	0%	8%
3.	How many e-courses do you use?	1 course 2 courses 3 courses other responses	39% 37% 3% 3%	0%	22%
4.	How often do you use e-courses?	occasionally rarely always	53% 23% 18%	0%	6%
5.	Which e-learning activities do you use?	lesson assignment dictionary test wiki dialogue forum other responses	28% 27% 19% 11% 5% 3% 2% 1%	0%	4%
6.	Which activities you use most?	assignments lessons dictionary wiki test other responses	21% 18% 5% 3% 2% 4%	0%	47%
7.	Do you sufficiently use e-learning possibilities?			41%	55%
8.	Do you like e-learning?			80%	15%
					4%
					5%

Table 2: Results of the survey for students: advantages according to students

No.	BENEFITS ACCORDING TO STUDENTS	YES	NO	NO RESPONSE
1.	Up-to-date work	91%	7%	2%
2.	Individualized work	85%	12%	3%
3.	Availability and clarity of teaching materials	92%	7%	1%
4.	Link to the useful on-line didactic and multimedia content	86%	11%	3%
5.	Interesting e-course	83%	16%	1%
6.	The usefulness of e-course for language learning exam preparation	88%	10%	2%
7.	Communication with teachers and having the work supervised	82%	15%	3%
8.	Preparation and delivery of assignments	89%	9%	2%
9.	On-line assessment (preliminary exams, tests, etc.)	56%	42%	2%

Table 3: Results of the survey for students: disadvantages according to students

No.	DISADVANTAGES ACCORDING TO STUDENTS	YES	NO	NO RESPONSE
1.	Level of difficulty of e-learning in IT terms	28%	66%	6%
2.	Lack of equipped classrooms	45%	50%	5%

3.	Poorly organized teaching materials	29%	66%	5%
4.	A lot of time spent on search for the useful materials	32%	62%	6%
5.	Unnatural communication with teachers	32%	63%	5%
6.	Continuous insight into the work of students and supervision of their progress	50%	45%	5%
7.	Greater demands for students	24%	71%	5%
8.	Preparation and delivery of assignments	39%	54%	7%
9.	Complicated assessments	23%	72%	5%

Table 4: Results of the survey for teachers (N=12)

No.	QUESTION	YES	NO	NO RESPONSE
1.	Do you use e-learning in the current academic year?	67%	33%	0%
2.	If NO, have you ever used it?	25%	8%	67%
	If NO, why not?		33%	
3.	Choose an answer: 1. Insufficient IT knowledge 2. preferring standard language teaching 3. lack of e-learning training for teachers 4. poor interest of students	0%	0% 8% 0% 22%	67%
4.	Do you wish to use it in future?	42%	0%	58%
5.	If you use e-learning, which platform you use?	Duel 14% Merlin 43% Duel i Merlin 36%	0%	7%
6.	How long have you been using e-learning?	Less than 5 years 9% More than 5 years 83%	0%	8%
7.	How many e-courses do you actively use on Duel?	1 course 17% 2 courses 8% 6 courses 8% other responses 17%	0%	50%
8.	How many e-courses do you actively use on Merlin?	1 courses 17% 2 courses 17% 3 courses per semester 8% 5 courses 8% 6 courses 17% 8 courses 8%	0%	25%
9.	Which activities do you use?	Assignment 27% dictionary 24% lesson 22% forum 13% test 5% dialogue 3% wiki 3%	0%	3%
10.	Which activities you use most?	Assignment 22% Lesson 22% forum 17% dictionary 5% other responses 11%	0%	22%
11.	Which resources do you use?	File 33% Link 30% Webpage 17% book 7% label 7% map 3%	0%	3%
12.	Which resources you use most?	File 33% Link 28%	0%	28%

		other responses	11%		
13.	Do you like e-learning?	92%		0%	8%
14.	Do you consider it demanding in the IT sense?	25%		67%	8%
15.	Does it facilitate you work?	92%		0%	8%
16.	Is it sufficiently used by students?	0%		92%	8%
17.	Do you use it sufficiently?	42%		50%	8%
18.	Does it improve the quality of work?	92%		0%	8%
19.	Do you have technical support in your institution in the creation of e-course?	42%		50%	8%

Table 5: Results of the survey for teachers: advantages of e-learning

No.	ADVANTAGES ACCORDING TO TEACHERS	YES	NO	NO RESPONSE
1.	E-course availability	100%	0%	0%
2.	Individualized learning	100%	0%	0%
3.	Availability and clarity of teaching materials	100%	0%	0%
4.	Link to the useful on-line didactic and multimedia content	100%	0%	0%
5.	Presence of all four language competencies	92%	8%	0%
6.	Interesting e-course	100%	0%	0%
7.	Usefulness of e-course to learn the language and prepare exams	100%	0%	0%
8.	Communication with students	92%	8%	0%
9.	Supervising students' work	100%	0%	0%
10.	Preparation and implementation of assessment	33%	67%	0%

Table 6: Results of the survey for teachers: disadvantages of e-learning

No.	DISADVANTAGES ACCORDING TO TEACHERS	YES	NO	NO RESPONSE
1.	Level of difficulty in terms of IT	50%	50%	0%
2.	Technical drawbacks of e-learning platforms	75%	8%	17%
3.	Duration of the e-course preparation	75%	25%	0%
4.	Organization of teaching materials	42%	58%	0%
5.	A lot of time spent on the search of useful on-line content	58%	42%	0%
6.	Unnatural communication with students	15%	85%	0%
7.	Insufficient use of e-courses by students	92%	8%	0%
8.	Students do not recognize the usefulness of e-learning	75%	25%	0%
9.	Passivity in the execution of individual tasks	75%	25%	0%
10.	Complicated assessment	83%	17%	0%

## Operational Risk Management and the Case of Albania

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### Abstract

Starting 1999, when operational risk was introduced for the first time as part of pillar 1 minimum regulatory capital charge, supervisors and the banking industry recognized the importance of such risk in evaluating the risk profiles of financial institutions. The increasing use of automated technology, the growth of e-commerce and the expansion of activity ect. , create increased operational risk, and expose the institution to possible losses. Such risk has been introduced in the regulatory framework of Bank of Albania in 2011 and since then, there have been positive developments in the consideration of this risk from the supervisory point of view. The regulation included qualitative criteria for the identification and monitoring of operational risk, whereas the quantitative measurement of capital charge for operational risk has been introduced through the implementation of capital adequacy ratio regulation based in Basel 2.

**Keywords:** Operational risk; banking supervision; Basel 2; capital adequacy ratio

### Operational Risk definition and principles

**Operational risk is defined as the risk of loss resulting from inadequate or failed internal processes, people and systems or from external events**". This definition includes legal risk, whereas strategic and reputational risks are excluded. Legal risk includes, but is not limited to, exposure to fines, penalties, or punitive damages resulting from supervisory actions, as well as private settlements. (Basel II, part II, the first pillar, page 144)

In the table below, it is a detailed description of each of the elements mentioned above, compounding operational risk.

People	Systems	Processes	External Events
<ul style="list-style-type: none"> <li>• Fraud, collusion and other criminal activities</li> <li>• Violation of internal or external rules</li> <li>• Management errors</li> <li>• Loss of important employees</li> <li>• Security violations</li> </ul>	<ul style="list-style-type: none"> <li>• IT problems</li> <li>• Unauthorized access</li> <li>• Unavailability of data</li> <li>• Communication failures</li> <li>• Utility outages</li> </ul>	<ul style="list-style-type: none"> <li>• Execution, registration, settlement errors (<i>transaction risk</i>)</li> <li>• Model and methodology errors (<i>model risk</i>)</li> <li>• Accounting errors</li> <li>• Compliance issues</li> </ul>	<ul style="list-style-type: none"> <li>• Criminal activities</li> <li>• Political and military events</li> <li>• Supplier failures</li> </ul>

It happens that operational risk sometimes is considered as all risks other than credit and market ones and only systems & IT related, but such approach is not correct.

Operational risk is a new and important topic for all the banks in the world. Its measurement and management techniques are under development and there is a lack of publicly available historical loss data. On the other hand, operational risk management is being required by Basel II to be considered for capital adequacy calculation purposes.

It is important for every institution to identify and measure operational risk, since failures in this regard negatively impact profitability. Therefore, banks that measure and manage operational risk can reduce earnings volatility as well as the likelihood of an operational event becoming a “capital event”. On the other hand risk modeling of an institution that underestimates (or arbitrarily sets) capital for operational risk can distort decision making and performance evaluation.

Such topic becomes more and more important considering the fact that businesses are becoming more complex, changing rapidly, operationally intensive, and technology reliant. Banks that measure and manage operational risk are likely to be less susceptible to systemic problems.

There are several advantages related with the operational risk measurements, such as it follows banks to identify sources of operational losses, allows banks to identify operational loss outcomes that they have exposure to, but have yet to experience and provides a framework for modeling extreme events through scenario analyses of low frequency, high impact events.

Operational Risk data suggest that there exist two kinds of events:

the losses of high frequency/low severity

the low frequency/high severity events that are more important.

In June 2011 the Basel Committee on Banking Supervision published its “Principles for the Sound Management of Operational Risk”, revised later in 2014. The aim was to provide guidance to banks on the management of operational risk. There are eleven principles, which incorporate the lessons from the financial crisis and the evolution of sound practice for management of operational risk. These Principles cover governance, the risk management environment and the role of disclosure, and address the three lines of defence (business line management, an independent corporate operational risk management function and an independent review).

## Operational Risk and Basel II

Several risks are included in the Basel 2 capital adequacy framework. The main one is credit risk, followed by market and operational risk. The later was not included in the calculation of capital adequacy ratio in Basel 1, therefore it is a novelty as well as an added value from the risk assessment perspective.

The table below gives a comparison between the main risk categories described in pillar 1 of Basel 2.

	Market risk	Credit risk	Operational risk
Measurability of exposure (Yes/No)	Yes	Yes	Difficult to delimit exposure
Main features of occurrence	Data richness, high frequency data	Difficulties of statistical estimations, not well-tractable distributions (skewness)	High frequency – low impact, Low frequency – high impact events dominates: difficulties in estimations
Risk factors	Interest rates, FX rates, share prices, volatility, commodity prices	- Probability of default (PD) - Loss given default (LGD) Exposure at default (EAD)	Probability of event (PE) Loss given event (LGE)
Reliability of measurement	Good	Acceptable	Low level
Risk management techniques	Limits, balance sheet matching, hedging (with derivative positions)	Limit, intake of collaterals, diversification of credit portfolio, securitization, credit derivatives	Process management, system development, insurance, application of risk transfer mechanisms

Basel II sets three measurement methodologies for calculating Operational Risk capital charge “in a continuum of increasing sophistication and risk sensitivity”.

The first one is Basic Indicator Approach (BIA), which is calculated as 15% of average gross income for whole business over three years.

The second one is the Standardized Approach (SA) which calculates the Gross Income (GI) for eight business types considered separately with capital charges ranging from 12% to 18%.

The third one is the Advanced Measurement Approach (AMA) which requires an Independent risk management function and three years historical internal loss data and modeling based on combination of inputs and external model verification.

Basel II sets three measurement methodologies for calculating Operational Risk capital charge “in a continuum of increasing sophistication and risk sensitivity”.

**Basic indicator approach (BIA):** is the most straightforward approach. It uses a revenue-based proxy for scale and therefore risk at institutional/corporate level and an industry-wide calibrated rate, alpha factor for the institution. The capital requirement (K) is a multiple (alpha = 15%) of the average (positive) annual gross income as per formula below.

$$EI = \frac{\sum_{t=1}^3 \max(Income_{t-i}, 0)}{\sum_{t=1}^3 1_{Income_{t-1} > 0}}$$

$$K_{BIA} = EI_i \times 15\%$$

**The Standardized Approach** divides bank’s activities into eight lines of business (BL), where each BL is assigned an exposure indicator which is as in the BIA and each BL assigned a single multiplier (beta) to reflect its relative riskiness. The formula of calculation is below.

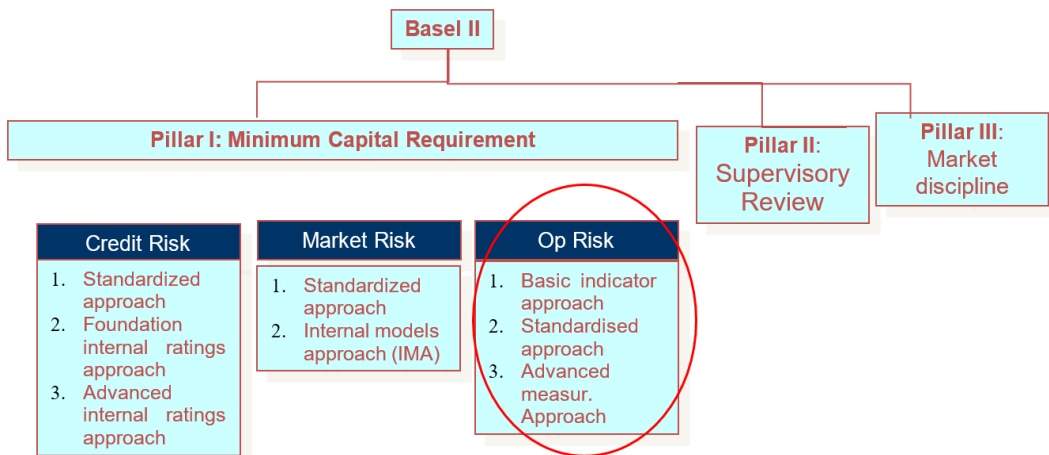
The chart below, describes in a schematic way the composition of Basel 2 capital adequacy framework.

$$EI_{j,t} = \frac{\sum_{t=1}^3 \max(Income_{j,t-i}, 0)}{3}$$

$$K_{SA} = \sum_{i=1}^8 EI_i \cdot \beta_i$$

Business lines	Beta-factor
Corporate Finance	18%
Trading & Sales	18%
Retail Banking	12%
Commercial Banking	15%
Payment & Settlement	18%
Agency Services	15%
Retail Brokerage	12%
Asset Management	12%





The adoption of Standardized Approach is subject to compliance with some specific requirements, based on Basel acceptance criteria, such as:

Board of Directors involvement

Implementation of an Operational Risk framework/system with integrity

Operational Risk resources

Bottom-up processes

Identification of "killer" risks as well as routine ones

Dynamic processes

Determination of risk appetite

Systematic tracking of losses

Both of the methods above are subject to some weaknesses, since the Income element is considered as a poor proxy for risk. On the other hand, there is no differentiation in capital for better managed institutions (lower operational risk loss profile for a given business size). There is no link at any internal Operational Risk management processes, only via the qualifying criteria to develop such processes. There are few incentives to reduce Operational Risk capital, apart from qualifying for an AMA (which includes use of the allocation mechanism and factoring in diversification benefits).

External risk transfer such as insurance coverage is not recognized and there is inconsistency with approaches for market risk and credit risk.

**Advanced Measurement Approach (AMA)** allows significant flexibility in using an internal risk measure as the basis for regulatory capital. It must be based on internal losses. Use of the AMA is subject to supervisory approval.

Therefore it is needed to perform some adjustments to the above for material changes in the measured control environment, or business mix, to the minimum gross loss threshold allowed to vary between and/or within banks (but must be broadly consistent with a bank's peers) as well as considering insurance coverage, partial use exception.

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To classify losses for regulatory purposes, Basel created 7 event types:

Internal Theft and Fraud

External Theft and Fraud

Employment Practices and Workplace Safety

Clients, Products and Business Practices

Damage to Physical Assets

Business Disruption and Systems Failures

Execution Delivery and Processes Management

Internal models are expected to deliver several benefits, such as:

Positive effects on reputation and perception by stakeholders (shareholders, clients, rating agencies, clients, etc. )

Flexibility with financial innovation

Reduce regulatory and economic capital

Reduction of compliance costs

Incentives to improve risk management processes and procedures.

#### **On site supervision of operational risk:**

The main objective of the on-site supervision process is having a wider understanding of the way banking operations (business and risk profile) are carried out as well as the assurance the regulatory framework is being implemented correctly.

Depending on the scope of inspection (full, targeted, etc. ) on-site analysis of Op Risk may involve several business areas or functions. Such as the business lines, central/local administrative departments, compliance issues and internal control system.

The on-site examiners may perform full analysis for overall examination and integration of results from focused analysis as well as Focused analysis such as cross sectorial, compliance, by business line ect. According to the scope of inspection, on-site examiners select the proper tool (for final rating refers to off-site matrix).

Qualitative analysis is the core business of inspections due to the endogenous nature of Operational Risk (dependence on firm's processes) as well as the fact that Operational risk is present in every sector.

Regarding quantitative analysis it aims to verify a proper calculation of capital requirement and the significance of calculated risk compared to business.

The operational risk is evaluated in three dimensions, its causes (what did not happened), its events (what happened) and Consequences (impacts of what happened).

It is important to evaluate as well whether the internal control has been sufficient to control causes and whether mitigating measures are adequate to minimize impacts.

## Operational risk in Albania

By decision nr 3 dt 19. 01. 2011 of the Supervisory Council of Bank of Albania approved the regulation on Operational risk management. The concept of operational risk management was introduced for the first time as a regulatory standard for the Albanian banking system, even though some of the banks had made progress with this regard, thanks to the fact that their mother banks are in the European Union countries. The approval of this regulation was a step forward toward the implementation of the EU best standards as well as Basel committee recommendations. The regulation introduced the definition of operational risk as well as qualitative requirements.

Based on article 4, point 3/a of the regulation "operational risk" is defined as *the risk of loss resulting from inadequate or failed internal processes, people and systems or from external events. This definition includes legal risk, but excludes reputational and strategic risk.*

An important topic in the regulation is the establishment of the operational risk management system, which includes:

the identification, with regard to/depending on the entity's activity size, of the operational risk at the entity;

the comprehensiveness of the expected events which may arise material operational risks to the entity (including those set forth in Annex 1 of this Regulation);

the policies to identify, assess, monitor and control or mitigate this risk, including and specifying (whenever possible) the allowed limits of the operational risk;

the more prior actions for the entity in the management process of operational risk, also including the scale and the transfer way of this risk out from the entity

Such system was not formalized until its introduction as a regulatory obligation and the Steering Committee has been defined as the responsible authority for the establishment and development of the operational risk management system of the bank. On the other hand, the Steering Council shall ensure that the system for the operational risk management goes through an effective and comprehensive internal control process by an independent, qualified and responsible staff.

Each bank should follow the necessary steps for the operational risk management, such as:

The identification and assessment of the operational risk

The monitoring and reporting of the operational risk

Control and mitigation of the operational risk

Having in place a Business Continuity Plan

From the supervisory point of view, banks are required to report periodically to Bank of Albania their risk events that may trigger significant losses. According to the regulation, there are 8 type of events:

Internal fraud

External fraud

Employment practices and workplace safety

Clients, products and business practices of the activities

Damage to physical assets

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Business disruption and system failures

Execution, delivery and processes management

On the other hand, the regulation gives a list of the business lines as well as the activities related with each of them. The business lines are the same as those mentioned above in point 2.

Regarding the risk indicators, the regulation lists 7 key ones, as follows:

Legal case

Client complaints

Authorities complaints

Circulation of employees

Failure/interruption of the bank basic program

Doubtful operations with cards

Spread in cashiers' balance sheet

All the banks and the non-banking financial institutions report periodically the abovementioned information to the Supervision Department of Bank of Albania and the later uses such information for its offsite analysis as well as on-site inspections.

Even though the regulation includes only qualitative criteria, the operational risk quantitative measurement is foreseen in the regulation "On capital adequacy ratio". This regulation, approved in July 2013 from the Supervisory Council of Bank of Albania, is compliant with Basel 2 and includes three methods for the calculation of operational risk for capital adequacy purposes, the basic indicator approach, the standardized approach and the alternative indicators for certain business lines. In this way, it is completed even the quantitative element of operational risk management process.

Bank of Albania performs on-site inspections for operational risk, including IT risk issues. According to the Supervision Annual Report for 2014, the examinations carried out that year show that operational risk management has been improving upon the completion of the units in charge of this function, and the consolidation of the processes for the collection of data and the reporting of operational events. Banks show progress with regards to the perception on the importance of the internal analysis of operational risk data, and the use of the techniques to reduce this risk.

## Conclusions

The introduction of the operational risk in the Basel 2 framework is an added value to the risk management practices in the banking system all over the world. Its quantification through three main approaches will make possible the allocation of capital charge for operational risk, by addressing in this way the concerns regarding the existence of such risks and the possible losses caused by a failure in the systems, people and internal processes. On the other hand, the principles for sound management of operational risk, will serve as a guideline for supervisors to assess the compliance of the banking system with these principles.

The situation in Albania is quite complete, first by implementing qualitative criteria as regulatory standards as well as by setting up a reporting framework of key risk indicators and losses incurred by business line. Second, the quantification of operational risk for capital adequacy ratio calculation purposes is an important step forward toward the implementation of Basel 2 and best supervisory standards.

## References

Basel Committee on Banking Supervision: Review of the Principles for the Sound Management of Operational Risk - 6 October 2014

Basel Committee on Banking Supervision - Basel 2 - Revised international capital framework

Bank of Albania - Regulation on capital adequacy ratio – 31 July 2013

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## European Economic Integration in Kosovo

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### Abstract

Topics addressed, European economic integration, as well as with important phenomenon, which is facing Kosovo in recent years, since the post-war process. The process of international economic integration is one of the most important phenomena of the contemporary world economy. The trend of international economic integration is the reconstruction of the country devastated by war, is an undeniable necessity, the only reason to catch the trend of the world's economic development. Kosovo has a very favorable position, bridging the central Balkans with the possibility of Development extraordinarily large because the Europe could have connected in short way with two continents. The main goal: increasing economic cooperation, the creation of new strategies for accelerating the process, fulfilling the standards required in the EU, the extent of market economy, regulation of relations with neighbors, etc. Topics that will discuss is European economic integration, the way how to reach to where we want is a road with many challenges and barriers, with special emphasis will be elaborated the process of stable and association, agreements signed by Kosovo, always having as target strengths and weaknesses of these agreements in the economic aspect of the country. Republic of Kosovo, respectively, institutions and people, are fully committed to the European integration process with the intent to join the EU.

**Keywords:** economic integration, strategies, barriers, strengths and weaknesses of the process, the geographical position of Kosovo, etc.

### Introduction

Almost every day we discussed Kosovo, as in electronic media and print media, politicians, analysts and publicists claiming that Kosovo's goal and dream is to become a member in the big European family. However, public opinion is very little informed about EU membership criteria to be met, deficiencies or difficulties we face, the stage we find ourselves, etc.

We, the Republic of Kosovo, are the newest country in the region and the only state that has no contractual relations with the European Union (EU). Above all, we strongly believe that the best way to build a modern state is through observance of rules and practices as defined by the EU. Therefore it is in the national interest of Kosovo to focus on rapprochement with the EU.

Currently, member states of the EU and the EU are giving clear signals that they intend to strengthen relations with Kosovo and that Kosovo is on track towards the EU. Indeed, Kosovo is preparing to enter a new stage of its relations with the European Union. Initially, Kosovo should be clear which are the three pillars of the EU that are the keystone to proceed further with the process of membership. Topiku of my topic is only about economic integration and political integration by combining legal only when it has to do in economic terms.

Kosovo needs to recognize the best history, strategies, requirements of European Union reforms.

European union flow between treaties and reform strategies.

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The Treaty on European Union (TEU) represents a new stage in European integration since it opens the way to political integration. It creates a European Union consisting of three pillars: the European Communities, Common Foreign and Security Policy (CFSP), and police and judicial cooperation in criminal matters (JHA). The Treaty introduces the concept of European citizenship, reinforces the powers of the European Parliament and launches economic and monetary union (EMU). Besides, the EEC becomes the European Community (EC).

### **Treaty of Maastricht on European Union**

The Treaty on European Union (TEU), signed in Maastricht on 7 February 1992, entered into force on 1 November 1993. This Treaty is the result of external and internal events. At external level, the collapse of communism in Eastern Europe and the outlook of German reunification led to a commitment to reinforce the Community's international position. At internal level, the Member States wished to supplement the progress achieved by the Single European Act with other reforms. This led to the convening of two Inter-Governmental Conferences, one on EMU and the other on political union.

### **Objectives**

With the Treaty of Maastricht, the Community clearly went beyond its original economic objective, i. e. creation of a common market, and its political ambitions came to the fore. In this context, the Treaty of Maastricht responds to five key goals:

Strengthen the democratic legitimacy of the institutions;

Improve the effectiveness of the institutions;

Establish economic and monetary union;

Develop the Community social dimension;

Establish a common foreign and security policy.<sup>1</sup>

### **The EU pillar**

The first pillar consists of the European Community, the European Coal and Steel Community (ECSC) and Euroatom and concerns the domains in which the Member States share their sovereignty via the Community institutions. The process known as the Community method applies in this connection, i. e. a proposal by the European Commission, its adoption by the Council and the European Parliament and the monitoring of compliance with Community law by the Court of Justice.

The second pillar establishes common foreign and security policy (CFSP), enshrined in Title V of the Treaty on European Union. This replaces the provisions of the Single European Act and allows Member States to take joint action in the field of foreign policy. This pillar involves an intergovernmental decision-making process which largely relies on unanimity. The Commission and Parliament play a modest role and the Court of Justice has no say in this area.

The third pillar concerns cooperation in the field of justice and home affairs (JHA), provided for in Title VI of the Treaty on European Union. The Union is expected to undertake joint action so as to offer European citizens a high level of protection in the area of freedom, security and justice. The decision-making process is also intergovernmental.<sup>2</sup>

### **Policies**

The Treaty establishes Community policies in six new areas:

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<sup>1</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=URISERV%3Axy0026>

<sup>2</sup> <http://aei.pitt.edu/perl/search/simple>

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Trans-European networks;

Industrial policy;

Consumer protection;

Education and vocational training;

Youth;

Culture.

### **Economic and monetary union**

The EMU puts the finishing touches to the single market. Economic policy consists of three components. The Member States must ensure coordination of their economic policies, provide for multilateral surveillance of this coordination, and are subject to financial and budgetary discipline. The objective of monetary policy is to create a single currency and to ensure this currency's stability thanks to price stability and respect for the market economy. The Treaty provides for the establishment of a single currency in three successive stages: the first stage, which liberalises the movement of capital, began on 1 January 1990; the second stage began on 1 January 1994 and provides for convergence of the Member States' economic policies; the third stage should begin by the latest on 1 January 1999 with the creation of a single currency and the establishment of a Central European Bank (CEB).

Monetary policy is based on the European System of Central Banks (ESCB), consisting of the CEB and the national central banks. These institutions are independent of the national and Community political authorities. Special rules apply to two Member States. The United Kingdom has not proceeded to the third stage. Denmark has obtained a protocol providing that a referendum shall decide on its participation in the third stage.

### **Post-maastricht**

The Maastricht Treaty represents a key stage in European construction. By establishing the European Union, by creating an economic and monetary union and by extending European integration to new areas, the Community has acquired a political dimension.

Aware of the progress of European integration, future enlargement and the need for institutional changes, the Member States inserted a revision clause in the Treaty. To this end, Article N provided for an Intergovernmental Conference to be convened in 1996.

This conference culminated in the signature of the Amsterdam Treaty in 1997. <sup>1</sup>

### **Amendments made to the treaty**

**Treaty of Amsterdam (1997)** The Treaty of Amsterdam increased the powers of the Union by creating a Community employment policy, transferring to the Communities some of the areas which were previously subject to intergovernmental cooperation in the fields of justice and home affairs, introducing measures aimed at bringing the Union closer to its citizens and enabling closer cooperation between certain Member States (enhanced cooperation). It also extended the co decision procedure and qualified majority voting and simplified and renumbered the articles of the Treaties.

**Treaty of Nice (2001)** The Treaty of Nice was essentially devoted to the "leftovers" of Amsterdam, i. e. the institutional problems linked to enlargement which were not resolved in 1997. It dealt with the make-up of the Commission, the weighting

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<sup>1</sup> [http://europa.eu/about-eu/eu-history/1945-1959/index\\_en.htm](http://europa.eu/about-eu/eu-history/1945-1959/index_en.htm)



of votes in the Council and the extension of the areas of qualified majority voting. It simplified the rules on use of the enhanced cooperation procedure and made the judicial system more effective.

**Treaty of Lisbon (2007)** The Treaty of Lisbon makes sweeping reforms. It brings an end to the European Community, abolishes the former EU architecture and makes a new allocation of competencies between the EU and the Member States. The way in which the European institutions function and the decision-making process are also subject to modifications. The aim is to improve the way in which decisions are made in an enlarged Union of 27 Member States. The Treaty of Lisbon also reforms several of the EU's internal and external policies. In particular, it enables the institutions to legislate and take measures in new policy areas

This Treaty has also been amended by the following treaties of accession:

**Treaty of Accession of Austria, Finland and Sweden (1994)**, which increased the number of Member States of the European Community to fifteen.

**Treaty of Accession of Cyprus, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, the Czech Republic, Slovakia and Slovenia (2003)** This Treaty increased the number of Member States of the European Community from 15 to 25.

**Treaty of Accession of Bulgaria and Romania (2005)**. This Treaty increased the number of Member States of the European Community from 25 to 27.<sup>1</sup>

#### References

Treaties of Accession	Date of signature	Entry into force	Official Journal
Treaty on European Union (Treaty on Maastricht)	7.2.1992	1.11.1993	OJ C 191 of 29.7.1992
Treaty of Amsterdam	2.10.1997	1.5.1999	OJ C 340 of 10.11.1997
Treaty of Nice	26.2.2001	1.2.2003	OJ C 80 of 10.3.2001
Treaty of Lisbon	13.12.2007	1.12.2009	OJ C 306 of 17.12.2007
Treaty of Accession	Date of signature	Entry into force	Official Journal
Treaty of Accession of Austria, Finland and Sweden	24.6.1994	1.1.1995	OJ C 241 of 29.8.1994
Treaty of Accession of the ten new Member States	16.4.2003	1.5.2004	OJ L 236 of 23.9.2003
Treaty of Accession of Bulgaria and Romania	25.4.2005	1.1.2007	OJ L 157 of 21.6.2005

- **Market integration**
- It is a notion of behavior that indicates that market participation activities in various regions of the member countries are elaborated to supply and demand conditions in the entire union (or other relevant area). Usually, this will also be shown through significant cross-border movement of goods, services and factors. Even potential flows can be important in limiting the price of bidders or customer behavior. In a market with homogenous products or services or a type of financial market, market integration can be measured by the price level convergence.
- **Trade agreements**
- EU trade is to regulate Competition, Consumer Protection and Health through the Autonomous Trade Measures (ATM)
- During the year 2010. Based on the study of the European Commission for Kosovo, 2009, 2010 are preparations for signing a Free Trade Agreement (FTA) with the EU. However, after the publication of the Feasibility Study, in October 2012, it was decided that these preparations are integrated within the preparations for the signing of the Stabilization and Association Agreement (MTA)

<sup>1</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=URISERV%3Axy0026>

- Develop trade with neighboring countries based on the support of rules and provisions stipulated in the agreement CEFTA
- SPP Kosovo has signed with the US and Norway, and Japan. Currently FTA was signed with Turkey.
- While the year 2015 is now signed eshe SAA agreement as a result of MTA and CEFTA. etc. <sup>1</sup>

### The effects of integration

**Effects of sustainable** economic integration improve the efficiency of allocation of resources and the impact on production and consumption.

**Dynamic effects** have internal and external character. because they increase the efficiency of the market size growth. Integration turnaround in trading caused when the supply of moving products from countries that are not members of the economic pact in those countries which are. Regional integration is easier than global integration, because it is easy to promote the smaller regional cooperation. The benefits of free trade and economic integration achieved only if countries are ready to release something from independence and their autonomy.

Among the direct effects of integration, some authors list:

The effects on diversification of trade, ie changing the direction of foreign trade from a partner country in terms of another country;

The effects on the balance of payments;

The effect on government revenues;

The effects on consumer welfare, etc.

Naturally, the directions of these effects are varied, complex and proving increasing interdependence of the economy against the markets of European countries, particularly in cases where the country is a net importer, and with a weak economy and anemic in view of competition.

### Indirect effects

Worth distinguished sectoral effects ie the impact on production, employment, trade, etc. Such are the effects on resource allocation and redistribution of income; effects on trade links; effects on improving the country's competitive position in the international arena; reducing the cost of commerce, etc. Meanwhile, global experience and our experience prove that European integration creates opportunities for increased domestic production, a wide breath business with private and foreign investment because European integration reduces the political risk of the country. Even this process also affects the ranking of the country by the specialized agencies, which in its turn equally serves as additional security for investors and international financial institutions, which plan to expand their activity in the Albanian economy.

### Levels of economic integration

Zone Trade Preferences

Free Trade Zone

Union or Customs Union

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<sup>1</sup> /www.president-ksgov.net

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Common Market; Economic and Monetary Union; Full economic integration<sup>1</sup>

### **Why do we need economic integration ?**

The benefits of integration in the form of lowering costs of trading between member countries. Barriers required with other countries are common. Effects on prices, import competition and increase productivity. The benefit of regionalization versus nationalization.

### **The benefits of European integration**

Various studies and the experience of countries that are already members of the EU or near it in comparison with Kosovo show that the main benefit to be expected of this process is the access or participation of Albanian exports in foreign markets, promotion of competitive structure and efficiency improvements related to that taken together in the long run will lead to the strengthening of the economy. While the estimated costs of this process mainly related to the change that brings the change from an "economy protected" in an open economy and competitive, which in its turn can not but lead to loss of income, and it also means job. In summary it can be said that in Albania, the prospect of being one day a member of the EU that has served and serves as an incentive to undertake economic reforms, social, political and legal rights in the years that have passed since the beginning of this process. Meanwhile, in the preparatory process and in direct function of the European integration of Kosovo in recent years it has moved forward in the process of regional economic cooperation. Indeed, following the trajectory of the positions of the bureaucracy that the EU, against the Balkan countries the impression that despite the speed of the various process of European integration of countries of particular fixed in agreements of each country to the EU, sometimes regional cooperation dominates their cooperation with the Union individually. The least that can be said is that these two processes must go hand in hand and that regional economic cooperation remains a strong test for each country on the path of identification and security benefits of competitive and comparative advantages of their own. Unfortunately, the data on our economy, particularly on exports and their structure, show that the economy is still very weak, generally unable to compete with a number of countries in the region, while its products are, to a low quality.

### **Conclusions**

Kosovo and the European Union have a strange relationship in which everyone wants and distrust other, at the same time. It's a new relationship, yet "without papers", which carries the potential to develop into a friendship that would result in the Kosovo part of the family of the EU; but also the potential to degenerate into a bitter feud that will continue long. The main problem between Kosovo and the EU is the conviction of each party that it is doing enough to approach the other party, while the other party is not interested what to look beyond its own yard. In Brussels, most of the officials dealing with Kosovo and the Balkans appear convinced that the EU is doing everything it can to bring Kosovo. Lack of progress for the visa liberalization issue, or negative perceptions in Kosovo for dialogue not seen in a negative context in Brussels. In fact, these are seen as part of a process totally free of politics, in which the EU is continually, rewarded Kosovo. EU officials in Brussels often ask almost angrily why Kosovo see so much of the United States, although the answer is equally simple - Kosovars watch more of those who believe they see and care for Kosovo more. Brussels does not want to accept that Kosovo is no competition. For now are the United States, but in the minds of many Kosovars EU competition other countries such as Turkey or Saudi Arabia. If the EU is sincere in the desire expressed to have Kosovo within its ranks, it is necessary to change the approach to Kosovo, at least to improve relations with the public, and explain better its position and its commitment in Kosovo. So far, the message that Kosovars receive from Brussels that the EU does not want Kosovo and Kosovars. For the citizens of Kosovo signs the last for this are isolation of Kosovo, not to liberalize the visa regime, as other countries of the Western Balkans, as well as the dialogue between Kosovo and Serbia, which seems to have been made only to reward Serbia but not Kosovo.

It is essential for the EU to speak more with the citizens of Kosovo and to show its commitment. Support for the EU in the minds and hearts of the citizens of Kosovo should be the most important for the EU. Until now, the EU is losing its battle with competitors to win the hearts and minds of Kosovars.

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<sup>1</sup> <http://www.slideshare.net/mrcoder/101-ka-sht-integrimi-ekonomik>

To distrust the European Union, Kosovo is even more responsible political class. Membership in the European Union really promoted as the main target of Kosovo politics. However, commitment and work that makes politics in Kosovo say the opposite. Politicians in Kosovo, but not only they, are convinced that the decisions in Brussels are purely political and is not really important how the standards achieved. While this is somewhat true in the case of the first waves of enlargement towards Eastern Europe, EU officials in Brussels make very clear that I will not make such mistakes. In the case of Croatia, the EU has not made any concessions and real state should satisfy conditions have paved Brussels. The same, the EU undertakes to do with all Western Balkan countries. These countries also are small and almost completely irrelevant to the EU. The only concern inflicted by immigrants from these countries, although this number has been reduced, due to the stringent measures that Member States have taken.

It is in the interest of Kosovo to develop new ways to communicate with these countries, new routes which will be preceded by the following recognitions. Best relations with these countries Kosovo would strengthen its prospects for EU membership, and would raise its voice in the international arena. The ways in which Kosovo can establish relationships with countries that have not recognized yet are different. Given the improvement of its image in the eyes of the public in these countries, taking into account the misconceptions they might have about Kosovo in general, we can do by using the famous personalities from different fields. Communication must also take place through representatives of society in common regional groups. Develop programs for the promotion of cultural or sports exchange. Seeing that these countries are important for Kosovo's relations with Serbia, it should have worked in this direction, showing a new spirit of cooperation with the citizens there. The opinion of the ICJ on the legality of Kosovo's statehood should be used as an additional argument for the recognition of these states. And to end what these countries need to keep a clear is that the recognition of Kosovo's statehood will not bring harm to any party, but in fact would contribute to creating a better cooperation between European countries.

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## From Culturazing Nature to Naturalizing Culture: The Differing Function of Animal Imagery in Defining Bodies from Homer's *Odysseus* to Margaret Atwood's *The Penelopiad*

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### Abstract

Feminist authors have long been trying to alter the patriarchal structure of the Western society through different aspects. One of these aspects, if not the strongest, is the struggle to overcome centuries long dominance of male authors who have created a masculine history, culture and literature. As recent works of women authors reveal, the strongest possibility of actually achieving an equalitarian society lies beneath the chance of rewriting the history of Western literature. Since the history of Western literature relies on dichotomies that are reminiscences of modernity, the solution to overcome the inequality between the two sexes seems to be to rewrite the primary sources that have influenced the cultural heritage of literature itself. The most dominant dichotomies that shape this literary heritage are represented through the bonds between the concepts of women/man and nature/culture. As one of the most influential epics that depict these dichotomies, Homer's *Odysseus* reveals how poetry strengthens the authority of the male voice. In order to define the ideal "man", Homer uses a wide scope of animal imagery while forming the identities of male characters. Margaret Atwood, on the other hand, is not contented with Homer's poem in that it never narrates the story from the side of women. As a revisionist mythmaker, Atwood takes the famous story of Odysseus, yet this time presents it from the perspective of Penelope, simultaneously playing on the animal imagery. Within this frame, I intend to explore in this paper how the animal imagery in Homer's most renowned *Odysseus* functions as a reinforcing tool in the creation of masculine identities and how Margaret Atwood's *The Penelopiad* defies this formation of identities with the aim of narrating the story from the unheard side, that of the women who are eminently present yet never heard.

**Keywords:** Body Politics, Feminism, Culture, Nature, Animal Imagery

*"In the beginning there was nature"*

Camille Paglia

Women's facts today are bound to the fiction of the past. Since the beginning of the twentieth century, women authors have been trying to change fiction in the very ancient times in order to free women from their handcuffs and give them back their voices, which were silenced for so long. In their celebrated work *No Man's Land* Sandra M. Gilbert and Susan Gubar trace the place of women authors in the twentieth century and from the very beginning they detect that women, even though implicitly or explicitly oppressed, have the power to fight back this "destiny" that has been set upon them. "The plot of sexual battle is of course as old as literature itself" (Gilbert and Gubar, 1988, p. 55) they write to reveal their perspective of the long-accepted version of human history. Their history, unlike the Christian Western Patriarchal ideology, begins with "legendary Lilith, who resists Adam's (and God's wish) to control both her body and her language" (Gilbert and Gubar, 1988, p. 5); giving the high role to Lilith as the first woman ever to resist the oppression against the male authority over her. In a quite interesting article entitled "Feminist Ecocriticism: A Posthumanist Direction in Ecocritical Trajectory", Serpil Opperman (2013) further explains the illusionary binary oppositions of body and mind, matter and discourse, anthropocentric-phallogocentric and gynocentric world views created by the patriarchy of the Western world and further discusses how feminist struggles could be linked to ecological struggles since both counter all social systems of domination (p. 32-3). Nevertheless, the image of women never really changed since Lilith, with all the wide variation of examples from myths, fairy tales to epics which have inspired a male dominated world to carry on with the similar points used in poems,

plays and novels which aided the forces who needed the women to be kept under control, without the ability to talk back, resist or runaway to their own quests in their lives. Literature is the perfect device for women to find the power they need, by using "narrative as a discourse of authority and legitimation" (Brewer, 1984, p. 1145) women may establish their own place in the society, finally being able to have "a room of one's own" as Woolf had so insisted upon.

As one of the prime epics of the Western culture, Homer's *Odysseus* not only represents the defining myths of the Western patriarchy, but also reinforces the social order that attains the story-teller as the main male author(ity) who holds the power to construct the reality surrounding him. Providing solely the voice of Odysseus, a manner not surprising considering the patriarchal Greek society who only cherishes the male nobility, Odysseus leaves the story of a major character, Penelope, untold. As Robinson Crusoe, another Western "Cultural Hero" who also mentions the existence of a wife but never tells her story, Odysseus, too, only refers to Penelope when it suits his patriarchal desire of establishing an image that portrays a faithful wife, strictly respecting his authority and protecting his household even during his absence. As Toril Moi (1985) suggests with her underlying argument based upon Helene Cixous, "patriarchal binary thought" that creates a polar opposition between such concepts as "activity/passivity", "culture/nature", "father/mother" and "logos/pathos", "each opposition can be analyzed as a hierarchy where the feminine side is always seen as the negative, powerless instance" (p. 104). Within this frame, fused by the enlightening perspective provided by a postmodernist outlook, Margaret Atwood's *The Penelopiad* narrates the story of Penelope from her side, deconstructing the male authority over language and storytelling while giving insight to Odysseus' story from the female perspective. What is further interesting in both tales is the use of animal imagery while defining female and male bodies. The continuous matching of the male body with metaphors and images as connotations of nature –specifically predators– in both works suggest an interesting fact that reveals Atwood's revisionist narrative technique not only reconstructs the epic of Odysseus but also leads readers to become aware on the issue of how the perception of the female and male bodies have changed by shifting these definitions from *Odysseus* to *The Penelopiad*. Notwithstanding, "[t]he identification of woman with nature is the most troubled and troubling term in this historical argument" writes Paglia (1991) and asks, "[w]as it ever true?" (p. 9). The changing outlook on nature, once upon a time demonized for the sake of humanism as it was cherished during the age of enlightenment that led to the "modernity project" in the west, yet purified through ecocritical approaches to culture and literature also has an effect on the perception of the female bodies which can be seen within *The Penelopiad*. Therefore, I intend to explore in this paper how this perception of the female and male bodies change from the narrative echole in *Odysseus* to Atwood's *The Penelopiad* by analyzing the animal imagery used in order to define male and female bodies within both works.

The ideology of the modernity project, accelerated by the thoughts that were revived with renaissance and later on had gained extreme importance with the age of enlightenment, took humanism at its core and argued that the humans were the centre of the universe. Susan Bassnett (1993), in her *Comparative Literature: A Critical Introduction* writes "[t]he notion of cultural history as the story of progress towards modernity derives in part from a belief in superiority of the present. From that position, critics have looked back and constructed a canon of great works what stand like beacons along the road to enlightenment" (p. 137). Even though it was labelled "humanism" the term itself merely suggested white western males, never giving place to any other group at the centre. This marginalization of the others was not only reserved for class or race, but more interestingly gender. Any member of the society outside the core remained underneath the social hierarchical level. Holding this patriarchal gaze at the centre, this anthropocentric ideology was bound to push binary oppositions to its extreme. Not only did it deepen the gap between the female and male bodies but also reinforced gender roles between women and men. Assigning the role of perfecting human nature to men, this perspective held culture, the road to perfect civilization above nature, the wilderness that had to be controlled and dominated. Forgetting the mother Gaia, the myths were reinterpreted to give power to the "father" Zeus. As Paglia states (1991), "[t]he evolution from earth-cult to sky-cult shifts woman into the nether realm. Her mysterious procreative powers and the resemblance of her rounded breasts, belly and hips to earth's contours put her at the centre of early symbolism. She was the model for the Great Mother figures" (p. 8). Nevertheless, since Greek culture was held as the core of civilization, the myths and epics that influenced the society to such advanced philosophy were inescapably effective upon the founding of the anthropocentric view of humanism. Within this frame, *Odysseus* is remarkably significant in explaining and reflecting the Greek culture that was thought as the model for cultural development for the Western civilization. Since it reinforces the cultural myths of a culture that led to present western civilization and state of mind, one can assert in a much structuralist manner that *Odysseus* captures the spirit of a society which holds male as the authority that can construct reality through his own language. While using images such as "stallion", and "lion" to define "heroic" Odysseus, one finds that Penelope is rather described through words that have submissive connotations such as "chaste" and "discrete" which cuts a role for her nothing but the "wife" in a hero's story. In

his definition translated by William Cowper (1791), one reads only the definition and matching of Odysseus with nature, never giving place or importance towards Penelope herself. Indeed, Odysseus is defined as;

[ . . . ] divine Ulysses from beneath

His thicket crept, and from the leafy wood

A spreading branch pluck'd forcibly, design'd

A decent skreen effectual, held before.

So forth he went, as goes the lion forth,

The mountain-lion, conscious of his strength,

Whom winds have vex'd and rains; fire fills his eyes,

He find, he rends them, and, adust for blood,

Abstains not even from the guarded fold [ . . . ] (VI. 154-162)

As can be seen, Odysseus is decribed as the "king" of predators and nature itself which only suits a male hero. He has the power to control and "devour" any other living creature since he stands as the centre of power while other female characters in the epic are left undescribed in terms of imagery, usually depicted with abstract words that signal their chastity, purity, seductive or cunning qualities with an exception of certain female characters defined with plants that also reveals how the male perception of the female body expresses the need to "cultivate" women.

Indeed, when scrutinized Homer's narrative reveals how he uses nature's hunters such as the "lion" to depict the male hero while attaining plant names such as "Sage Euryclea" to give insight to the female "nurse". This depiction, however, drastically changes from Homer's narrative to Atwood's. The more the gap between humans and nature deepened, the more the definitions of the bodies changed. Defining female bodies with animal imagery may once be considered as inferiorating since the male body was the core of everything beautiful and noble; Nevertheless, in the present century as some ecocritical feminists as Serpil Opperman argue, nature itself should not be underestimated, yet be respected. What Margaret Atwood does in *The Penelopiad* is again using animalistic adjectives to shift the power of the hero to the heroine. Penelope and other women are now at the core of the story, therefore their story is to be told through the close relationship with nature. Interestingly, while the male bodies in *Odysseus* are defined by the hunters and wild animals that try to control others to be the "king" of nature, female bodies in *The Penelopiad* seem to be in perfect harmony with nature.

This hunter/prey dichotomy is also reflected in Atwood's narrative with the lines that depict a nightmare of Penelope's which "concerned [her] flock of lovely white geese, geese of which [she] was very fond [ . . . ] pecking around the yard when a huge eagle with a crooked beak swooped down and killed them all, whereupon [she] wept and wept" (Atwood, 2006, p. 139). Furthermore, Atwood mocks the patriarchal power of the father by revealing the strength of the matriarchy by stating how politically and economically Penelope is the source of power. "[I]f I stayed in Ithaca" utters Penelope, "and married one of the noble puppies, that puppy would become the king, and his stepfather, and would have authority over him" (Atwood, 2006, p. 110), underlying her own power while taking away the "natural" power given to men to rule. Notwithstandingly, Atwood cherishes this bond with nature changing the connotations of these metaphors and, further, deconstructs the hierarchies and illusionary detachments that declare humans and nature as two distinct beings. One reads in Atwood at the very beginning of the story how Penelope "know[s] everything" once she is "dead" (p. 1) and when she screams she "sound[s] like an owl" (p. 2) and at the very end how "[t]he maids sprout feathers, and fly away as owls" (p. 196). The maids are at this point crucial in understanding Atwood's perspective of the story: "Though the comic (and satiric) chorus immediately recalls those in Aristophanes, through their debunking, light-hearted burlesque Atwood makes a more serious point; the maids function as a tragic chorus, commenting on the actions of the hero, Odysseus (and in a later chorus, Penelope)" (Suzuki, 2007, p. 272). Thus, the "owl" as an animal with connotations of wisdom, and mourning, suggests that



usually too much wisdom brings suffering, as Cassandra who can foresee the future but neither can alter nor persuade anyone to believe herself. “[t]oo wit too woo” cry the maidens in *The Penelopiad*, who have “no voice”, “no name”, “no choice” but “one face” (Atwood, 2006, p. 195), offering a pun that “too” much “wit”, or in other words awareness and wisdom, is only to “woe”. They see and perceive everything around them while serving the noble men, yet no one actually pays attention to their knowledge. As the owls of the society, they stand aloof, symbolizing wisdom and sadness simultaneously. It can be inferred in parallel with Hilda Staels’ (2009) argument that by placing the maids as the chorus, “[t]he threshold with the real, contemporary world of the biographical author is even transgressed, when Atwood makes explicit in the paratextual ‘Introduction’ that she has ‘always been haunted by the hanged maids’ (XV) like Odysseus and Penelope in the main text” (p. 106).

In *Writing Beyond the Ending*, Rachel Blau Duplessis (1985) writes that “[w]hen a women writer chooses myth as her subject she is faced with material that is indifferent or, more often actively hostile to historical considerations of gender, claiming as it does universal, humanistic, natural or even archetypal status” (p. 106). Therefore, one can claim that Atwood’s attempt to give Penelope’s perspective of the story aims to demolish the fixed archetypes in the Western patriarchal society that cannot be shaken unless canonical works, such as *Odysseus*, are rewritten, as she does in *The Penelopiad*. In “Is Female to Male as Nature Is to Culture?” Sherry B. Ortner (1982) suggests that “universality of female subordination, the fact that it exists within every type of social and economic arrangement” is “something very profound, very stubborn” (p. 67). This profound, “stubborn” subordination of women has been established since the very ancient times ever since culture was held above nature. Since the female body was regarded as being closer to nature, it was also regarded as being more vulnerable to oppression and needed to be controlled and manipulated. According to Camille Paglia (1991) feminism “has exceeded its proper mission of seeking political equality for women and has ended by rejecting contingency, that is, human limitation by nature or fate” and we are but “hierarchical animals” at core (p. 3). In *Odysseus*, one indeed has very little information towards female bodies, yet there are many references that empower the male body as the more “beautiful” and “strong” one when compared to the female body. The case of Calypso is here of importance since even though she is defined as a “divine nymph”, she seems like a *femme fatale* with her mesmerizing effect upon Odysseus. Furthermore, “The awful Circe, Goddess amber-hair’d” whom Odysseus depicts as a bewitching character that forces him to stay on the island is also defined through a plant which can be raised and controlled (X, p. 166). In *The Penelopiad*, however, the relationship between Odysseus and Circe is juxtaposed by revealing the female side of the story in which Odysseus and his men forcefully disturb the peaceful island of Circe and use both her and her maids for the service of his crew. Atwood (2006) illustrates this scene by writing “[o]n the island of Circe we were turned into swine, /The he ate up her cakes and he drank up her wine, /For a year he became her blithe lodger!” (p. 95).

Even though Atwood does not give detailed reference to Circe in *The Penelopiad*, she creates a mud woman in her *Circe/Mud Poems*. It can be stated that “Bakhtin’s formulation of the dialogic quest does not see: how to liberate oneself from the dominant languages that have silenced the female” (Larson, 1989, p. 30-31); Nevertheless, Atwood seems to find a way to break through the formulations. By rewriting the story of Circe in the *Circe/Mud Poems*, only this time from the notorious goddess Circe’s perspective, Atwood gives the misunderstood, or rather the misjudged goddess her long silenced voice back; she gives her the chance to address Odysseus directly as “you”. Circe’s tongue may not have been cut out in a brutal manner, but her voice was taken away by other means, by cutting her side of the story off the pages of the history of literature. There are twenty-four poems in *Circe/Mud Poems* with occasional paragraphs written in prose as if defying the twenty-four chapters of Homer’s *Odysseus*. With Circe’s resisting, even mocking language of Odysseus, Atwood sets her stance against the traditional male dominated perspective in literature. Furthermore, the mud woman becomes a symbol for women, gathering all the features of subjugation carried out by men in just one body. Atwood (1976) writes:

When he was young he and another boy constructed a woman out of mud. She began at the neck and ended at the knees and elbows: they stuck to the essentials. Every sunny day they would row across the island where she lived, in the afternoon when the sun had warmed her, and make love to her, sinking with ecstasy into her soft moist belly, her brown wormy flesh where small weeds had already rooted. They would take turns, they were not jealous, she preferred them both. Afterwards they would repair her, making her hips more spacious, enlarging her breasts with their shining stone nipples. (p. 214)

The boys prefer to “stick to the essentials” for the woman does not need a head, hands or legs, for the head would mean her own thoughts, and a tongue to express them, hands would mean resistance to push back and the legs would allow her to run away to whenever she wanted. If she was complete, she would be free in her own decisions, not paralyzed and

confined to the earth. The society has been tying the women to the nature since the ancient times as Sherry B. Ortner (1982) argues in her essay *"Is Female to Male as Nature is to Culture?"*. Therefore, according to the ones who "shape" her, the only function of the mud woman is to lie there on the ground, vulnerable to any kind of abuse by men, and without any breath to inhale freedom. Similarly, in *The Penelopiad*, one reads that Penelope is only free when she is set free from her physical body: "Since being dead – since achieving this state of bonelessness, liplessness, breastlessness – I've learned some things I would rather not know, as one does when listening at windows or opening other people's letters" (Atwood, 2006, p. 1).

When one searches the roots to the differing representations of female and male bodies while analyzing two works that have been written in a length of time that widens through ages, one finds that the reason to this state could be found within the phallogocentric state of mind of the West that protects the patriarchal society through binary oppositions that cherishes the male mind and body. What is further worth mentioning is that this protection is not only provided by the males but also by the females, too, who find the only option of escape in trusting the masculine state of power. Euryclea, for instance, is the invisible matriarchal force behind Odysseus, ever hiding her importance yet always fierce in revealing her support and "fandom" of Odysseus himself. In *The Penelopiad*, this shift of Euryclea's character is quite interesting with her positioning as the "mother-in-law" against Penelope herself which suggests the modern day stereotype of the mother embracing her son against the daughter-in-law trying to control her husband. What Atwood tries to deconstruct in *The Penelopiad* is these stereotypical relationships and representations of women while offering a gynocentric perception towards art and literature, as Elaine Showalter would also argue in terms of gynocriticism. "The program of gynocritics" states Showalter (1986), "is to construct a female framework for the analysis of women's literature, to develop new models based on the study of female experience, rather than to adapt male models and theories" (p. 131). She further explains the importance of such a deconstructive approach to a phallogocentric world view by stating that "Gynocritics begins at the point when we free ourselves from the linear absolutes of male literary history, stop trying to fit women between the lines of male tradition, and focus instead on the new visible world of female culture" (p. 131).

In alliance with Showalter, in order to deconstruct and reinvent the cultural myths, Atwood initially changes the linear epic form into that of a circular form of a novella with its many chapters, assigning a procreant function to the genre of novel itself. According to Hilde Staels (2009),

*The Penelopiad* both spatially and temporally sets contemporary against ancient times, which is a common feature of the menippea. The idealization of the distant past is destroyed when the contemporary female narrators discursively cross the threshold between the present 'here' in the Greek Underworld and 'there,' the readers' contemporary world, [. . .] The boundary between the time of the ancient epic and that of the contemporary novel is also crossed when the maids summon twelve angry Furies to take revenge on Odysseus during the twenty-first-century trial. (p. 106)

Moreover, while Homer's *Odysseus* is quite linear, one finds that *The Penelopiad* is quite cyclical, a perspective quite close to what Paglia (1991) states in her *Sexual Personae* by writing that "[n]ature's cycles are woman's cycles" (p. 9). The novel indeed starts with the "death" of Penelope with a time perception that transgresses all borders that provides the reader with multiple aspects, even that of the maids' who play an important yet usually overlooked role in the story of Odysseus. While Eurycleia describes these maids as "[t]he impertinent ones. The ones who'd been rude. [. . .] They were notorious whores" (Atwood, 2006, p. 159-60), Penelope redefines this sentences by saying "[t]he ones who'd been raped", "[t]he youngest. The most beautiful. [. . .] My helpers during the long nights of the shroud. My snow white geese. My thrushes, my doves" (p. 160). The interpretation of Penelope's dream by Odysseus in disguise suggest that the maids have been slain as a sacrifice to Odysseus and Penelope. In Homer's version, it is written that, "[t]he slaughter'd geese/Denote thy suitors. / I who have appear'd/An eagle in thy sight, am yet indeed/Thy husband, who have now, at last, return'd, /Death, horrid death designing for them all" (XIX. p. 161-6). Hence, it can be concluded that,

Atwood thereby revises the Odyssey where Odysseus's men constituted 'the many' in contrast to Odysseus as 'the one' so that in *The Penelopiad* it is the maids who constitute 'the many' of Greek epic and tragedy. But Atwood endows the maids, though outsiders, with a privileged perspective and voice as satirists who eloquently critique the ideology of the dominant order that normalized their slaughter by condemning them as unchaste and disloyal. They debunk the gender privilege that Odysseus holds over them, complaining about the sexual double standard that condones his adultery while finding their liaisons deserving of deadly punishment, and his possession of 'the spear' (Suzuki, 2007, p. 272)

Atwood uses such a technique to further display the fragmented representations of the female body. Dragged between either being a virgin, a mother or an evil seductress, the female body depicted in *Odysseus* reveals the perception of patriarchal societies of the West that try to subordinate women, whereas in the female bodies in *The Penelopiad*, brings together all distinct representations as a patchwork, attempting to reunite all fragments of the female body and its connotations together to form a depiction that strengthens the hand of women trying to gain equality in the present century.

Having considered the change between the two works, it can be inferred that the Western civilization formed upon epics such as *Odysseus* reveals the major premises upon which female bodies have been subordinated and silenced. With *The Penelopiad*, on the other hand, Margaret Atwood, as a successful revisionist mythmaker, shakes these "stable" grounds that patriarchy relies on by deconstructing a whole tale narrated by the "father tongue" and instead constructs "mother tongue(s)" to provide a more objective and equal picture of women and their role in the society which can never be limited to being a daughter, a wife and a mother but in every case a maid.

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## The Achievements in the Education System in Albania

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### Abstract

It is widely accepted that education plays a fundamental role for the social and cultural development of a democratic and emancipated society. Education is essential to the younger generations so that they can lead the progress of transformation of a society into an educated and open society. Education systems are a mirror of a society's own culture, reflecting the issues and evolution process of said society. The education systems in Albania have a long standing tradition, intertwined with the national history and the goal of preserving the authenticity. This study analyses the changes and the achievements of the primary and secondary education system in Albania during the post-communist transition period up to now. The importance of this study rests in the analysis of the process of qualitative and quantitative changes in the Albanian education system, its development efforts based on the experience of developed countries and the difficulties encountered in adapting such experience to the Albanian social, economic and cultural context, focusing on issues and encumbrances of the process. Considering the aspiration of Albania to be an EU member state, the education system needs to achieve higher standards, as a necessity, to educate and shape generations able to successfully compete in the EU labor market.

**Keywords:** *Education systems, education policies, official curricula, alternative text, teacher's role.*

### 1. Introduction

The development of the education system is an important indicator of the level of advancement of a society and a guarantee for the preservation of values and social cohesion. Such development serves as a strong basis to allow the thriving of each individual's full potential and to provide each individual with equal opportunities for advancement in real life. The purpose of education is to help in the formation of free and responsible individuals whose values can adequately benefit them and the community in which they live. Education is a key factor in promoting economic growth and reduction of poverty, as adequate education provides citizens with abilities and competencies to compete in a global and competitive labor market. A quality education creates opportunities for each individual to develop his potential, in the face of major technological changes. Facing the challenges brought on by globalization of the economy, trade, education and culture, requires a high level of openness and practical knowledge that can only be gained through qualitative education. Education systems have the mission to provide all individuals with an education that conveys the knowledge and competencies necessary for the full development of personal skills. Although the process of learning nowadays can be achieved using various means and sources, schools remain the most important institutions. Schools are the knowledge and information institutions par excellence, having as the only objective the academic development of students, the enhancement of their intellectual and

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professional skills. Education provided in schools is targeted at developing the personality of students, by working on several aspects: intellectual, physical, social, moral and emotional.

## **2. Some achievements of the education system during the democratic transition in Albania**

After the advent of democracy, in the 1990s, Albania began efforts to transform education in structure, content and methodologies. What Albania inherited from the former communist system was an obstacle to achieving an education by a European approach. Everything was rebuilt from scratch, the sound basis of a new philosophy. Albania welcomed democratic changes after 45 years of dictatorship, trying to pick the best models of European democracy. Various issues have caused the country to stand in a long political, economic, social and cultural transition. The Albanian education system continues today with the efforts to adapt to global developments in education. As known, educational systems consist of important links such as legal frameworks and national policies on education, which should create the necessary space to develop a formal curriculum and textbooks (and their applications) appropriate for the students. In 1995, the Law "On Pre-University Education" was adopted, which was revised in 1998, while the law "On Higher Education" was adopted in 1994 and subsequently amended in 1999 and 2003. Both laws increased the degree of autonomy of universities. Textbooks were depoliticized, as were the curricula and school activities. New curricula and textbooks were drafted and used, and teachers were widely trained in new teaching methods. During the 1996-1997 period, school activities were entirely regulated by "normative provisions for public schools", as an important part of the legislative framework for education, which supported education on legal grounds (Lulja, 2009: 29). In 2000, many qualitative changes in the sciences curricula were implemented including on subjects like language, mathematics, physics, biology etc. Adaptation of vocational education processes with the requirements of the market economy, led to the change of structure of vocational education into 5-year programs (3 + 2), following the model of the European vocational education institutions. The "National Education Strategy" was approved by the Council of Ministers in 2004. The Strategy revised the levels and years of education needed in various education institutions. Some important changes included: the extension of compulsory education to nine years, reduction of secondary education by one year (3 years for general secondary education, 4 years (2 + 2 or 2 + 1 + 1) for vocational education), according to the model developed by the countries of Eastern Europe and the member countries of the OECD (CDE, 2006: 12). Changing the structure of university education required curriculum revision, curriculum and teacher training programs and new textbooks.

## **3. Issues and challenges in education during the 2000-2015 period. Data analysis. Findings.**

Despite efforts over the years, the achievements in education and scores of Albanian students remain at low levels, especially in comparison with other regional countries. Insufficient public spending on education, led to lower quality of education. About 30% of Albanians were estimated to be living in poverty, especially in rural and suburban areas. This resulted in massive population migrations within and outside the country, as well as its settling in the outskirts of major cities such as Tirana, Durrës etc. Schools in these areas became overcrowded. In rural areas the educational system performed poorly due to lack of infrastructure and teachers. About 25% of the population migrated abroad. Unemployment, poverty and economic regress were factors that promoted child trafficking and abuse. All these factors increased the school dropout ratio, at all levels of education, increasing illiteracy across Albania. A decline in the propensity to obtain education and poor school attendance were observed. The following charts provide data on the number of students attending compulsory education in Albania during the 2004-2013 period.

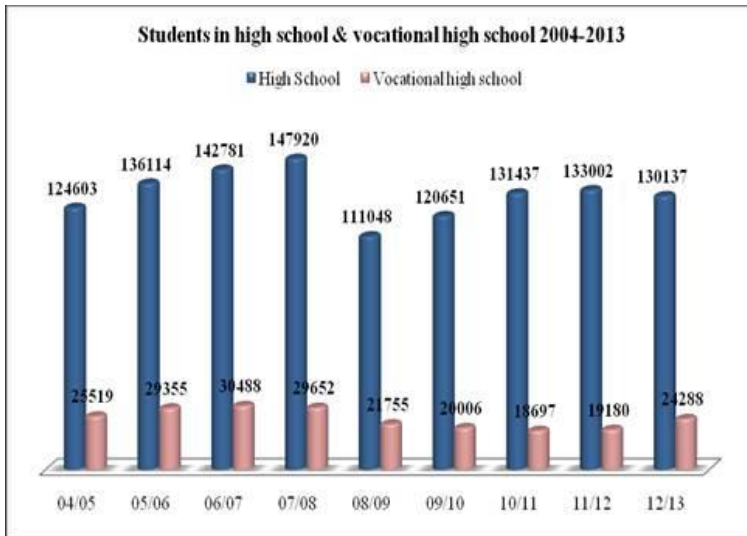


Figure 1. Students attending compulsory education in Albania, 2004-2013

As shown in the chart, the number of students who attended compulsory education has been decreasing steadily during the 2004-2013 period (MAS, 2014c). The decline in births has also contributed to the decrease in students' attendance, on top of other factors mentioned above.

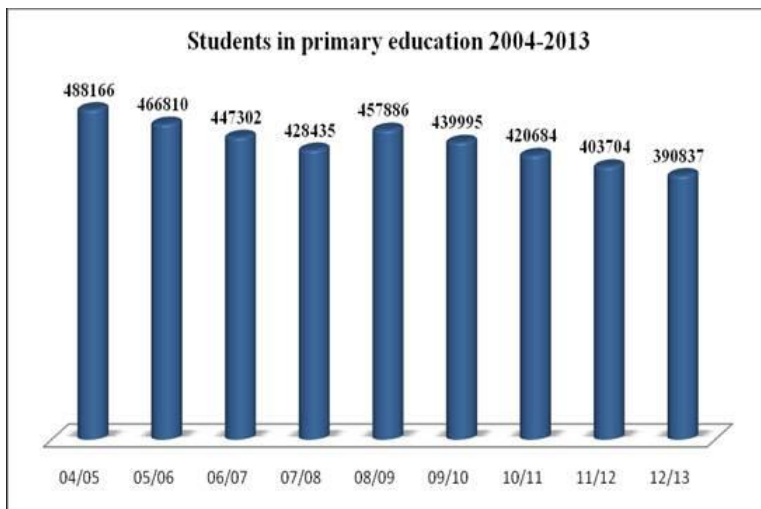


Figure 2: Number of students in secondary education

As evident from the chart above, secondary education, as opposed to basic education, has experienced a growing number of students over the years. This is the result of many factors such as: policies and government reforms in education, increasing student interest and parental education beyond basic education, improvement of school infrastructure, improvement of curricula and textbooks and increased the teaching staff qualifications (INSTAT, 2015: 42-43). During the 2008-2009 period, the decline in the number of students in secondary education, came as a result of the change in the

basic education duration from 8 years to 9 years. General education students are predominant in the population of total secondary education students, compared to vocational education students. 18% of those enrolled in the 2013-2014 period in secondary education chose professional education, marking the highest enrollment in the past five years (MAS, 2014a: 16-18). Vocational education enrollment has shown a trend of continuous increase, indicating increased awareness amongst the population on the importance of vocational education.

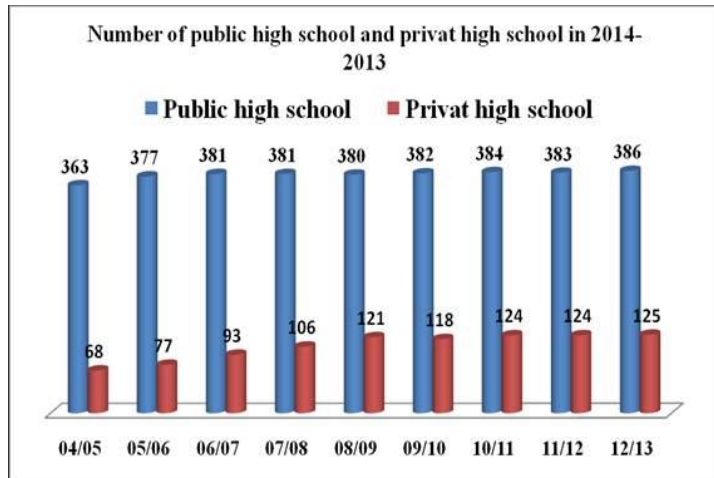


Figure 3: Share of public and private schools during the 2004-2013 period

Information on the number of public and private secondary schools in Albania during the 2004-2013 period is reflected in the above chart. As depicted in the chart, enrollment in private education shows an increasing trend. This trend conveys a greater reliance of students and their parents to private schools. Some of the factors that have contributed to this trend are: better infrastructure in private schools as compared with public schools, small classes with lower student to teacher ratio in private schools as compared to public schools, as well as increased demand for student assessment (MASH, 2009). To address decreasing public school enrollment, the National Education Strategy for 2004-2015, outlines a reform that includes all the main areas of education, defining objectives for each of them. Some of these objectives relate to financing of graduate education, capacity building and human resources development, and improving the quality of teaching and learning processes. Despite several achievements, different issues and problems still persist, mainly in the quality of student achievements and scores, and in ensuring fairness and objective grading. The revision of curricula and educational programs in accordance with European models, but also tailored to the specific features of Albanian education, was extremely important and helpful. Some of the issues encountered in achieving the objectives set in the National Strategy for the Development of Pre-Graduate Education were:

- Problems with textbooks
- Crowded classes – high student-to-teacher ratio
- Lack of continuous training of teachers
- The need for the revision of curricula and programs/syllabuses
- Adoption of programs based on advanced European experiences.

Textbooks are widely accepted as the most important tool in transmitting knowledge and values, especially so in social studies. Social studies have as a main objective to develop knowledge, skills, attitudes and expectations necessary for a

democratic society (Gerard & Rogiers, 2002: 124-125). Social sciences can help students build knowledge and attitudes that will help them structure different perceptions and perspectives on reality (MAS, 2015: 16-18). As such, textbooks used in social sciences should be void of any prejudice and be able to convey moral values of a modern society that are appropriate to students' age and background (Lulja, 2009: 45). One other key factor to ensure achievements in education is the development of a modern curriculum, which has a fundamental role in the development of the intellectual, social and emotional aspects of students' personality. The curriculum defines the skills and competencies that students should acquire during years of education, but it also defines the social values that should be cultivated to nurture global citizens. As such, the curriculum is the foundation on which the process of education becomes responsive to social and economic changes in the country (MAS, 2015: 22-23). Therefore the curriculum should be a continuous process of reform and progress, responding to changes or transformations occurring in society, nationally and internationally. The need to continuously develop and reform the curriculum requires revisions aimed at improving all the constituent elements of a curriculum: the goals, objectives, areas of inter-subject integration, how it caters to the interests of students, learning load, trainings of teachers, assessments etc. (MAS, 2013). The new package of APU's curriculums, according to MAS, determines the knowledge and competencies that will be provided to students for a comprehensive and practical training, in accordance with the requirements of modern times. On the other hand, the teacher needs to convey textbook values to students and therefore teachers need to be qualified and trained, and not only the relevant qualifications and knowledge of their subject matters, but also use a methodology adapted to their students (Zhupa, 2015).

#### **4. DISCUSSION: Challenges in education after the 2015 period**

The new strategy for the development of education in Albania for the 2015-2020 period, developed by MAS, has defined the key objective-based learning competencies, to provide adequate education for a competitive labor market. Key competencies are competencies needed by each student to achieve personal development, active citizenship, social inclusion and employment. This curriculum, which shifts the focus of learning to student-centric methods, should enable students to not only gain theoretical knowledge, but also focus on gaining and developing practical skills, social skills and civic values, that meet the students' and society requirements (MAS 2014b: 7). The process of education should enable every student to attain mastery of key competencies necessary for life and professional advancement. Key competencies are associated with the development of abilities to learn, to think critically and creatively, to communicate effectively, to build confidence and trust in others, to actively participate in society, as well as build a civic competence to be responsible citizens of a global and diverse society (ibid., 8). As a result of the development of these key competencies, students value diversity, respect others and are prepared to overcome prejudices and reach compromises (MAS 2014d: 78). It is well known that no matter how well drafted a curriculum is, it can not achieve the desired success if the teacher is not an integral part of the process. The teacher is a key factor in a curricular reform (Hamza, 2011: 14). Competency-based teaching requires teachers to select strategies, methods, techniques and work methods in cooperation with students and to organize learning experiences that integrate relevant knowledge with the skills, values and attitudes of the students. Teachers are now required that by using the curriculum guidelines as supporting materials and by continuous training with curriculum specialists, teachers should be well acquainted with new requirements with respect to perceiving the subject matter and teaching methods. The new strategy for the development of education emphasizes the continuous and systematic training of teachers and their licensing. Continuous teacher training is necessary due to changes in quality of curricula and textbooks and due to increased demands of new generations for a different model of teaching / learning. According to this Strategy, starting from 2015, new textbooks will be developed at all levels of education, in accordance with the new curriculum and contemporary textbook market. Textbook preparation should start by designing and publishing new qualitative textbooks, based on prestigious foreign publications, especially relevant in the fields of mathematics and other natural sciences. Natural sciences, by nature, do not have national boundaries and their textbooks should be always updated based on most advanced global textbooks. A major task in implementing this strategy will be to increase investment in education and obtaining the appropriate funding to consistently improve the infrastructure and equip schools with the appropriate materials and teaching tools to improve the education process (MAS, 2014d: 79).

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## Professional Ethics and Disciplinary System in the KCA

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### Abstract

The term "ethics" comes from the Greek word '**ethos/ethikos**', which means 'tradition, custom or habit'. On the other hand, the science that addresses the requirements/duty to act ethically is called Deontology. In exercising the legal profession, Deontology is found as a discipline incorporating a set of principles and rules which must be acknowledged and adhered to by an exercising lawyer in his/her profession. The conduct of lawyers must be exemplary both in exercising profession and outside, in accordance with the dignity inherent to the profession. In recognizing principles and rules of the Code of Professional Conduct and deontology, lawyers must also adhere in their own professional conduct. In exercising their functions, all lawyers are under oath and must live to the commitment of strict adherence and full willingness to an Ethical Code of the profession. The Code of ethics determines the rules of behaviour, which must be adhered to by all lawyers in exercising their profession and rendering their services, to maintain and uphold the dignity and reputation of the Bar Profession. Failure to know the code of ethics does not justify any breach that a lawyer may commit. The idea of addressing this topic stems from the fact that often, lawyers as legal professionals come to confront with their Code of Professional Ethics. Therefore, considering the role and relevance of ethics in the bar profession, in this paper, I have elaborated on the legal grounds of KCA foundation, the regional coverage of the KCA, with a special emphasis on the professional legal ethics and the disciplinary system established by the Chamber of Advocates of Kosovo, a constitutionally established institution, disciplinary proceedings and measures imposed on the lawyers in case of breaches of their own Professional Ethics, concluding with basic principles of conduct and service provision by lawyers.

**Keywords:** Ethics, Lawyers, Disciplinary System, Chamber of Advocates

### Introduction

It shall never suffice talking about ethics. Ethical rules must be embedded into the conviction and awareness of each of us, and even more in the legal professionals, such as the lawyers.

The Constitution of the Republic of Kosovo, in its seventh chapter, provides on the Bar Profession as a constitutional Category. Article 111 of the Constitution explicitly provides that "*Advocacy in an independent profession*"<sup>1</sup>, a trade in providing legal counselling to natural and legal persons in defence of their rights, freedoms and interests, in compliance with the legal order.

The Kosovo Chamber of Advocates is an independent organization of a public nature, and builds upon the three basic principles; Self-organization, Self-Funding and Self-Regulation.

The KCA is also the sole authority in the Republic of Kosovo mandated to license lawyers.

The Kosovo Chamber of Advocates was established as an independent organization with the adoption of the Law on the Bar and Legal aid by the Kosovo Assembly on 19 December 1973, effective on 10 June 1974.

### **Organization and operations of the Kosovo Chamber of Advocates as a constitutional institution**

The institution of the Kosovo Chamber of Advocates incorporates the following bodies: **General Conference** – held once a year to address matters of interest for the Bar. The General Conference is comprised of all active lawyers of the KCA;

**The KCA Assembly** – shall have the following powers: Election of the President and his deputy; Election of Disciplinary Committees; Election of the Audit Committee; Adoption of the Code of Professional Ethics, the Bar association Statute, Lawyer's remuneration Fee; disciplinary Regulation; Regulation for the work of Assembly and the Regulation on Mandatory Continued Legal Education of lawyers; Adoption of the budget of the Chamber; Adoption of the annual report; Decisions on other issues, envisaged by the Statute of the Bar association; Review of all matters related to the performance of activities of advocacy and advocacy position; Review of the report of the supervisory body; Debate and issuance of positions and decisions regarding the progress of the work of KBA.

**KCA President** – shall have the following powers: chairs and manages the KBA; represents the KBA; chairs the solemn oath procedure; allows payments from the KBA cashbox up to the limit set by the Board and decides on their expenditure; oversees the work of the Executive Director; performs other tasks in accordance with the Law on the Bar, this Statute and other normative acts, coordinates the daily activities of KBA as stipulated by law.

**KCA Board** - composed of the KBA President, the previous President of KBA, Vice President, 7 (seven) members - Chairmen of Regional Branches and 1 (one) member outside KBA. Powers of the Board include: proposes the normative acts for adoption by the Assembly; sets the registration fee, the membership fee and the fee for other obligations of lawyers, practitioners and volunteer members; makes the proposal for the budget, account and balance of KBA and submits it to the Assembly for approval; requests the initiation of disciplinary proceedings, if this procedure is not initiated by authorized parties.

**Supervisory Council** - consists of five members elected by the Assembly. Powers of the Supervisory Council include:

Examine financial business of the KCA and compile a report on such examination, and submit the report to the KCA Assembly for approval.

**Disciplinary bodies** based on the Chamber Statute are: Office of the Disciplinary Counsel, Disciplinary Committee, Complaints Committee.

**The Office of the Disciplinary Counsel** initiates, receives and reviews any reports against the lawyers and law practitioners.

**Disciplinary Committee** – consists of five members, who are elected by the Assembly of the KCA.

**Complaints Committee**, a second instance body ruling on complaints filed against decisions of the Board, and disciplinary complaints.

### **The grounds for the establishment and operations of the KCA are:**

Constitution of the Republic of Kosovo, Article 111

Law on the Bar

Statute of the Chamber of Advocates of Kosovo

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Code of Professional Ethics of the KCA

Regulation on Regional Branches

Regulation on Disciplinary Proceedings

Regulation on Compulsory Continued Legal Education for Advocates

Regulation on Spatial and Technical Conditions of Law Firms

Regulation on Financial Management

Regulation on KCA Staff

### **Professional ethics of lawyers**

When talking about the role of lawyers in society, we need to take into consideration the fact that the profession was already established in ancient Athens and later in Ancient Rome. In Athens, lawyers were the orators, who could provide legal advice to friends, without being entitled to demand, prior or after service, any monetary remuneration, as it is done today in the free profession of lawyers.

The bar profession is an important pillar for the development of the justice system in any country, and definitely a key supporter in justice administration, both in criminal and civil law. The bar profession is not only related to the professional qualifications in the fields of law where such a lawyer exercises his/her profession, in criminal, civil, commercial and family law, but above all, the bar profession must be grounded upon moral and ethical principles, embedded in the Code of Ethics.

### **Obligations of a lawyer, pursuant to the Code of Professional Ethics, are:**

To render services and act in a professional, conscious, dignified manner in compliance with the Law on the Bar, Statute and other acts of the KCA. The basic principles of the Code of Ethics for Advocates, principles and rules of conduct are stipulated to preserve honour, dignity and reputation of the bar profession. Such fundamental principles are incorporated in the Solemn Oath taken by lawyers in Kosovo in their licensing. Specifically, they must focus on observing and completing Compulsory Continued Legal Education, the stance of lawyers towards their parties, other lawyers, courts, etc., diligence in their public appearances and private lives; protection of interests of their clients only by remedies and actions in compliance with the law and dignity of the bar profession; preservation of independence and observation of professional ethics.

A lawyer is bound to preserve professional confidentiality, in compliance with the Statute and Code, thereby strengthening the trust of clients, judicial authorities and other authorities he/she appears before. A lawyer shall not favour any political positions or membership in exercising profession; A lawyer should not accept duties that are not in compliance with legal practice and that would damage his/her independence, reputation and prestige. It is contradictory to the honour and reputation of the bar profession to solicit clients, provision of blank authorizations, promise provisions, cooperation with lay men and invoking close social ties.

In an established society of respect for rule of law, lawyers have a special role. A lawyer must serve interests of justice and rights and freedoms entrusted and demanded for protection, and they shall be bound to defend not only the matter of the client, but also advise them.

### **KCA Disciplinary System and Proceedings**

Before the disciplinary bodies of the KCA, lawyers appear for minor and severe violations of profession and reputation of bar profession. A severe breach is damage of bar profession reputation, and any breach of official duty and the Code of Ethics, which is severe due to the relevance of good endangered, nature of official duty in breach, severity of material

damage, or other consequences, while a light violation is breach of official duty, reputation and Code of Ethics at lower degree.

Disciplinary bodies of the KCA are:

1. Office of the Disciplinary Counsel;
2. Disciplinary Committee;
3. Appeals Committee.

Another sphere of activity in the exercise of profession is the narrow professional sphere. In exercising his profession, a lawyer must demonstrate professionalism and ensure that his professional actions are in compliance with the procedural law, material law and case law, in order to maintain quality of defence and avoid breach of principles of a regular legal process. In such circumstances, disciplinary breaches would be the actions taken repeatedly by a lawyer in violation of the rules of civil proceedings, actions that would result into unwanted results for the client, such as e. g. missing on a timeline of appeal, for several times, would make cause for disciplinary proceeding. Since a poor quality defence or representation by a lawyer would make grounds for such exercise of profession to be considered violation of a due process, which is in turn protected by criteria set forth by the European Convention and the Constitution of the Republic of Albania.

Any person may demand initiation of disciplinary investigation against a lawyer. Such demand may be made by filing a disciplinary claim report, which is made only in written, in any of the KCA Regional Offices, or directly with the Office of the Disciplinary Counsel at the KCA Headquarters. Such report shall contain: name, address and phone number of the person demanding investigation; name, address and phone number of the lawyer to be reviewed; a description of conduct demanded for review and other supporting documents. Such a claim report is submitted to the Office of the Disciplinary Counsel, who in turn reports to the Disciplinary Committee, consisting of five advocates elected by the KCA Assembly. The Disciplinary Committee appoints a disciplinary panel of three members, which in turn holds a hearing to determine whether such violation was committed. The session shall hear the responding lawyer, the evidence filed and statements of witnesses and experts. Should the panel decide such violations were committed a disciplinary measure shall be imposed. The Appeals Commission is the second tier body for disciplinary complaints.

### **What are the disciplinary measures that may be imposed by the KCA to a lawyer?**

**Disciplinary measures that may be imposed on lawyers are: warning; fine (of up to 5000 Euros);** losing the right to practice bar from six (6) months to five (5) years; losing the right to practice bar from five (5) to ten (10) years, permanent loosing of right to practice bar.

For minor violations of bar duties and reputation, warning or fine may be imposed to the lawyer.

For gross violations of duty and reputation of the Bar, all measures above may impose.

All disciplinary proceedings taken against a lawyer are geared towards shedding light on the relations of the lawyer in his exercise of profession, and the position of disciplinary bodies of the Kosovo Chamber of Advocates, which determine the existence of unprofessional conduct of such a lawyer, conduct which may include action in violation of provisions of law, statute and Code of Ethics, and failure to render services at the level required, which are apparently under the expected performance of a lawyer.

### **Case of the Disciplinary Office of the Kosovo Chamber of Advocates**

Pursuant to the Report no. 80-4/2014, of 30 September 2014, the Office of the Disciplinary Counsel of the KCA, the claimant has requested from the KCA to initiate disciplinary proceedings against a lawyer member of the KCA based on a Report (registered with the KCA as no. 80/2014 of 07/08/14), thereby claiming that the lawyer reported has committed a violation of legal provisions of the KCA Statute, and the Code of Professional Ethics, thereby requesting that disciplinary sanctions

are imposed against such lawyer. Upon forwarding such report to the lawyer for his reply to the claim report, and had received his reply stating to not have committed any disciplinary breach of the Code of Professional Ethics, the Office of the Disciplinary Counsel issued a Decision initiating investigation against the lawyer, because due an omission, the lawyer had missed the timeline for using an extraordinary remedy, thereby failing to use such remedy.

The Disciplinary Counsel reviewed the claim report no. 80/2014 of 07/08/14, to initiate disciplinary proceedings, and pursuant to Article 12 of the Law on the Bar no. 04/L-193, OG-no: 20/31 May 2013, in conjunction with Articles 106. 3 and 13 of the KCA Statute, of date 16/11/2013, pursuant to Articles 22 and 84 of the Bar Association Code of Professional Ethics, and Article 19 of the Regulation on Disciplinary Proceedings of the KCA of date 16/11/2013, to initiate disciplinary proceedings and to be forwarded to the KCA Disciplinary Committee, upon administration of all evidence submitted.

From an analysis of case files, the Office of the Disciplinary Counsel found that the lawyer under review had committed a disciplinary breach, due to the fact that the respondent had acted in contradiction to ethical provisions, and as such, in contradiction to a lawyer's ethics.

From the case files, it was found that the respondent had been authorized by the claimant, and had represented the claimant in judicial proceedings. From a ruling of the Court of Appeals in Prishtina, it was evidenced that the respondent had been authorized to represent the claimant.

The Office of the Disciplinary Counsel requested from the Basic Court in Prishtina to corroborate the claim of the claimant in relation to failure of the lawyer to inform the party on the reception of a ruling of the Court of Appeals. As per request of the Office of the Disciplinary Counsel, the Basic Court in Prishtina, on 22. 08. 2014, provided a reply, thereby attaching a personal delivery slip, from which it was determined that the respondent had received the ruling of the Court of Appeals on 12. 07. 2013, simultaneously being the date from which the timeline started counting for the use of an extraordinary legal remedy. Failure to use the timeline of three months that might have been used to file Revision was considered by the ODC to be a continued breach, which also affected the extension of the statutory limitation, all pursuant to the KCA Statute, Article 106 para3 and Article 13, in conjunction with the Code of Professional Ethics of Lawyers, Articles 22 and 84.

Based on all the above, it was found that the proceedings shall be initiated before the KCA Disciplinary Committee, and consequently summon: the Disciplinary Counsel, the claimant filing the report, and the responding Lawyer, because elements of a breach of Code of Ethics have been found.

Upon review hearing held, the Disciplinary Committee confirmed the report of the Disciplinary Counsel, and imposed the lawyer a disciplinary measure of a fine of 800 Euros. Upon filing complaint to the second instance, the Complaint Committee, the second instance Committee had lowered the fine to 600 Euros.

## Conclusion

Amongst other matters to be taken into account in resolving disputes related to Ethics, one must obey moral and ethical standards and principles embedded into the lawyers' professional and an aspiration for the advocates. Indeed, these standards are relevant for the Bar profession, as an important segment of the justice system in the Republic of Kosovo.

Such principles are numerous, and are related to morals and qualities of character: honesty, integrity, impartiality, moderation, intellectual punctuality, legal accuracy and knowledge, and preparedness and reliability.

The lawyers' performance requirements are built upon principles and ethical conduct, thereby identifying each important ethical consideration in specific situations, and actions taken in compliance with professional ethical standards, and also avoiding any possible conflict of interest, and demonstrating professional conduct in all relations with others, and acknowledging the importance of *pro bono* contribution to the legal practice and in exercising the profession.

Ethics is paid special attention in the 21<sup>st</sup> century, and this is best proven by the fact that in most of Law School curricula, ethics is already a specific course, thereby preparing the young generations for such standards in entering the legal profession.

The Chamber of Advocates of Kosovo has for long established Compulsory Continued Legal Education for Advocates, and in this regard, lawyers in Kosovo are bound to attend a mandatory number of hours in CCLE, and that includes courses on professional ethics and disciplinary system at the KCA, with 25 % of hours (credit points) of CCLE in this area.

The Chamber of Advocates' Disciplinary Counsel is the sole authority with the mandate and full jurisdiction to sanction the advocates, with a purpose of increasing efficiency and effectiveness, thereby contributing into the regulation, the operations of services rendered and counselling offered by Lawyers, thereby aiming for a clear definition of duties, rights and responsibilities of lawyers, in relation to the Chamber, clients, other institutions and their own peers (mutual relations).

By observing the Code of Professional Ethics and proper enforcement of disciplinary procedures, we aim to ensure better access for all professional lawyers in providing legal advice, and for those to be used by the citizens of the Republic of Kosovo, and the justice system generally.

Disciplinary proceedings initiated by claimants are for the lawyers amongst the most important and most sensitive matters in the organization and operations of disciplinary authorities in the KCA, but also the professional activities of the lawyers themselves in exercising their profession. KCA and disciplinary authorities are mandated to prosecute disciplinary breaches, and depending on cases, impose measures of punishment/sanctioning of the lawyers breaching the Code of Professional Ethics, and influence the functioning of their activities according to the Law on the Bar, Statute and other normative acts. In another view, imposing a disciplinary measure against a lawyer exercising his profession may cause undesired consequences not only for the lawyer, but also for the clients represented by such lawyer.

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Statute of the Kosovo Chamber of Advocates, adopted on 16 November 2013, entering into force on 01 January 2014.

The Council of Bars and Law Societies of Europe (CCBE) CCBE Code of Conduct, Article 1. 1.

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## The Prostate Gland and PSA (Prostate Specific Antigen)

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### Abstract

The PSA test is used primarily to screen for prostate cancer. A PSA test measures the amount of prostate-specific antigen (PSA) in your blood. PSA is a protein produced in the prostate, a small gland that sits below a man's bladder. PSA is mostly found in semen, which also is produced in the prostate. Small amounts of PSA ordinarily circulate in the blood. The PSA test can detect high levels of PSA that may indicate the presence of prostate cancer. However, many other conditions, such as an enlarged or inflamed prostate, can also increase PSA levels. We use ImmunoAssay for Quantitative Measurement of PSA in Human Blood / Serum / Plasma with i-CHROMA™ Reader System with high sensitivity and specificity. We have analysed 120 patients and only 2 of them had very high value of PSA so we can determine for a prostate cancer. Additional factors increase the accuracy of PSA testing and it is not sufficient only the PSA to determine a prostate cancer so we need a rectal examination and transrectal ultrasound.

**Keywords:** PSA, prostate, prostate cancer, immunoassay

All men are at some risk for developing prostate cancer, yet there are many men who do not possess correct knowledge about the location and function of this organ that contributes significantly to male development, health, sexual function, and general quality of life<sup>1</sup>. The prostate gland is a secondary sex, exocrine organ that is an integral part of the human male reproductive system<sup>2</sup>. Prostate development begins before birth but rapid growth occurs during puberty in preparation for the production of semen.

The prostate gland secretes a low alkaline fluid that forms approximately 70% of the volume of the seminal fluid that nourishes and protects sperm during ejaculation<sup>3</sup>. Within the lobes of the prostate there are four zones, the peripheral, transitional, central zones, and anterior fibromuscular stroma<sup>3</sup>. The peripheral zone, which is the largest area, contains about 75% of the glands in the prostate. The peripheral zone is in the outer most part of the prostate, and the lower peripheral zone is fairly close to the rectal wall. The majority of prostate adenocarcinomas originate in this area accounting for 70%-80% of all prostate cancers<sup>3</sup>. The transition zone surrounds the urethra and is anterior 2/3 to the central zone. It is mostly made up of smooth muscle and occupies about one third of the prostate. Approximately 15% of prostate cancers originate in this region. The central zone is in the center of the prostate and holds most of the remaining glands and surrounds the ejaculatory ducts. Infrequently cancer would originate in this central zone. However, some research has shown that carcinomas originating in this zone tend to be more aggressive and have poor prognoses<sup>4</sup>. The anterior

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<sup>1</sup> Winterich, J. A., Grzywacz, J. G., Quandt, S. A., Clark, P. E., Miller, D. P., Acuña, J., & ...Arcury, T. A. (2009). Men's knowledge and beliefs about prostate cancer: Education, race, and screening status. *Ethnicity & Disease, 19*(2), 199-203

<sup>2</sup> Lang, S., Frame, F., & Collins, A. (2009). Prostate cancer stem cells. *Journal of Pathology, 217*, 299–306. doi:10.1002/path.2478

<sup>3</sup> Zelefsky, M. J., Eastham, J. A., & Sartor, A. O. (2011). Cancer of the prostate. In DeVita,

Hellman, and Rosenberg's *Cancer: principles & practice of oncology*, 9th ed. Philadelphia, PA. Lippincott, Williams & Wilkins.

<sup>4</sup> Cohen, R. J., Shannon, B. A., Phillips, M., Moorin, R. E., Wheeler, T. M., & Garrett, K. L. (2008). Central zone carcinoma of the prostate gland: A distinct tumor type with poor prognostic features. *The Journal of Urology, 179*(5), 1762-1767.



fibromuscular zone is nonglandular and consists of a band of smooth muscle fibers and connective tissue that adjoins the smooth muscle of the bladder and the external sphincter and that prevents the back flow of semen into the bladder<sup>3</sup>.

### Pathology of the Prostate

The prostate remains functional and at adult size as long as androgens are present. As men age they have an increasing chance of developing diseases of the prostate. There are three main diseases of the prostate: prostatitis, benign prostatic hyperplasia, and prostate cancer.

Prostatitis is inflammation of the prostate gland caused by infection and is most often characterized by swelling, various urinary problems such as hesitancy, discomfort when passing urine (dysuria), and increased frequency at night (nocturia). Other symptoms include pain in the groin, pelvic, or genital area and painful ejaculation, and may sometimes be accompanied by fever. The peripheral zone of the prostate is the most common site for chronic prostatitis<sup>3</sup>.

Benign prostatic hyperplasia (BPH) is a common occurrence in older men and mainly occurs in the transition zone of the prostate gland. BPH is a nonmalignant enlargement of the prostate gland. Sometimes the inner section of the prostate that is located around the urethra continues to grow and can lead to this common condition that is serious prostate problem, but it is not cancer. When the prostate gland becomes enlarged, it can easily restrict the flow of urine due to compression of the urethra leading to some of the same symptoms described above (dysuria, nocturia, hesitancy, incomplete emptying of the bladder). BPH is a common problem that affects the quality of life in approximately one third of men older than 50 years and is histologically noticeable in approximately 90% of all men 80 years and older. As many as 14 million men in the United States have symptoms of BPH<sup>1</sup>. These two prostate conditions are important to note because often these are problems that get men to the doctor for prostate examinations and prostate cancer screening because some of the symptoms of these nonmalignant conditions are similar to those of prostate cancer<sup>2</sup>.

### Prostate Cancer Development and Symptoms

Prostate cancer develops as a result of uncontrolled tumor growth in the prostate gland.

Most prostate cancers occur within the peripheral zone of the prostate gland as noted previously, and it is from this area that most needle biopsies are taken. Prostate cancer develops after an initial transformation event, followed by mutations of various genes, including the genes for tumor protein p53 that can lead to tumor progression and metastasis. The enzyme 5-alpha reductase has been implicated in the development of prostate cancer<sup>3</sup>.). Approximately 95% all prostate cancers develop from the gland cells and are therefore termed prostate adenocarcinomas (the term for cancer that develops in glandular cells). The other 5% of prostate cancers are typically rare and may include transitional cell carcinomas, small cell carcinomas, and squamous cell sarcomas<sup>4</sup>.

### Grading and Staging of Prostate Cancer

The Gleason grading system was developed by Donald Gleason as a method for categorizing prostate cancer based on the microscopic appearance of cancer cells<sup>5</sup>.

<sup>1</sup> Cunningham, G. R., & Kadmon, D. (2013) Epidemiology and pathogenesis of benign prostatic hyperplasia. *UpToDate*. Retrieved from <http://www.uptodate.com/contents/epidemiologyand-pathogenesis-of-benign-prostatic-hyperplasia>

<sup>2</sup> Hale, S., Grogan, S., & Willott, S. (2007). Patterns of self-referral in men with symptoms of prostate disease. *British Journal of Health Psychology*, 12(Pt 3), 403-419.

<sup>3</sup> Hamilton, R. J., & Freedland, S. J. (2011). 5- $\alpha$  reductase inhibitors and prostate cancer prevention: Where do we turn now? *BMC Medicine*, 9(105). doi:10.1186/1741-7015-9-105

<sup>4</sup> National Cancer Institute (2013a). *Health Information National Trends Survey 4 (HINTS 4) Cycle 2 Analytic Recommendations 2013*. Retrieved from [http://hints.cancer.gov/docs/HINTS\\_IDA\\_Report.pdf](http://hints.cancer.gov/docs/HINTS_IDA_Report.pdf)

<sup>5</sup> Gleason, D. F., & Mellinger, G. T. (1974). Prediction of prognosis for prostatic adenocarcinomas

Higher Gleason scores are associated with increased levels of PSA in the blood serum and several studies have confirmed that PSA levels were directly proportional to clinically advancing prostate cancer and cancer volume<sup>1</sup>.

### Relationship between PSA Levels and Prostate Cancer Progression

Both normal healthy and neoplastic prostate cells secrete PSA<sup>2</sup> and an increase in the PSA level can at times be attributed to other benign conditions such as acute prostatitis, benign prostatic hyperplasia, and other conditions. Even though the level of PSA expressed on a per cell basis varies, there is no debate on the fact that PSA is consistently expressed in nearly all prostate carcinomas<sup>11</sup>. The absolute value of serum PSA is useful for determining the extent of prostate cancer and assessing the response to prostate cancer treatment; its use as a screening method to detect prostate cancer is common but controversial. In normal healthy males PSA is secreted into prostatic alveoli. It is then pumped into the prostatic urethra during ejaculation by means of fibromuscular tissue contractions of the prostate and expelled into seminal fluid. Because PSA is primarily released in prostatic secretions, only very small amounts of PSA are expected to be found circulating in the blood serum of a healthy individual. However, in the presence of prostate cancer, the concentration of PSA in the blood increases significantly<sup>3</sup>.

PSA blood serum levels are generally measured in nanograms per milliliter (ng/mL). The American Cancer Society reports that the risk of prostate cancer increases as the PSA level increases, from about 8% with a PSA level of 1 ng/mL to about 25% with a PSA level of 4-10 ng/mL<sup>4</sup>. PSA levels that are greater than 10 ng/mL suggest a more than 67% increased risk of the presence of disease<sup>5</sup>. As indicated in Figure 4, increase in clinical stage leads to an increase in blood PSA levels. Typically healthy men with no pathological prostate problems display blood serum PSA levels in the range 0. 5-2 ng/ml.

These minimal levels of PSA enter the circulation by the process of diffusion through a number of anatomic barriers. In early development of prostate cancer these PSA levels may increase to 4-10 ng/ml as a result of destruction of the prostatic tissue. As prostate cancer advances and becomes invasive, significant amounts of PSA escape into the bloodstream. With advanced staged cancer these PSA levels may range from 10 ng/ml to 1, 000 ng/ml<sup>13</sup>

### The Prostate Specific Antigen (PSA) Test

The PSA test is used primarily to screen for prostate cancer. A PSA test measures the amount of prostate-specific antigen (PSA) in your blood. PSA is a protein produced in the prostate. PSA is mostly found in semen, which also is produced in the prostate. Small amounts of PSA ordinarily circulate in the blood.

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by combined histological grading and clinical staging. *Journal of Urology*, 111(1), 58-64.

<sup>1</sup> Stamey, T. A., & Kabalin, J. N. (1989). Prostate specific antigen in the diagnosis and treatment of adenocarcinoma of the prostate. I. Untreated patients. *Journal of Urology*, 141(5), 1070-1083

<sup>2</sup> Vickers, A. J., Ulmert, D., Serio, A. M., Björk, T., Scardino, P. T., Eastham, J. A., ... Lilja, H. (2007). The predictive value of prostate cancer biomarkers depends on age and time to diagnosis: towards a biologically-based screening strategy. *International Journal of Cancer*, 121(10), 2212-2217

<sup>3</sup> Kulasingam, V., Diamandis, E. P., Vega, C. P. (2008). Strategies for discovering novel cancer biomarkers through utilization of emerging technologies. *Nature Clinical Practice Oncology*. Retrieved from <http://www.medscape.org/viewarticle/578950>  
<http://img.medscape.com/fullsize/migrated/editorial/journalcme/2008/17049/kulasingam.fig1.gif>

<sup>4</sup> National Cancer Institute. (2013d). Prostate specific antigen (PSA) test. Retrieved from <http://www.cancer.gov/cancertopics/factsheet/detection/PSA>

<sup>5</sup> Ross, M. H., & Pawlina, W. (2011). *Histology a text and Atlas*. (6th ed). Baltimore, MD. Lippincott Williams & Wilkins.

There was and continues to be concern about the large number of false positive test results and the widespread attempts to treat prostate cancers that may have not been life threatening that lead to significant negative side effects and poor quality of life for men<sup>1</sup>.

Because of the controversy regarding the accuracy and efficacy of the use of the PSA, additional factors are being studied to attempt to increase the accuracy of PSA testing<sup>2</sup>. These include:

1. Age-associated reference ranges – As men age the PSA level will naturally increase so that a recorded PSA should be compared to the what is considered normal for men in that age range or age group. However, one important drawback is that most of these studies have been conducted among predominantly Caucasian men and do not necessarily account for possible variations based on ethnicity and other factors<sup>17</sup>.

2. PSA density – PSA levels also increase with increasing prostate size as the benign cells make PSA. PSA density is the calculated ratio of PSA levels and prostate volume measured by transrectal ultrasound (TRUS)<sup>3</sup>.

3. Free PSA to Total PSA ratio – PSA can be measured in two serum types, either total conjugated (which is bound to other proteins) or free PSA. The percentage of free PSA tends to increase in benign prostatic hypertrophy compared with prostate cancer, and increasing size of the prostate correlates with an increase in the percentage of free PSA. However, a lower percentage of free PSA is associated with increased prostate cancer risk. Research studies suggest that measuring the conjugated or free PSA increases the accuracy of diagnosis<sup>4</sup>. The percentage of free PSA relative to the total PSA can be informative as a high ratio is considered favorable while a low percentage PSA is more commonly associated with more aggressive prostate cancer<sup>18</sup>.

4. PSA velocity – This refers to changes in PSA level over time. Sometimes studies consider PSA doubling time. Although some increase with age is expected, a substantial change in PSA velocity has been used to predict prostate cancer and to prompt prostate biopsy. However, some recent research on PSA velocity indicates that biopsy should not be prompted in the absence of other symptoms<sup>12</sup>.

### **Methodology of PSA testing.**

We use ImmunoAssay for Quantitative Measurement of PSA in Human Blood / Serum / Plasma with i-CHROMA™ Reader System.

### **PRINCIPLE<sup>5</sup>**

The test uses a sandwich immunodetection method, such that the detector antibody in buffer binds to PSA/PSA complex in blood sample and antigen-antibody complexes are captured to antibody that has been immobilized on test strip as sample mixture migrates nitrocellulose matrix. Thus the more PSA antigen in blood, the more antigen-antibody complexes accumulated on test strip. Signal intensity of fluorescence on detector antibody reflects amount of antigen captured and is processed from i-CHROMATM Reader to show PSA concentration in specimen. The working range and the detection limit of i-CHROMATM PSA test are 2-50 ng/ml and 2 ng/ml, respectively.

<sup>1</sup> Barry, M. J. (2009). Screening for prostate cancer – The controversy that refuses to die. *New England Journal of Medicine*. 360(13), 1351-1354.

<sup>2</sup> National Cancer Institute. (2013c). Prostate cancer treatment (PDQ®) – General information about prostate cancer. Retrieved from <http://www.cancer.gov/cancertopics/pdq/treatment/prostate/HealthProfessional>

<sup>3</sup> Catalona, W. J., Southwick, P. C., Slawin K. M., Partin, A. W., Brawer, M. K., Flanigan, R. C.,... Bray, K. R. (2000). Comparison of percent free PSA, PSA density, and age-specific

PSA cutoffs for prostate cancer detection and staging. *Urology*, 56(2), 255–260

<sup>4</sup> El Melegy, N. T., Aboulella, H. A., Abul-Fadl, A. M., & Mohamed, N.A. (2010). Potential biomarkers for differentiation of benign prostatic hyperplasia and prostate cancer. *British Journal of Biomedical Science*, 67(3), 109-112.

<sup>5</sup> The i-Chroma leaflets, page 1.

**PROCEDURE<sup>1</sup>**

1. Set a Test Device on a dust-free clean place.
2. Check/insert ID Chip onto the instrument. Make sure that the Test Device lot # matches with ID Chip #.
3. Take out one tube of Detection Buffer from refrigerator and leave it at room temperature for a couple of minutes.
4. Draw 30  $\mu$ L of whole blood (15  $\mu$ L of serum, plasma) with a transfer pipette and add it to the tube containing Detector Buffer.
5. Mix well the specimen with Detector Buffer by tapping or inverting the tube.
6. Take 75  $\mu$ L of sample mixture and load it onto the well of disposable Test Device.
7. Insert Test Device onto the holder of i-CHROMA<sup>TM</sup> Reader. Make sure direction of Test Device and push the device back all the way. Instrument will automatically scan the Test Device after 15 min.
8. Read the results on the display screen of i-CHROMA<sup>TM</sup> Reader.

**Performance Characteristics<sup>2</sup>**

## 1. Analytical Sensitivity

Analytical sensitivity means the lowest concentration of PSA that the test system can detect with CV<10%. Analytical sensitivity of i-CHROMA<sup>TM</sup> PSA Test was determined by testing 10 times each using 3 lots of reagents. Analytical sensitivity of i-CHROMA<sup>TM</sup> PSA was 2 ng/ml.

## 2. Specificity

Other bio-molecules, such as Hb, CEA, AFP, ALP, CRP, Troponin I, CK-MB- Myoglobin, and Albumin were added to test specimen with much higher level than their physiological level in normal blood. There was no significant interference with the PSA measurement, nor was their any significant assay cross-reactivity with those bio-molecules tested.

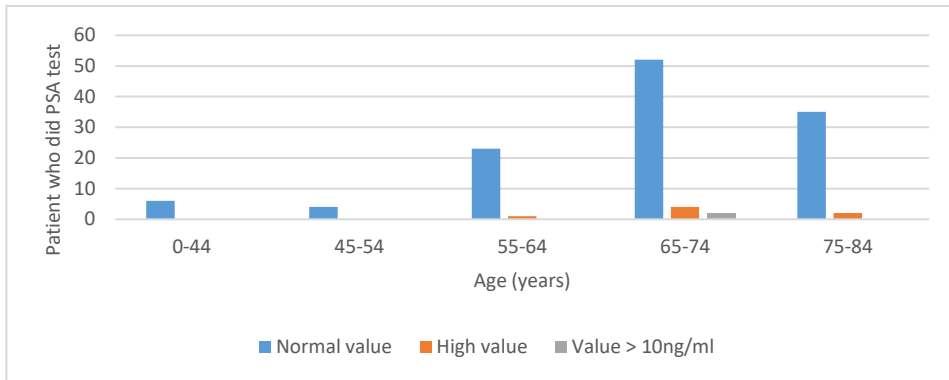
Were analysed 120 patients for 2 years and they were grouped according to the age:

0-44 years old, 45-54 years old, 55-64 years old, 65-74 years old and 75-84 years old.

Age (years)	Normal value	High value	Value > 10ng/ml
0-44	6	-	
45-54	4	-	
55-64	23	1	
65-74	52	4	2
75-84	35	2	

<sup>1</sup> The i-Chroma leaflets, page 2

<sup>2</sup> The i-Chroma leaflets, page 3



### Discussion of results

As we see from the chart above there were a small amount of patient who had PSA value greater than normal range according to age that can determine a prostate cancer. This makes us think that PSA measurement is not sufficient in determining prostate cancer.

### Conclusion

For determining a prostate cancer it is not sufficient only a total PSA but is necessary to make digital rectal exam, transrectal ultrasound and totalPSA. Only 2 of the people involved in the study had very high value that determin more than 67 % for prostate cancer, the other group need to do more exams to determin if they have prostatitis or benign prostate hyperplasia.

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The i-Chroma leaflets, 1-3.

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Winterich, J. A. , Grzywacz, J. G. , Quandt, S. A. , Clark, P. E. , Miller, D. P. , Acuña, J. , & ... Arcury, T. A. (2009). Men's knowledge and beliefs about prostate cancer: Education, race, and screening status. *Ethnicity & Disease*, 19(2), 199-203

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## Subtyping Gambling Activities: Case of Korca City, Albania

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### Abstract

Gambling research has grown dramatically over the past 2-3 decades, however a lack of consensus regarding the risk factors and gambling etiology related to youth problem gambling still remain. So a better understanding of the nature of youth problem gambling could help us to clarify the etiology of gambling problems. Understanding gambling subtypes is necessary to improve our understanding of the etiology of problem gambling. The prediction of problem gambling is related with the participation in gambling activities. It is necessary to obtain a structure of gambling activities, in order to better understand gambling related problems and to treat problems in a more specified manner. The aim of the study was to determine the appropriate structure of gambling activities using factor analysis in a confirmatory framework. Students are a particularly interesting population in which to study gambling. The research utilized a cross-sectional design and self-report questionnaires. The study concludes that the two-factor solution better represents the chance-and skill-based gambling activities. The first factor is most strongly associated with chance-based activities (lottery, bingo, scratch cards). The second factor is most strongly associated with activities that require some degree of skill (poker, roulette, sport bet, racing, etc.).

**Keywords:** Gambling, Latent classes, Probability

### Introduction

Problem gambling is being viewed increasingly as a behavioral addiction and has been re-classified as an addictive disorder in the Diagnostic and Statistical Manual of Mental Disorders, Fifth Edition (DSM-5)[1]. Although most people engage in gambling as a recreational activity, some people develop problems that can be linked to this behavior. Situational and structural characteristics of gambling activities may be important moderators of behavior and cognition in gambling and should be taken into account in explanations of gambling behavior. Research has tended to examine gambling as a single entity, incorporating a range of activities that are very different, or looked specifically at individual activities, but, recently, experts have raised concerns about the common practice of lumping together involvement in different activities in studies of the correlates of gambling and have suggested that this practice may be contributing to the contradictory findings that are frequently found in the literature [2]. Sub typing models are thought to have implications for understanding disordered gambling. Identifying different groups could have important implications for prevention and treatment responses.

## Gambling Activities

Gambling is an umbrella term that covers a number of activities. These activities include electronic gaming (slot) machines (EGMs), betting on horse/dog races, playing scratch cards, playing the lottery, playing keno, playing table games at a casino such as blackjack or roulette, playing bingo for money, betting on sport events, playing cards or other such games for money outside of a casino, and betting on games of skill such as billiards etc. It is clear that these activities are vastly different in terms of their configuration. Gambling activities can be categorized along several dimensions. One commonly drawn distinction is between games that are mainly or entirely based on chance and games that are skill (or perceived skill)-based to a certain extent. Lotteries, scratch cards and slot machines are examples of the first category, whereas poker is an example of the latter. However, while exists a general structure of skill and chance, the distinction is undoubtedly blurred at the level of the game as many gamblers are known to play chance based games with the illusion of control [3]. Slot machine playing is generally acknowledged as involving no skill and leading to an inevitable loss of money.

However, heavy slot machine players privately accept another belief: that their special knowledge of machines will provide a winning edge. Some research [4] suggested that irrational thoughts are commonly present among gamblers and that they may play a central role in maintaining gambling in games of chance. From the other side, sports betting is often characterized as a skill-based form of gambling, but several studies question this by demonstrating that 'experts' in sports betting fail to outperform a chance level of cash return. Similar to adults, adolescent problem gamblers are not a homogenous group. Hence, it is possible that different types of adolescents will engage in different gambling activities. A review of the literature showed that gambling activities are routinely treated as a homogeneous group. Recent research [5-7] has found that there are two dimensions underlying gambling among adults.

These dimensions distinguish between skill-and chance-based activities. However, another research study [8] among adolescents found that three dimensions underlie the 12 activities surveyed, representing the distinction between three types of gambling activities, specifically those that are chance-based (e. g. , playing poker machines), those that involve gambling on activities which involve some degree of skill to select a winner (e. g. , sports betting), and those which involve gambling on one's own skills (e. g. , gambling on pool). Some individuals are drawn to gambling products such as poker and blackjack that involve an element of skill because they believe they are 'challenging' themselves in addition to competing against other players or the house.

In this sense, individuals might erroneously believe that, they can "improve" their gambling skill through learning and experience, because some games allow to some extent gamblers to attempt to use knowledge of the game to influence or predict the outcome (e. g. , poker, blackjack) which, in turn, could involve a period of regular (financial) losses. Other partially skill-based gambling types are sports betting, which would include horse racing, and speculation on the stock market. Individuals drawn to such gambling types tend to find pleasure in researching the event and testing their own "expertise" in the field while making their bets. Furthermore, these individuals are seeking to enhance the entertainment value of the event or the sport itself by betting on its outcome. In other words, they not only hope their team (or horse) will win but also they will enjoy a windfall from that event.

### Measurement Issues Related the Structure of Gambling Activities and Adolescents Disordered Gambling

Having a set of observed variables (gambling activities' types), some statistical techniques can be applied in discovering which variables in the set form coherent subsets (subtypes) that are relatively independent of one another. Factor analysis attempts to achieve parsimony by explaining the maximum of amount of common variance in a correlation matrix using the smallest number of explanatory constructs (factors or latent variables). In factor analysis only the variance that each observed variable shares with other observed variables is available for analysis [9]. The process of deciding how many factors to keep is called extraction.

We retain only factors with large eigenvalues ( $\lambda > 1$ ). Selection of the number of factors is probably more critical than solution of extraction and rotational techniques. An additional technique is Horn's parallel analysis. Parallel analysis involves comparing the size of the eigenvalues with those obtained from a randomly generated data set of the same size. Only those eigenvalues that exceed the corresponding values from the random data set are retained. This approach to identifying the correct number of factors to retain has been shown to be the most accurate, with both Kaiser's criterion and Catell's



scree test tending to overestimate the number of factors. After extraction, rotation is used to improve the interpretability and scientific utility of the solution. The use of factor analysis is purely explanatory, usually performed in the early stages of research. It should be used only to guide future hypothesis, or to inform researchers about patterns within data sets. Confirmatory factor analysis (CFA) is associated with theory testing. CFA is much more sophisticated technique used in the advanced stages of the research process where variables are carefully and specifically chosen to reveal underlying processes. Confirmatory factor analysis (CFA) is used to study the relationships between a set of observed variables and a set of continuous latent variables. When the observed variables are categorical, CFA is also referred to as item response theory (IRT) analysis.

After the model has been specified and then estimated, the major question is, "Is it a good model?" One component of a "good" model is the fit between the sample covariance matrix and the estimated population covariance matrix. A good fit is sometimes indicated by a nonsignificant  $\chi^2$ . A  $\chi^2$  statistic is computed based upon the function minimum when the solution has converged. This value is multiplied by  $N-1$  ( $N$ = number of participants) to yield the  $\chi^2$  value, consequently, with large samples, trivial differences between sample and estimated population covariance matrices are often significant. Because of this problem, numerous measures of model fit, which provide often a better gauge of fit, have been proposed. One very rough "rule of thumb" directly related to the  $\chi^2$  value is that a good-fitting model may be indicated when the ratio of the  $\chi^2$  to the degrees of freedom is less than two.

Fit indices are often used to supplement the  $\chi^2$  test to evaluate the acceptability of latent variable models. Since the introduction of model fit indices to the analysis of covariance structures, numerous fit indices based on different rationales have been proposed and studied. Comparative Fit Index (CFI) [10] and Tucker Lewis Index (TLI) [11] are incremental fit indices, measuring the improvement of fit by comparing the hypothesized model with a more restricted baseline model. Values can range from 0-1. For these indices, values above .90 indicate reasonable fit. Values above .95 indicate good model fit. CFI has smaller sampling variability than TLI. The Root Mean Square Error of Approximation (RMSEA) is a measure of "discrepancy per degree of freedom" in a model, estimating the lack of fit in a model compared to a perfect (saturated) model. RMSEA has a known distribution and, thus, permits the calculation of confidence intervals. It was suggested [12] that RMSEA values larger than 0.1 are indicative of poor-fitting models, values in the range of 0.05 to 0.08 are indicative of fair fit and values less than 0.05 are indicative of close fit. A cut-off value of RMSEA close to 0.06 has been recommended. SRMR and WRMR are residual-based fit indices that measure the (weighted) average differences between the sample and estimated population variances and co-variances. SRMR-the standardized root mean-square residual [13] is an absolute measure of fit. It is defined as the standardized difference between the observed correlation and the predicted correlation.

A cut-off value close to 0.08 has been recommended for SRMR. WRMR- Weighted Root-mean-square Residual [14] is suitable for models where sample statistics have widely disparate variances and when sample statistics are on different scales such as in models with mean and/or threshold structures. It is also suitable with non-normal outcomes.  $WRMR \leq 1.0$  can be used to identify good simple models when  $N \geq 500$ . Under severe non-normality (with continuous variables), SRMR at a cutoff value close to 0.7, the ML-based TLI and CFI at a cutoff value close to 0.95 and WRMR at a cutoff value close to 1.0 were still applicable when sample size was equal or larger than 500. Although stringent cut-offs (i. e.,  $>.95$  for CFI and TLI,  $<.06$  for RMSEA) have been recommended, and a cut-off lower than 1.0 for WRMR has been identified, a recent research [15] has suggested that, strict adherence to these cut-off values often lead to erroneous results, as factor loadings in social sciences are typically lower.

### Case Study

The study included 726 students (60.5% females, 39.5% males) from the University of Korça, ranged from 18 to 23 years old. The survey was conducted between June and July, 2015. Data were collected using a self-reported questionnaire. We focused only on respondents who had played in at least one of the survey gambling activities on at least one occasion during the last 12 months. Participants were given a questionnaire during regular class time assessing their past gambling history, frequency of gambling behavior, types and number of gambling activities in which they engaged. The total time required for completion of the questionnaire was approximately 15 minutes.

Data was analyzed using SPSS and Mplus software packages. The term “gambling” was used to describe a widely varying array of activities. These activities included lotteries, bingo, scratch cards, sport betting, EGMs, race, poker, roulette, internet gambling, dice and other gambling activities outside of a casino. For each of the eleven gambling activities, respondents answered on a six-alternative scale: 0- never; 1- less than once monthly; 2- less than once weekly; 3- 1-2 times a week; 4- 3-5 times a week; 5- 6-7 times a week. The goal of the study was to determine the appropriate structure of gambling activities among the students using the appropriate statistical techniques. An exploratory factor analysis (EFA) in a confirmatory framework was conducted on the eleven gambling activities with both, orthogonal and oblique rotations using SPSS version 20 and Mplus software packages.

The sample size of 726 cases was considered as very good [16] for factor analysis. Prior to performing EFA, the suitability of data for factor analysis was assessed using several tests. Most of the values in the negative anti-image correlation matrix were small. The Kaiser-Meyer-Olkin value was .822, exceeding the recommended value of .6 [17] and Bartlett's Test of Sphericity reached statistical significance, supporting the factorability of the correlation matrix. The factor analysis revealed the presence of three factors with eigenvalues exceeding one, explaining 31.375%, 14.085% and 9.296% of the variance respectively. (Table 1)

Table 1: Total Variance Explained in an extraction method with Principal Axis Factoring.

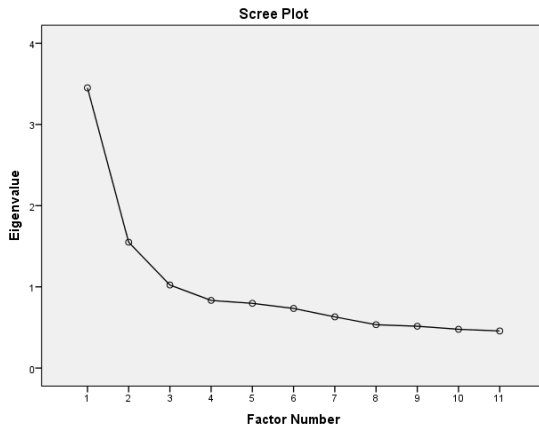
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.451	31.375	31.375	2.904	26.398	26.398	2.668
2	1.549	14.085	45.460	.967	8.789	35.187	1.355
3	1.023	9.296	54.757	.428	3.890	39.077	1.221
4	.833	7.572	62.329				
5	.797	7.245	69.574				
6	.734	6.676	76.250				
7	.630	5.729	81.979				
8	.534	4.851	86.830				
9	.515	4.681	91.510				
10	.477	4.340	95.850				
11	.457	4.150	100.000				

Source: Authors' calculations using SPSS.

Facing this situation, a parallel analysis was performed using SPSS syntax developed by O'Connor (2000). Parallel analysis is considered one of the most accurate and underutilized methods to determine the number of retainable factors [18]. Factors were retained whenever the eigenvalues from the original data for a given factor exceed the eigenvalues corresponding to the desired percentile (usually the 95<sup>th</sup>) of the distribution of random data eigenvalues.

The eigenvalues (computed from 100 random data sets) were used for comparison against eigenvalues computed from the original data set. The column of interest to us was the one in which eigenvalues were listed under the heading “Percentile.” These values correspond to the 95<sup>th</sup> percentile of the eigenvalues for each factor that were obtained from the 100 randomly-generated data sets. We found that only two factor eigenvalues in this column were less than the factor eigenvalues from the original matrix, consequently, we can vest confidence that only the first two factors should be retained. (Table 2) However, an inspection of the scree plot did not reveal a clear break after the third factor. (Graph 1)

Graph 1: Scree plot for factor extraction.



Source: Authors' calculations using SPSS.

Table 2: Comparison of Factor Analysis and Parallel Analysis eigenvalues.

Root	Raw Data	Means	Percentile
1.	0.000000	3.451229	1.200333
2.	0.000000	1.549401	1.144502
3.	0.000000	1.022605	1.101225
4.	0.000000	0.832928	1.063902
5.	0.000000	0.796974	1.029892
6.	0.000000	0.734369	0.996430
7.	0.000000	0.630160	0.962671
8.	0.000000	0.533592	0.930471
9.	0.000000	0.514863	0.896816
10.	0.000000	0.477368	0.860240
11.	0.000000	0.456510	0.813517

Source: Authors' calculations.

The decision between orthogonal and oblique rotation was made as soon as the number of reliable factors was apparent.

Perhaps the best way to decide between orthogonal and oblique rotation was to request oblique rotation with the desired number of factors and look at the correlations among factors [9]. Looking at the correlation matrix with two factors and oblique rotation, the level of correlation matrix (.306) was considered borderline between accepting an orthogonal solution versus dealing with the complexities of interpreting an oblique solution so, the simpler, orthogonal, solution with varimax rotation and two factors was evaluated.

Factors were interpreted through their factor loadings from table 3. After orthogonal rotation, the values in the loading matrix are correlations between variables and factors. It was decided to use a loading of .45. Loadings under .45 (20% of variance) were replaced by zero. (Table 3)

Table 3: Rotated Factor Matrix using Principal Axis Factoring with Varimax rotation.

	Factor	
	1	2
Poker	.714	
EGM	.642	.000
Roulette	.630	.000
Sport bet	.623	
Internet betting	.586	
Race	.548	.000
Dice	.458	.000
Other	.000	
Bingo		.690
Scratch cards		.583
Lottery	.000	.474

Source: Authors' calculations using SPSS.

To interpret a factor, we tried to understand the underlying dimension that unifies the group of variables, loading on it. The two factors reflected the distinction between chance-based and skill or perceived skill-based gambling activities.

The first factor was most strongly associated with skill or perceived skill-based activities with some activities such as poker and roulette, which involve higher degree of skill, to have the highest loadings with the factor and some other partially skill or perceived skill-based activities such as sport bet, racing to have lower correlation with the same factor.

#### **We labeled this factor SKILL.**

The second factor was most strongly associated with chance-based activities such as bingo, scratchcards and was labeled CHANCE. The variable related to gambling activities outside of a casino such as cards play or billiards, labeled as OTHER, resulted to have a loading of .147 on the first factor and was replaced with zero.

Most of the ordered categorical variables used in this analysis (7) resulted to have a no normal distribution with some of them having values of skewness and kurtosis greater than two and seven respectively. So, the multivariate normality assumption underlying the ML estimation was violated. Facing with this situation, some research [19], recommend concern, especially for kurtosis.

Consequently, adjustments to the  $\chi^2$  and standard errors based on a weight matrix derived from an estimate of multivariate kurtosis were made. Mplus prints this kurtosis adjustment, referred to as the "scaling correction factor" (SCF). When modeling ordered categorical data with at least five categories, treating the data as continuous in nature and employing ML estimation with the Satorra-Bentler scaling methods appears to work well and has been recommended in this situation [20].

Taking into account that our variables were ordered categorical with six categories, the best recommendation was: 1) to treat data as continuous and to use S-B scaling methods with ML estimation or 2) to treat data as categorical and to use DWLS estimation.

One could employ and report findings from both S-B scaling and robust DWLS estimation [21].

Having so, an exploratory factor analysis in Mplus using two robust estimators (WLSMV and MLR) and GEOMIN OBLIQUE rotation, was performed. Running EFA for one to three factor models in Mplus, ordered categorical variables for the WLSMV estimator and continuous variables for the MLR estimator were used. The model with two factors resulted to have the best fit indices with both estimators as in tables below.

Table 4: EFA with one to three factors using WLSMV estimator.

$\chi^2$ test of model fit	508.355	107.689	83.212
d. f.	44	34	25
p-value	.0000	.0000	.0000
RMSEA	.121	.055	.057
90% C. I. for RMSEA	.111-.130	.043-.066	.043-.070
CFI	.777	.965	.972
TLI	.721	.943	.938
SRMR	.091	.052	.039

Source: Authors' calculations using Mplus.

Table 5: EFA with one to three factors using MLR estimator.

Fit indices	One factor	Two factors	Three factors
Nr. of parameters	33	43	52
$\chi^2$ test of model fit	187.347	65.794	95.502
d. f.	44	34	25
p-value	.0000	.0009	.0000
SCF for MLR	1.926	2.014	0.947
RMSEA	.067	.036	.062
90% C. I. for RMSEA	.057-.067	.022-.049	.049-.076
CFI	.806	.975	.904
TLI	.757	.931	.790
SRMR	.071	.032	.026
AIC	21172.018	20963.664	20939.573
BIC	21323.407	21160.929	21178.125
SSABIC	21218.622	21024.390	21013.010

Source: Authors' calculations using Mplus.

Using the WLSMV estimator, (Table 4) the models with two and three factors were comparable, with the two-factor model to have lower RMSEA and greater TLI, whereas the three-factor model had better CFI and SRMR. However, taking into account the parsimony, the two-factor model was more preferable. Using the MLR estimator (Table 5), the two-factor model performed better in most of the fit indices (RMSEA, CFI, TLI, BIC) and the ratio of  $\chi^2$  test of model fit divided by the degrees of freedom was less than two, reinforcing our previous judgment. In order to test the proposed model, CFA was performed, using different estimators, in Mplus 6.12. A two-factor model was hypothesized: a SKILL factor (with poker, roulette, EGM, sport bet, race, internet and dice as indicators) and a CHANCE factor (with lottery, bingo and scratchcards serving as indicators). The goodness of fit was evaluated using a p-value of  $\chi^2$  of .05 for the test of close fit. Additional fit indices included CFI, TLI, RMSEA, SRMR and WRMR (Table 6).

The ICs, considered in this study, were the commonly used AIC, BIC, and adjusted BIC. Comparing across all the models and sample sizes, there seems to be strong evidence that the BIC is the best of the ICs considered [22]. An examination of fit indices showed that the two factor solution, using robust estimators, had an acceptable fit, as demonstrated by the RMSEA, CFI, TLI and SRMR. The model  $\chi^2$  with all the estimators resulted to be significant, but with MLMV it was also less than two times the model degrees of freedom. This ratio gives a very rough indication that the model may fit the data. The results from CFA, using different robust estimators, revealed that, TLI, and CFI performed reasonably well with categorical model robust estimation (WLSM and WLSMV).

These results are consistent with previous research [23-24]. RMSEA performed better with ML estimators with values less than .05 to indicate a good fit, whereas using DWLS estimators, the values of RMSEA were indicators of an acceptable fit. The values of SRMR were well below the cut-off value of .08, indicating a good fit. WRMR values were greater than one with all the estimators. This is contrary to some previous recommendations [25], but we should not forget that, WRMR is an experimental fit statistic and could be ignored.

Table 6: CFA goodness-of-fit information using different robust estimators.

Fit information	Three factors MLR	Two factors MLMV	Two factors MLM	Two factors MLR	Two factors WLSM	Two factors WLSMV
Obs. D. V.	Continuous	Continuous	Continuous	Continuous	Ordered categorical	Ordered categorical
Nr. of parameters	35	31	31	31	61	61
p-value	.0000	.0006	.0000	.0000	.0000	.0000
$\chi^2$ test of model fit	92.237	67.351	75.949	78.160	181.139	157.643
d. f.	42	34	34	34	34	34
SCF for MLR, MLM	1.927	-	1.994	1.937	.627	-
AIC	20992.896	19197.287	19197.287	19197.287	-	-
BIC	21153.460	19339.501	19339.501	19339.501	-	-
SSABC	21042.324	19241.067	19241.067	19241.067	-	-
RMSEA	.041	.037	.041	.042	.077	.071
90% C. I.	.029.052	.024.050	.029.054	.030	.066	.060
CFI	.932	.924	.936	.938	.960	.941
TLI	.911	.900	.916	.918	.947	.922
SRMR	.047	.048	.048	.048	-	-
WRMR	-	1.216	1.216	-	1.094	1.248

Source: Authors' calculations using Mplus.

## Conclusions

The result of the study revealed that, gambling activities are not a homogenous group, finding that, there are two dimensions underlying gambling among adolescents. These dimensions distinguish between skill-and chance-based activities. This finding reinforced previous research among adults. Inconsistent with other research among adolescents, this study found no differentiation between the skill-based gambling activities.

This can happen because this differentiation is slightly unclear and the types of activities can be specific for each country. In this study, based on a previous recommendation, several psychometric techniques were implemented using two types of robust estimators, treating the observed variables not only as ordered categorical, but, also, as continuous. This combination of psychometric techniques may be helpful to draw better conclusions in gambling-related future studies.

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## Asset Management Public Assessment of Road Infrastructure

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### Abstract

For several years, the Albanian Road Authority under the administration of the Ministry of Infrastructure also public transport, following the process of maintenance of national roads, even the Albanian Fund for Development of road infrastructure management agency that handled the funds public for the construction of national infrastructure in rural areas, have seen the need to develop a strategy for the management of maintenance and financial management, based on current accounting principles and efficiency in the use of funds for investment. This includes the use of a balance of investments made to launch a database for years and the development of basic documents for the planning and control of public spending in these activities. The question that arises and requires an analysis is: a generally accepted value will be calculated for the infrastructure during its useful life, using the principles of sound accounting and valuation of real estate activities internationally applied? The study is based on economic and technical accounting theory has been applied to the investments made by international and national standards. The results show that the existing accounting standards are suitable for use in infrastructure management, allowing a better control of public spending on infrastructure, while the principles of technical assessment of public infrastructure assets require the creation of a database and inventory and for all categories of roads.

**Keywords** - *Infrastructure, asset management accounting, payment over the life cycle, the actual evaluation.*

### 1. Introduction

Network infrastructure is based on the ground transportation system, and represents the largest investment of capital, taken several generations and be organized by public and private sector.

ARRSH public body under the Ministry of Transport and Infrastructure and the ADF non-public agency that manages public funds are required to provide different categories of investment for road infrastructure in Albania. In these programs, the two organizations as the main activity is the provision of road infrastructure in optimal condition associated with maintenance, repair and renovation or reconstruction.

ADF as the public agency that manages public funds and is subject to special rules donors to increase accountability in the management of funds. With international controls are recommended disclosure and the

Introduction of a financial system based on accrual accounting and should lead to:



## 1. Improve the effectiveness of budget appropriations

- a. Insurance profit for the costs of the life cycle, on the basis of policy decisions,
- b. Allow a more efficient process for making investments.

## 2. Improve the budget allocation process.

In line with these expectations, the government stresses the need to employ the best management skills, processes and practices available, to ensure that the road infrastructure services are delivered within budget and on time. A part of this recommendation is an exploration of the application of asset management methods and techniques in the situation in Albania. The valuation of public assets at market values is an aspect of asset management that is analyzed in this scientific article.

It would be possible to calculate a generally accepted value for the infrastructure over its useful life, using sound accounting principles applied internationally

Purpose is to a) highlight the importance of assessing the activities and direction in relation to the needs of users and providers, as ARRSb ADF b) the identification of the benefits of evaluation as a tool for asset management c) formulate proposals for technical evaluation road infrastructure.

In this article let mbeshtetur under the respective documentation, verification of results is based on interviews with key personnel in the civil works management in road infrastructure. Concepts such as asset management, valuation and amortization of them are highlighted in this article.

## 2. Asset Management and Evaluation

### 2.1 - Scope and definition

In Albania public sector reforms in financial accounting result with the reporting requirements as financial expand investment in road infrastructure, which has led to new rules for the evaluation and depreciation of assets. These initiatives have led to widespread interest in asset management and planning, although the situation in Albania is very different from the Western context, they have created a property management office.

The definition according to the OECD (Organization for Economic Cooperation and Development), adopted by the World Road for asset management is:

"A systematic process for the efficient maintenance, and improved well by combining engineering principles with sound business practices and economic rationalization, providing tools to facilitate a more organized and flexible approach in making decisions to meet the expectations of the public. "

This broad definition of road asset management means managing a road network (roads, bridges, road signs, etc. ) to meet the business needs and the users of the road, with the lowest cost possible for a long time.

The main asset management stages are:

Identification of the need for such activities, the Community reference requirements;

Providing activities, including its ongoing maintenance to meet the needs of constant users;

Il funzionamento del bene;

Mosinevstimi good, when the need does not exist or is not appropriate for the activity to be preserved.

Infrastructure investments in Albania have been implemented by ADF ARRSH and request administrative systems in order to improve transparency and llogaridhëniens. The valuation of the assets under their jurisdiction is one of the major needs as a key element of their management. Asset evaluation requires:

- a. A management structure;
- b. accounting and approval methodology for evaluating the real goods based;
- c. performance indicators and amortization functions or performance models to calculate the future value of assets;
- d. information systems for reporting on the state of the network and the value of assets.

ARRSH and ADF are aimed at better management of the activities in which allow systematic maintenance and evaluation has an important role to ensure proper management of information in order to optimize the total cost of the Albanian road network lifecycle.

## 2. 2. Rating

Studies have shown that the evaluation plays an important role in creating the possibility to report the physical condition of the road network in monetary terms. In addition, the evaluation helps operators to inform the owners (Ministry of Transport and Infrastructure, LGU) the effects of current levels of funding and e. menaxhimit strategies.

A part of the asset management framework is shown in Figure 1. Asset Management Austroads sources, 2002.

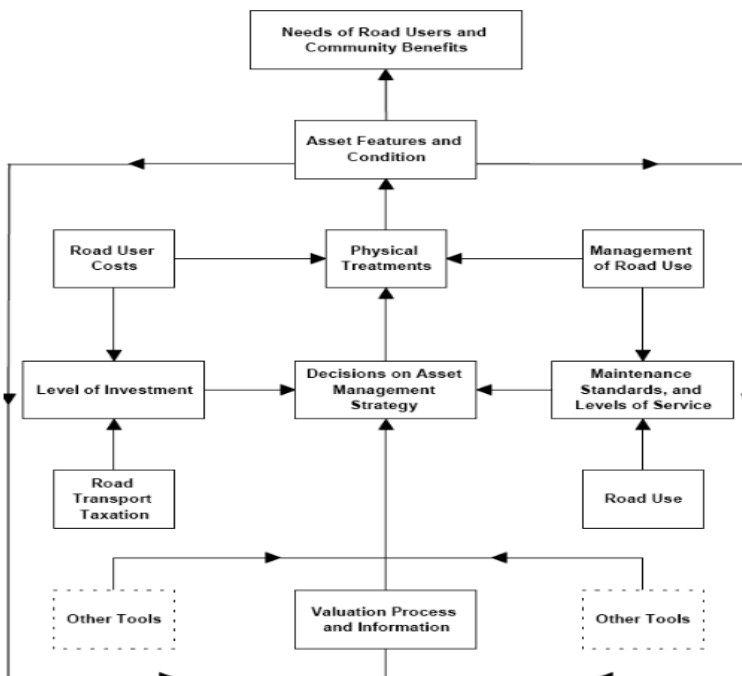
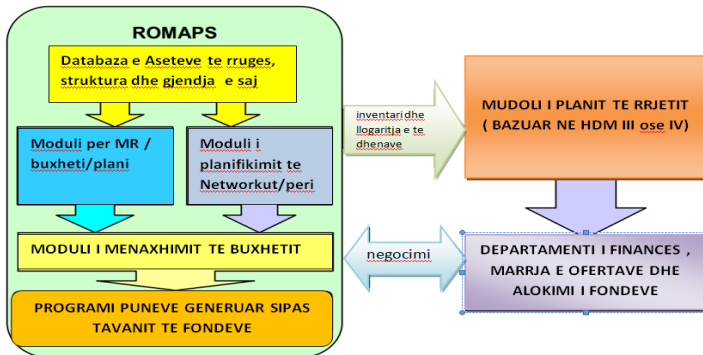


Figure 1. The role of evaluation in asset management

## Metodologjia e ROMAPS



**Figure 2. Asset management plan of road infrastructure.**

The This figure refers to a study carried out for the construction of road asset gjendes inventory on the basis of their inspections and the creation of an electronic database, in accordance with international material accepted SGEM 14 Conference 2014 in Bulgaria, "Low Cost videologging and georeferencing or a component of the road system Management".

Two bodies ADF ARrSH and use these rules are based on national and international accounting standards.

The evaluation process has been identified as a tool for efficient management of the property. Budgeting strategy maintenance and the options may differ from the elimination of all defects do nothing. Based on the terms of their assets and inventory, which currently is not finished, but we have developed a simple way to collect electronic data and its installation in a database investments made after 2005, and evaluation of such activities, it can be through the use of replacement cost, based on nderkombetarer standards, laws and relevant decisions.

legislative requirements (laws, acts, decisions) to determine the value and depreciation of public facilities. In Albania for the management and maintenance of public assets, with the exception ARRSR allegedly receive funds from the Ministry of Local Authorities for their management Transportation and Infrastructure has to administer this, in terms of expenditure and income-based investments in order to promote the interests of the present and future of the community.

Evaluation and depreciation of assets should be undertaken in accordance with appropriate Financial Reporting Standards, International Accounting Standards mostly 16 - Property, (IASB, 2014). The purpose of the evaluation is to describe the property, on the basis of the financial statements with regard to the definition of clear information regarding investments in street activities. The main problems are the recognition of the assets, the content in the elements, the determination of the carrying value, the determination of their level of depreciation.

### 2. 3. Certain approaches to evaluation

"A local authority has to manage income, expenses, investments and attention and, in order to promote the interests of the present and future of the global financial community relations". The assessment approaches for the determination of the market value (the estimated amount for which a property should change) include:

The rating for sales comparison;

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This approach considers the sales of similar or substitute properties and related data and provides an estimate of the value of the asset by the comparison process.

#### Profit Method

This approach considers the revenue and data outputs related to the evaluation of the value of the property through the capitalization process or discounted cash flows.

#### Cost method.

This comparative approach considers the possibility of a replacement for the purchase of a certain property, can build another property that is a copy or the original or one that can provide the same benefits.

It is noted that the cost evaluation method is usually suitable for the activities of road infrastructure..

The cost is based on the reproduction cost of the asset as a fair assessment of its value.

The reason for this is that in this activity:

- may be reproduced;
- provides the benefit or service that is expected of him;
- its use is highest and best;

Therefore, potential buyers will pay a price that covers the cost, which is equal to the reproduction cost of the asset.

## 2. 4. Amortisation method

In practice, the cost evaluation method includes an evaluation of the investment taken depreciation into account the technical factors.

Replacement cost Amortizmit is an application of the cost criterion was used for the evaluation of specialized activities for accounting purposes, where direct market evidence is limited or unavailable. Infrastructure is classified as non-current asset is tangible, because the infrastructure is used much longer than a period (eg one year). Since most of the infrastructure assets will be specialized nature, will be evaluated with an approach depreciated replacement cost. Infrastructure consists of several components with different services. These components are critical to asset impairment accounting and valuation and its determination. Expert judgment will be needed to decide how the various components of the infrastructure components elements count.

in terms of accounting, the amortization of property rights proportional with the consumption of this good to use over a period calculated in the project. Infrastuktura is considered as an asset that has a useful life of over one year. Accumulated depreciation is the original cost of the property, which is treated as an expense in the income statement row. The sinking fund is also a measure of the potential loss of a service to be good, provided that it needed to be reinvested.

The purpose of depreciation is to know the net cost of an asset over time. The basis for depreciation varies from country to country, because even within a country, there are differences. Dias items are amortized in the conditions in which they find themselves, by a greater use of them and do not carry out the service within the time that life for which they were designed, others will be used in the course of their age provided, why not use or a low number of vehicles movement. depreciation curve is a straight line in some cases (for the traffic sinjalistikne) or parabolic for (bridges) on the economic life of the building as:

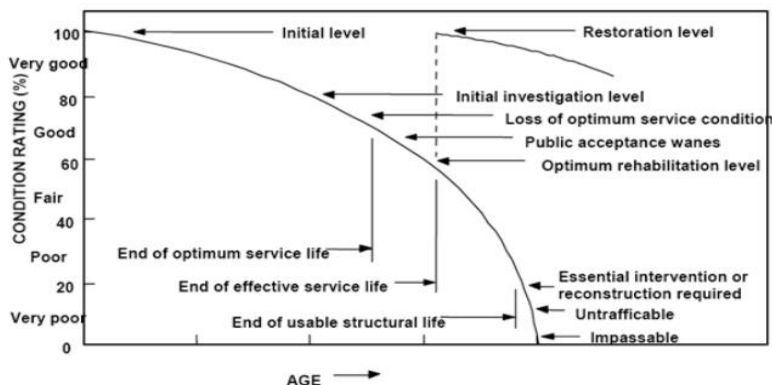
**Tab 1. Known method of depreciation in the use of property (Austroads 2010).**

Roads	Bridges	Traffic Signage	Bridges Sustainable Structures
<i>Basic conditions, given four categories of roads. management system of paved roads for the calculation of depreciation as a cost value that asfaltiti replacing almost new condition, in a year.</i>	<i>Per i tipi di ponti Ponte di legno 20 anni Ponte trave di cemento armato in una T-forma 50 anni. Storico ponte 200 anni Stone Bridge 40 anni</i>	<i>Traffic signs, pedestrians and other components are considered for life 3-10 years.</i>	<i>Concrete walls with a lifetime 11-20 years stone walls cut with longevity 10-15 years Ducts with a length of less than 10 m for a 10-15 year life</i>

According to international standards "specifies that depreciation entities responsible ARRSH and LGUs for projects managed by the ADF should:

- assess the depreciation of assets in a systematic way throughout life
- the application of the depreciation method that reflects the pattern of future economic benefits from that activity.
- Evaluation of the asset lifecycle amortized through utilization of consumables, aging, and restrictions of activities and through the legal use or otherwise.
- Review and rate of depreciation methods at least once a year.

In fact so far the depreciation of infrastructure to create a sustainable and comprehensive strategy it has been realized in a superficial way through the inspection. The depreciation of fixed assets should be applied only in those parts of the infrastructure that are the subject of consumption. Accumulated depreciation is an indicator of the replacement cost in the future for the activities of the road network into account the current situation they are in new condition. for depreciation accumulation as a reliable tool for the management of these activities, a possible depreciation model is essential. Some activities (arc) can be rebuilt in new conditions through a physical treatment, but it is not the economic reconstruction for all activities. For example, asphalt is generally a non-linear model of depreciation due to traffic loads, age and quality construction elements asphalt. Engineer must be able to determine the model of the depreciation.

**Fig. 3 Pavement deterioration curve, source (Austroads, 2010)**

Some activities lose their potential service through aging techniques, rather than through the amortization conditions. In these conditions it is not the amortization appropriate as a model for the valuation of assets. While in connection with the depreciation of age it may be determined solution as seen in Table 1.

### 3. The possibility of assessment in Albania.

The international literature for calculating the value of infrastructure asset management mirambajtjes is sometimes possible for the IAS financial accounting reporting 16. With reference also takes their danger or you can through the method of depreciation replacement cost, depreciation calculations while they may be based on various methods that meet the international standards. For pilot projects in their assessment we are working and we will show the continuing adoption of this method in terms of road network in Albania.

The research has focused on key personnel intervista insfratrukture management of the road, the finance staff, as well as the evaluation of the investments, the practices and policies njekura. Indicators show that you need to use the standards.

In Albania there is no general agreement on how to set the time period in question assessment infrastructure lifespan. International literature shows that economic life "standard" for each activity is not recommended, as long as the economic life of each path is the maintenance product in the past and in the future, the strategies, the climate, the topography, the construction standards, as well as traffic. The recommended strategy is that the economic infrastructure of analizojen bidder life of their assets and amortization korespodues upload and be able to explain the changes and long load times and show how economic life has changed. The changes in the economic life must continue to be revised for street activities are a great financial responsibility for providers of infrastructure services is like ARrSH.

Albania has an asset base evaluation, to reflect large construction program after 2005, at which time started and dumping the database according ROMAPS road constituent elements. Applications for funding in the future can grow in the next 10 years. In areas where there is a greater percentage of the road network, the usage method for the evaluation of the activity must be to depreciation that calculates the remaining life of the assets, taking into account such as climate change, traffic conditions and the level of miremabajtjes. Some factors that should be considered are:

1. The new concept of capitalization and financial reporting in infrastructure. Taking into account the management and financial reporting according to international standards, which is in the transition phase.
2. ARRSH not yet adequate resources and skills to realize the asset management activities, the need to ensure proper inventory and relevant assessments. Information on the activities thus are least likely to still fragmented and difficult to access.
3. Asset management and public relations service potential consumption by road activity was often a low priority. The only valid information he is perceived as necessary for a minimum of compliance guidelines.

### 4. Discussion and conclusion.

The question was "whether it is possible to calculate" a generally accepted "value for infrastructure activities during his life according to the principles of financial and technical calculation?"

As a result of the research literature and experts interview the results can lead to asset management, including their evaluation in Albania:

1. There is a fundamental experience of asset management and evaluation in some countries, like Italy, Croatia, which can be used as a reference to the situation in Albania.
2. A management that is based on the principles of complete financial calculation, it is a requirement for the successful implementation of asset management, in particular in the road sector.

3. In order to achieve effective financial management and use of the evaluation with the replacement of the amortized cost method, should ensure the establishment of procedures and the application of international standards by both organizations and LGUs ARRS (ADF).

4. number of pilot projects for the study of effective management of road maintenance, but none of them led well financial estimates In Albania implemented.

5. In Albania. ARRS and ADF are not experienced enough, because they are in transition, to make possible the application of techniques for the assessment on a regular basis.

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## Change Management in Public Organizations in Kosovo

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### Abstract

One of the most difficult processes of Kosovo's postwar is the transformation of public organizations. These organizations have undergone radical changes and the process of transformation should be managed in order to be successful and to meet the needs of the market economy. Change has become a constant process for Kosovo public organizations that provide services to citizens and business organizations. Whether these changes are managed properly, then it is seen as a basis for a better performance of public organizations. Kosova after 1999 has undergone major changes in the social, economical, and political systems. Having this situation, public organizations have a great responsibility to the citizens and business organizations to provide services to adapt to the global trend of development and from which Kosova has been isolated. In this paper the focus will be on the impact of factors that affect the change process; how the process of change is developed; what are the barriers/obstacles that hinder the process of change; what are the benefits of the change; how much are managers in public organizations qualified to implement the process of change. Based on data collected from the field and from current practices, I will make their comparisons and draw conclusions about what factors influences the management changes and what are the barriers that will affect to increase efficiency and effectiveness in the organization gained from the data obtained in study. The data will be collected through questionnaires and findings obtained will help to come into a conclusion that these factors act as change management in public organizations in Kosovo.

**Keywords:** management of change, barriers, public organizations

### 1. Introduction

Management of change is an important issue in the current business environment which alters constantly. Changes are happening incessantly and the public organizations have to adapt to such changes.

This paper focuses on the factors that influence the change process, how does the change process develop, what are the barriers that hinder the change process, what are the benefits from the change, how prepared are the managers in public organizations to implement the change process.

The notion of management is not encompassed within one single term; Burnes (2009) provides several notions in relation to the term management. The term management refers to the process of effective and efficient realization of tasks through and with other persons, (Robbins, DeCenzo 2008). Management of change includes the well-prepared planning and sensible implementation, and above all, consultation with and engagement of persons affected by such changes. The change must be realistic, achievable and measurable. These aspects are important for the management of change. Change management is the process, means and techniques in managing people towards change of business in order to achieve the required business result and to accomplish this business change effectively within the social work infrastructure. Management of change comprises of coordination of a structured period of transition from situation A to situation B so that a sustainable change is accomplished within a certain organization (Smith, 2005).



When speaking of management of change, we encounter management everywhere: in family, at work, at school, in society, but change, also, is comprehensive and permanent which strikes in all spheres of life, be that of a human being or of an organization. Change management has at least three different aspects, including: adaptation to changes, control for change and impact of the change. Before starting organizational changes, one must ask oneself: what do we want to achieve with this change, why and how shall we realize that the change has been accomplished? Who was affected by such change and how will they react to it? How far can our objectives be accomplished by this change? Management of change is a process that aims keeping under control of changes as per an organized orientation of various social and economic processes that have either occurred or are in the process.

In light of the above, one can conclude that the process of change is a complicated process and, further in this paper, it will be elaborated on how public organizations in Kosovo function and how well they are prepared to manage the change.

## 2. Reviewed Literature

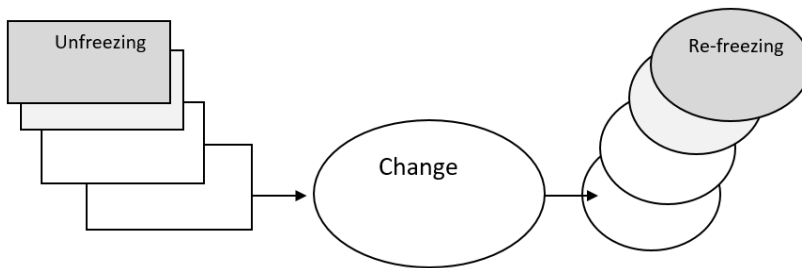
Change is an alteration of the environment, structure and technology or of individuals of an organization DeCenzo/Robins (2011). If it wasn't for the change, manager's work would be very easy one. Planning would be very simple, organizing would be but once organized and there would be no need for adaptation, decision-making would be very easy because the result would be foreseeable with precision.

Change is a common thread that occurs in all organizations irrespective of size, activity or seniority. The environment is affecting the organizations by changing them rapidly; thus, the organizations must change rapidly by adapting to the current requirements of the present time where managers play their key role with regards to analysis of the needs for change, preparation of the action plan and to anticipate the barriers they might encounter during the course of implementation of the change. In point of fact, managers' work would be simple should competitors of the organization not place new products in the market, should clients have no new requirements, should the governmental decisions never be modified, should there be no new technology, the requirements of the workers would always be the same. Hence, organizations do not change only because of systems, processes or new organizational structures, but also because people within the organizations also change and adapt and only then, when people within an organization have completed their personal changes, can such organization truly harvest victory.

Changes need a catalyst for them to be accomplished. Individuals that serve as catalysts and take over responsibility of managing the change process are called Change Agents, E. Sannon (2002). Every manager may be a change agent, but the change agent may not be a manager; it may be an in-house staff expert, or it may be an external consultant, the mastery of whom is precisely the implementation of change. In the events when changes in the system are really enormous, usually external consultants are engaged because they are more objective than the internal agents. However, they also display problems due to lack of knowledge of mentality, background, culture, operational procedures, etc.

Organizational change is any change that performed by managers in order to change the existing situation Llaci (2002). With vast majority of authors, all factors of change are divided into external factors and internal factors. External factors consist of legal-political factors, socio-cultural factors, technological and economic factors; whilst the internal factors consist of factors of processes and human factors.

Two metaphors are oftentimes used in relation to management of change – the metaphor of still waters and the metaphor of rushing waters. The practice and many theorists have asserted that nowadays managing resembles more to the metaphor of rushing waters because environments are both unsafe and dynamic. Until recently, the 'still waters' metaphor has dominated the thoughts of managers and researchers. This theory was best described by the three steps of change provided by Kurt Lewin (K. Lewin, Field Theory in Social Science, New York, Harper & Row, 1951). According to Lewin, as shown in the scheme presented below, there exist three steps in the change process. First there is *unfreezing*, then comes *change* and finally comes *re-freezing*. There are several driving forces that wish to move the status-quo, to unfreeze it and have a new situation created which will be frozen and remain sustainable.



Scheme 1. Change Process, source Robina/DeCenzo, , Bazat e menaxhimit" [Fundamentals of Management], Tirana, 2011.

**Unfreezing** is the first phase of change which includes preparing the organization to accept changes, that changes are necessary which include separating the existing balance before a new operating manner is created. This is the most difficult part because first the staff has to be prepared as to why change has to come about, what are the benefits from such change.

**Change** is the second phase; it is a phase when individuals begin solving their insecurity and they begin seeking ways to do things. The transition from unfreezing to change does not happen overnight; therefore, people need some time to accept the new direction and to actively participate in the change. During this period of time people have to understand that the changes bring goods.

**Re-freezing** takes place once people have accepted the new ways of working, the organization is ready to freeze. The first signs of re-freezing are a stable diagram of the organization.

The metaphor of rushing waters takes into consideration the fact that where the organizations perform, the environments are dynamic and insecure. Managers must bear in mind that anticipation of still waters does not exist at present time which is full of vigour and changes. Many a managers fail to come out of rushing waters and constantly confront with changes. In Kosovo every organization confront constantly with changes and almost all managers, of whatever rank they may be, are forced to be cautious because every new change requires effective management and surmounting every change represents a challenge on its own.

Besides facing continuous changes in legislation, public organizations have also undergone operational changes, starting from the new access of data processing, a new system of records, most of organizations offering online services, changes that managers dealt with and consequently the entire staff. All these changes have aroused reactions of the staff which had to be managed with the utmost attentiveness. All these have influenced an increase in the volume of tasks and emergence of the great need for training of staff in relation to the new changes. There was undoubtedly a need for constant changes with the first and foremost purpose to enable citizens and businesses an easier and more efficient access for their completion but at the same time their request for realization of services by the public organizations.

## 2. 1 Principles of Change Management

According to Mercurio (2006), change can be managed in the best manner by: frequent and honest communication, explaining the purpose of the change, by providing a detailed implementation plan and by monitoring the plan and separating facts.

While planning change, one must consider five basic principles, and they are:

Principle 1 – Obtaining support so that at any given time it involves and obtains the support of the personnel within the system, environment, processes, culture, personal and organizational relations.

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Principle 2 – Understanding current situation. A manager must understand the organization at a certain moment by collecting and analysing data and to have an accurate description of the organization.

Principle 3 – Anticipating future situation. One must understand where it is heading, when, why and what measures must be undertaken to accomplish the desired situation.

Principle 4 – Plan development. The plan must be developed in phases that are appropriate, achievable and measurable towards accomplishing of the future situation.

Principle 5 – Communication. This is an unavoidable and most important principle which is included in every phase of management which enables facilitation of participation of personnel who must be informed as promptly, openly and comprehensively as possible.

Therefore, most of these factors are identifiable but how do these factors influence change management, we shall see in the continuance of the paper.

## 2. 2 Why Can Change Fail

There are various reasons why change can fail. Articulating and designing initiatives of change is relatively easy. However, effective implementation and execution of initiative in order to gain its perceived result, is something else. To avoid failure and to increase probability, one must as much as possible strive to avoid errors that usually others make. There are several reasons why change can fail.

Failing to Focus on Essential Issues – If a preparation of initiative for a certain change has lasted too long and the executioners have grown tired of this and they lose attention due to the long time and they wish to announce the change as soon as possible only so that the issue moves forward, they can make essential errors. They forget that people they depend on for the implementation of change have not been part of preparations and talks. Good managers, who wish to circumvent these situations, value the emotional impact of the initiative for change. They focus on time for people who process these changes.

Failing to Remind People on the Necessity of the Change. Following a certain time of preparation for change, the implementation team is ready to announce the change. The problem is in it that communication that the executors have with their employees is that they forget that people who work for them do not think like them and they do not have the same information. Great leaders remind their people why change is necessary.

Executors Often Forget that Everything is a System. When we say system, we are dealing with connected parts whereby any change in one part affects the other part of the system. Therefore, if a change takes place one must take into account side effects that might occur.

Failing to Create Executable Plans. Nonexistence of executable plans may be one of the causes for nonrealization of change. Hence, a strategy must be developed which is an executive function and tactics must be developed which is an operational function. Answers must be provided to the following questions: who, what, where, when and how. Finally, it must also contain the motivating component and a connection with rewards.

Failing to Anticipate Obstacles, Delays and Resistance. In the course of realization of a plan, there are inevitably various problems, obstacles, which hamper its implementation. Therefore, it must be taken into consideration what might go wrong and it must be prepared for and be cautious with regards to the obstacles that will emerge by creating a second or so-called plan-B. Every effective manager must have a plan-B in case of emergence of an obstacle, he will activate it, and this is done when we anticipate possible obstacles that might appear during the implementation of the change.

Improper Coordination of Necessary Resources. One of the reasons why the initiative for a certain change fails is that the executors do not restructure the required resources. If the attempt for a change will be successful, then human resources must be reorganized so that the success becomes possible. This means that people, processes, finances, training and

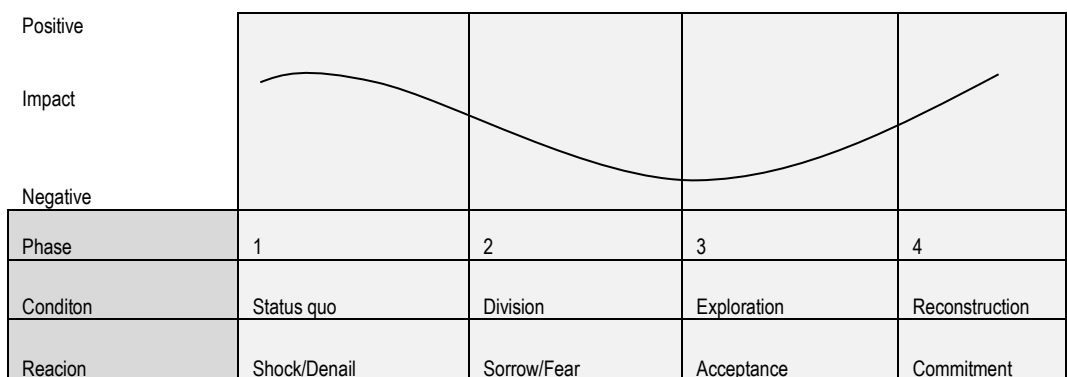
operations must be restructured so that the proper people are in the proper positions with appropriate resources and capacity to make the attempt for change optimally successful. If one of these points, such as: reorganization, probability of initiation and completion of successful attempts in realizing of change, does not go as planned, then the chances for success will diminish. Change is a usual thread which occurs in all organizations, irrespective of size, activity or seniority. The environment is changing rapidly, thus affecting organizations and, therefore, organizations must also change rapidly. "Change is an alteration of environment, structure, technology or individuals of the organization". Victor & Franckeiss (2002); Cao et al (2003); Clegg & Walsh (2004); Stanleigh (2008). The organization is constantly subjected to changes which have to be managed and if there would not be changes, the work of managers would be very easy. Actually, the work of managers would be simple if the competitors of the organization would not place new products in the market, if clients would not have new requests, if governmental decisions would never be modified, if there would not be new technologies, the requirements of employees would always be the same. Therefore, organizations do not change only because of systems, processes or new organizational structures but also because people within the organization also change and adapt and only when people within the organization have accomplished their personal changes can an organization really harvest victory. Changes require a catalyst for them to be realized. Individuals that serve as catalysts and take over responsibility of managing the change process are called change agents. Every manager might be a change agent, but a change agent might not be a manager, it might be an internal staffing expert or an external consultant, whose mastery is precisely implementation of change. In the events when changes are immense in system, usually external consultants are engaged because they are more objective than internal agents. However, problems also appear with these agents due to lack of knowledge of mentality, background, culture, operational procedures, etc.

It must be pointed out that in most public organizations, trainings were held with managing staff, and I will mention here a source from the TAK, where the process of change management has been described splendidly and I am using this source in this case. Amongst others, the phases of change have been described here as following.

### 2. 3 Phases of Change

Having a change occur within an organization, the challenge does not consist only in regulating systems, processes and structure but also people are assisted and supported through individual changes which sometimes can even be traumatic.

The model of the change curve describes four phases which most of people go through until they are adapted with the change



Scheme 2. Model of the change curve, source from "Tax Administration of Kosovo" 2011.

First phase deals with the notifying of people with the change, people's initial reaction may be shocking because they react towards the challenge through denial. Moreover, even if change is well planned and it is comprehended what is about to happen, the reality of change strikes the employees and it takes them some time to adapt. What's important in this phase

is communication. Frequent communication must be facilitated but the employees must not be confused because they have little possibility to receive timely information and one must dedicate time to answer their questions.

Second phase is when people begin to react to changes and the employees begin to feel concerned, agitated or frightened. Their resistance may be expressed in the form of a need to express their concern and to release their anger. Experience showed that this is a phase in "dangerous zone" and it must be managed with utmost attentiveness for if it is not managed well, then it can develop into crisis and chaos. It is important that even in this phase clear communication and support is provided and actions are undertaken aiming to minimize and mitigate the problems that people will be facing.

Third phase is a turning point for the employees of the organization. In this phase, the organization begins to emerge from the dangerous zone and is on the right path for success in changes. When acceptance of change is increased by people, they will have to test and explore what changes consist of. The team manager is the person implementing these changes by ensuring that people are well trained and are prepared for the consequences brought by the change and it is a phase that takes a lot of time to get used to and accept change.

Fourth phase is the phase when realization of what was expected by change is completed and employees are embodied with and embrace improvements in order to carry out their tasks and meet the anticipated objectives. Normally, changes are made for enhancing the work results and the organization starts being more productive and efficient, and the effects of change are made visible by DeCenzo/Robins (2011).

At KTA, besides changes in legislation that the staff faced with, there were continual operational changes, starting from the approach to data processing, new system of records, electronic reporting, cash registers, stimulation of voluntary declaration by frequent contacts with taxpayers and informing the same with their obligations, etc. All these changes have provoked reactions of the staff which had to be managed with the utmost caution. All these have prompted an increase in the volume of works and an immense need for training of the staff with regard to new changes. There was undoubtedly a need for constant changes, primarily with the intention to facilitate the taxpayers an easy and efficient access to voluntarily complete their tax obligations which is the motto of KTA.

Based on the conducted analysis I have ascertained that since its beginning after the war of 1999, when it was under UNMIK umbrella, and to the present days, there have been constant changes which, though trailed by problems, they inevitably occurred and have definitely had positive impacts in the modernization and development of public organization in Kosovo. The key agents of such changes were the managing staff, starting from the lowest level all the way to the top-level management, but also without neglecting the merits of all the employees in public organizations. The necessity for changes in public organizations was made for practical reasons, in order to fulfil their mission and vision for what they have been established in the first place, i. e. to become modern organizations that provide professional services both to citizens and business organizations and thus created a positive image for Kosovo state.

### 3. PURPOSE AND OBJECTIVES OF THE STUDY

This paper aims to answer some research questions in relation to management of change in public organizations in Kosovo. The main aim is to indicate factors that affect the success of change in public organizations. In addition, the purpose of this research is to identify changes that have occurred within public organizations, and secondly, to have a real overview of change management in public organizations. Empirical data serve us to have a clear view of the structure of general changes that have taken place. The objectives of this research are as following:

How much are changes happening in public organizations and how does it affect their performance

What is the commitment of managers in accomplishing changes, how effectively does the information flow and how well are staff trained in relation to the change process

Do public organizations have a clear vision with regards to the purpose of changes

How well are employees prepared pertaining to changes

How does information flow from the top-level management to the other employees and vice-versa; i. e. how does communication function in general.

#### **4. METHODOLOGY**

Quantitative method was used in this research in realizing the research, more specifically, techniques and questionnaires were utilized in data-collection process. Participants were employees of public organizations in Kosovo. However, according to Ford & Greer (2005), regardless of the fact that researchers usually suggest qualitative methods in understanding the change process, completion of empirical researches can assist them in pursuing this issue. On the other hand, in order to answer the three research questions indicated below, it is required to carry out a testing of connection between variables (communication, effective management, employees' training). Testing of these connections is made possible by use of quantitative methods. The total number of participants in the research was 32. Prior to applying questionnaires, participants agreed to serve as respondents in this research; hence, their participation was on voluntary basis. Before preparing questionnaires, some qualitative interviews were conducted, problems were identified and research questions were raised.

##### **4. 1 Research Questions**

Based on the qualitative interviews and based on fundamental principles in relation to changes, the following research questions emerged:

How much can effective communication affect the change process in public organizations?

Do public organizations have effective management pertaining to change?

What is the impact of training programs in the process of change in public organizations?

All research questions are based on the fundamental principles of management.

##### **4. 2 Hypothesis**

The questions raised above with regards to the management of change generated the research hypothesis.

H1. Effective communication facilitates change process in public organizations.

Based on changes performed in public organizations, starting from changes such as strategy, leadership, organizational culture, public organizational structure and management practices, communication represents a problem as a very significant factor.

H2. Management in public organizations is committed to implementing changes.

Qualitative interviews resulted with conclusions that the leadership within public organizations display a high level of commitment; there are leaders who possess good interpersonal skills and who are committed and influence the implementation of change; nevertheless, it is expected that the qualitative interviews will prove whether they are committed to implementation of changes.

H3. Training programs affect positively the change process in public organizations.

Training programs are good prerequisites for the public organizations to successfully manage the change process; but, how much have these trainings impacted the managing of change will be revealed by questionnaires and we shall conduct a test of the hypothesis.

## 5. FINDING

Henceforth we do have the empirical data with regards to changes that have occurred in public organizations which we have extracted from the research data. We have in total interviewed 32 respondents in various public organizations and belonging to various managerial levels.

The questionnaire consists of 11 questions which relate to the subject of the research and in the part of research we have opted Linker level (1-4). Below we shall present several tables containing cumulative empirical data from the research which have been calculated by SPSS.

Testing hypothesis 1. Effective communication facilitates change process in public organizations.

*Table 1: Correlation between effective communication and the process of realization of changes*

Correlations		Effective communication	Process of realization of changes
Effective communication	Pearson Correlation	1	.815**
	Sig. (2-tailed)		.000
	N	32	32
Process of realization of changes	Pearson Correlation	.815**	1
	Sig. (2-tailed)	.000	
	N	32	32

\*\* . Correlation is significant at the 0. 01 level (2-tailed).

In order to test the first hypothesis of this research: "*Effective communication facilitates change process in public organizations*", the correlation was analysed and we have this statistical product [ $r = .815^{**}$  and  $p < .000$ ]. This hypothesis was tested with the total of question 5, effective communication, and with the total of question 11, realization of changes process. This hypothesis was entirely substantiated. This shows that communication is a very important factor in the realization of process of changes in public organizations.

H2. Management in public organizations is committed to implementing changes.

*Table2: Correlation between management of public organizations and implementation of changes*

Correlations		Management in public organizations	Implementation of changes
Management in public organizations	Pearson Correlation	1	.806**
	Sig. (2-tailed)		.000
	N	32	32
Implementation of changes	Pearson Correlation	.806**	1
	Sig. (2-tailed)	.000	
	N	32	32

\*\* . Correlation is significant at the 0. 01 level (2-tailed).

The second hypothesis of this research: “*Management in public organizations is committed to implementing changes*”, was tested by collecting the total of points from questions no. 2 and 5, and this total was denominated “Management in public organizations”, and with the total of questions no. 3 and 4, which was denominated “Implementation of changes”.

Subsequently, the analysis of the correlation between these two variables was performed and we came up with this statistical result [ $r = .806^{**}$  and  $p < .000$ ] which is significant. The management is committed as it regards to implementation of the process of changes.

H3. Training programs affect positively the change process in public organizations.

Table 3: Correlation between training programs that affect positively changes in public organizations.

#### Correlations

		Training programs that affect positively	Changes in public organizations
Training programs that affect positively	Pearson Correlation	1	.925**
	Sig. (2-tailed)		.000
	N	32	32
Changes in public organizations	Pearson Correlation	.925**	1
	Sig. (2-tailed)	.000	
	N	32	32

\*\* Correlation is significant at the 0.01 level (2-tailed).

Third hypothesis of this study: “*Training programs affect positively the change process in public organizations*”, was tested by collecting the total of question no. 8 and by denominating is “Training programs that affect positively” and with the total of question no. 9 which was denominated “Changes in public organizations”. Accordingly, an analysis was performed in relation to correlation between these two variables and we came up with the following significant statistical result [ $r = .925^{**}$  and  $p < .000$ ].

Based on all mentioned above, we can render a conclusion that communication within the organization, managers’ commitment and training of the employees, are of great importance in managing the change process.

## 6. Conclusions

Public organizations in Kosovo have constantly been subjected to changes, both in the legislative and organizational aspect, since after the war to the present day. Undoubtedly they have confronted predicaments during the process of changes considering specifics of public organizations which are not so flexible and all the processes that take place are rather slow and they take time to submit to the processes of change.

All changes that have occurred, exempting a few which did not prove successful, in general every change has yielded in increase in the performance and a quality in completion of tasks, as well as providing services for citizens and business organizations.

Looking at it from a general viewpoint, public organizations dedicated significant importance to training of their managing staff as well as actors that are affected by the change process. We can point out here the Kosovo Tax Administration which is the most positive example in this aspect by organizing trainings for its staff, and on the other hand, organizing workshops with taxpayers in relation to changes in legislation caused by these changes, and which have been quite frequent. Resisting change is neither good nor bad *per-se* – it may be grounded or not, but it is always an important signal requiring further



investigation by the management. Resistance is oftentimes misinterpreted as if people do not wish to change. Actually, people want to grow and develop in organization. Empirical data on the changes that have been conducted indicate that a factor in change is the good leadership which affect vigorously the implementation of change and there are other significant factors which influence the change.

Calculation of empirical data indicates that all hypotheses raised with regard to the change process are significant. Communication is the key factor in implementation of process of changes. It must be communicated frequently and honestly. Commitment and advancement of managing staff and of employees must be increased by way of trainings and motivation.

## 7. Recommendations

Change management is a challenge that managers and the entire staff confront with. Taking into account the significance management of changes has for public organizations, as well as for any other organization, and based on the mentioned above in this study, we can wield some recommendations.

Planning of changes in public organizations must be carried out with an excessive caution throughout all the phases, starting from familiarising with problems which have to be the starting point for change, and knowing the possibilities, analysing the situation and presenting ideas, familiarising with obstacles that may appear, determining the best choice, implementation of planned and controlled change and evaluation of results.

It has been proven in this study that during the process of change communication is of special significance. Therefore, effective communication must be employed in all the phases.

Familiarising with external and internal factors must be performed consistently.

Trainings are essential for the managing staff as well as for employees in order to have them prepared for the change process.

I would recommend to have a specific agency established which is specialized on changes and which would prepare managers for changes. This agency would serve as a change agent which would exclusively deal with the change process. I support this due to the reason that time is being spent in training, first of managing staff and then vast majority of employees who are affected by change. This would relieve the management staff to carry out their managing duties and other employees would be closer to completing operational tasks.

Another recommendation deals with motivation which does not occupy a significant place in public organizations. Forms must be found to motivate successful managers in career advancement or some other material form, and this motivation in public organizations leaves a lot to be desired.

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## The Symptoms of Postpartum Depression in Fathers in the City of Elbasan.

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### Abstract

This study makes an exploration of Postpartum Depression symptoms of fathers in the city of Elbasan. The aim of this study is the recognition of the existence of Postpartum Depression in fathers identifying them in the picture of the symptoms. The study sample consisted of 40 fathers who had a maximum of a year that became parents, with a stable job and the average educational level of formation. Sample selection was carried out in public kindergartens number 1 (one) and 2 (two) in the city of Elbasan. For the methodology of this study are used quantitative methods. The collection of data for this study was conducted in a period of about four months, during the months of February, March, April, May, 2015. The instruments used in this study are the Beck Depression Inventory, Postpartum Depression Scale Edingurgh. Beck Depression Inventory and Edingurgh rate were used as tools because both measure Postpartum Depression and that has the same picture symptoms episode of major depression with the only change the time of development. Instruments that are used to obtain the data necessary to test hypotheses raised in this study were initially piloted before applying them in the final stage. Results of this study showed that 85% of fathers taken in the study showed symptoms of postpartum depression as dissatisfaction with the activities, criticism of themselves, concern / irritability, changes in sleep, lack of interest in people / activities, lack of energy, fatigue, hesitancy in decision making, feelings of guilt, difficulty concentrating, pessimism, frustration, failures of the past, sorrow. The study suggests that measures should be taken for public awareness of the symptoms of postpartum depression are present and in fathers and the Postpartum Depression is not attributed only to women.

### Introduction

#### Overview of the problem of study

From the review of world literature about Postpartum Depression 50 years ago, is always paid attention to women only by ignoring a considerable problems encountered fathers after birth of a child. From this perspective the Postpartum Depression in fathers is an extremely obscure phenomenon and as such it is attributed only to women over the years. But recent research indicates that fathers are equally affected by this phenomenon as women despite that they receive much less social support and that the arrival of the child in their life need to adapt to changes of their role in the family with a lifestyle completely different. Problems which reflect significantly to the development of postpartum depression in fathers in recent years are reinforce in a webside created exclusively for them ([www. SadDaddy. com](http://www.SadDaddy.com)) where 3 thousand (3000) fathers in the US asked for help.

Birth of a child is an important event, but at the same time brings what is known as the "syndrome of the head" (couvade syndrome) that is a form of depression that is manifested by a desire to disappear or feeling like abandoned. The first studies on this syndrome were carried out by two psychiatrists at the University of Birmingham; Conclon Trethowan the American psychotherapist in 1965. Will Courtney explained avoidance and a sense of claustrophobic proving a "neobaba" (new father), not a lack of sensitivity but Postpartum Depression symptoms in a non-individualized form.

All expect that the moment of the birth of a child necessarily is cheerful so it is difficult to understand that a man can not serve only as a emotional stabilizer for young mother as it is the feeling of inadequacy with the new status, lack of psycho-emotional preparation or personal impact of variables such as education, becoming a father for the first time or not, etc. , which cause a shock for men, who, although they do not born equal as women, they suffer the same as women from postpartum depression.

According to Adrienne Burgess of the Fatherhood Institute in England, hormones, insomnia, stress and the responsibility weighing on father as much as the mother, and in those cases where postpartum depression included and wife then the risk for father is even greater double. In addition to these stress, another stress to fathers was created and when they feel less able to practical services and daily activities to their child in relation to women who begin to criticize their husbands not being able to understand so they are and undermine marital relationship itself.

While we in our society do not accept the existence of Postpartum Depression in fathers, considering from personal beliefs that are not scientific beliefs. Therefore Postpartum depression in fathers is a phenomenon non explored in Albania, the incidence of which has not been determined, nor guessing yet, so this study seeks to make known, to recognize and through knowledge to make the most effective ways to treat and reduce the fathers experience as stigmatization affects search assistance despite treatment by their fathers that they are aware that significant changes are occurring in their lives.

Problems in the diagnosis of depression in men are closely associated with the rejection of the presence of symptoms from the subjects diagnosed. To make it more tangible and closer to the Albanian reality postpartum depression in fathers should be taken into account the special specifications related to the level of stress and problems that presents the life of an Albanian man, because Depression father is the key in creating problems behavior at later stages of development.

### **Definition of terms and their operationalization**

**Keyword:** Postpartum Depression; Baby Blues; postnatal psychosis

**Postpartum depression** <sup>1</sup> - It is a mood disorder, and symptoms appear to the mother but also to the father at any time during the first year of childbirth but most cases have their beginning within the first 4 months. Women are twice threatened by fathers from where 20-30% of women suffer from the Postpartum Depression.

*There are three postpartum mood disorders:*

At the end of the spectrum is the "Baby Blues" that affects about 80% of new mothers in the US and is expected to occur between the third day and ten after birth of the child. Symptoms are temporary and include crying; anxiety; mood swings and irritation.

At the other side of the spectrum is postpartum psychosis or leave and affects 1 in 500 mothers in the US usually 3-4 weeks after birth. Psychosis post-natal is a difficult situation where the mother may not be aware that she is ill and the symptoms include severe disorders of mood (elation or depression or fluctuations from one to the other), delays in the processes of thinking or strange thoughts, insomnia, etc. In this case there is a risk to life of the mother or baby because puerperal psychosis requires hospitalization when the mother's condition is very serious.

Between the postpartum psychosis and "Baby Blues" it lies Postpartum Depression which must state the perspective of bio-psycho-social.

The symptoms of the baby blues <sup>2</sup> are limited and last 2 weeks after childbirth and not interfere with the mother's ability to care for herself or her child. Postpartum psychosis is an extreme form of postpartum depression which affects only 1 to 2 per 1, 000 women in the US and it has potentially harmful effects for the mother and baby.

According to the DSM IV-TR, DSM V and ICD-10 depression postpartum (codes defining disorder F30 -F39) is a disorder that occurs in the first weeks after the baby is born (up to four weeks after birth). However many scholars and clinicians engaged in this field point out that postpartum depression can occur within the first year of the child's birth, and in the case of mothers occurs in an earlier stage compared with fathers to whom appear later and can last up the second birthday of the child <sup>3</sup>. In view of the clinical symptoms of postpartum depression are similar to those of major depression and distinguishing feature is the period of development, so after the child is born it is develop postpartum depression to mothers and fathers.

In DSM-5 criteria for a major depressive episode are *as following*:

Meeting three or more of the following nine symptoms (including at least one depressed and loss of interest or pleasure) over a 2-week period.

Each of these symptoms represent a change from previous functioning, and it should be present nearly every day:

- a. Depressed humor
  - b. Angry to child, partner or family
  - c. Loss of interest in usual activities
  - d. Changes in appetite
  - e. Inability to sleep or sleeping in longer hours.
  - f. Difficulty in concentrating or recalling events
  - m. Feelings of doubt, guilt, feeling that you / useless, i / hopeless or / tired
  - n. Psychomotor retardation or agitation
  - h. Recurring thoughts of death
- B) The symptoms cause significant distress or impairment.  
C) The episode is not due to use of a substance or medical condition.  
D) The episodes can not be explained by the presence of a psychotic disorder.

## METHODOLOGY

*The purpose and objectives of research:*

In this study is not intended to show how it has evolved the role and ways of experiencing partner's pregnancy from her husband, but is intended to recognize the existence of the phenomenon of postpartum depression in fathers identifying symptoms picture.

This scientific study also aims to determine the incidence of postpartum depression in fathers in the city of Elbasan and public awareness of postpartum depression in males and there is something that should be treated.

The final goal of this study is that after attempts to infiltrate into the male psyche and to know their conceptions and perceptions about parenting, to determine the level of fathers and Postpartum Depression picture symptoms.

### Objectives of the study

This scientific study aims:

1. Define the level of fathers Postpartum Depression.
2. Define the incidence of depression in fathers Postaptum.

### The hypothesis of the study:

Ha: Albanian fathers suffer from symptoms of Postpartum Depression.

H 0: Albanian fathers do not suffer from the symptoms of Postpartum Depression

### The focus of research

This research will be focused on:

1. By involving in the sample only fathers who had a maximum of one year that have become parents, with a stable job and the average educational level of formation. Determination of these characteristics makes the sample to be intentional and homogeneous allowing an investigation in depth and detail.

### Sample

The sample obtained in the study is intentional from where they were recruited from the registers of public kindergarten children 1 and 2 from 160 parents, 40 fathers who are maximum one year that have become parents, with a stable job and the average educational level of formation. (This is to avoid other variables that could be influencing economic status, education, etc.). The average age of fathers involved in the study was 31 years.

### Study measuring instruments

Instruments used for evaluation and measurement of Postpartum Depression in fathers selected for this quantitative study are:

1. Scale Edinburgh Postpartum Depression
2. Inventory of Depression (BECK)

Both instruments measure symptoms of major depression with postpartum depression which has the same picture symptoms and therefore diagnostic criteria were selected to be used and in this study. In both instruments questions directed is avoided to use the word depression because it is assumed that there may be some impact in responding by fathers.

### Results

Descriptive results on the incidence and Postpartum Depression level of fathers in the city of Elbasan Descriptive analyzes were conducted to determine the real state level and his incidence of postpartum depression in fathers in the city of Elbasan.

Hypothesis 1

H<sub>0</sub>: Albanian fathers do not suffer from the symptoms of Postpartum Depression.

H<sub>a</sub>: Albanian fathers suffer from symptoms of Postpartum Depression.

After entering the data in SPSS version 20 to obtain the following results

Tab. 1 Beck Inventory

	Frequency	Percent	Valid Percent	Cumulative Percent
7	2	5.0	5.0	5.0
8	2	5.0	5.0	10.0
9	2	5.0	5.0	15.0
13	3	7.5	7.5	22.5
15	11	27.5	27.5	50.0
Valid 17	2	5.0	5.0	55.0
18	2	5.0	5.0	60.0
19	4	10.0	10.0	70.0
20	5	12.5	12.5	82.5
21	7	17.5	17.5	100.0
Total	40	100.0	100.0	

According to this table, it is noted that:

For the 40 subjects involved in the research with 7 points, 8 points and 9 points were evaluated from two dads (individuals) representing 15% of the sample that report lower predisposition to develop postpartum depression.

With 13 points are evaluated only 3 individuals belonging to 7.5% of the sample, a result which indicates the possibility of developing postpartum depression in fathers referring to scoring instrument.

With 15 points have been awarded only 11 individuals belonging to 27.5% of the sample, a result which indicates the possibility of developing postpartum depression in fathers referring to scoring instrument.

With 17 points and 18 points were evaluated by 2 individuals belonging to 10% of the sample, a result which indicates the presence of symptoms of Postpartum Depression in fathers referring to scoring instrument.

With 19 points are evaluated only 4 individuals belonging to 10% of the sample, a result which indicates the presence of symptoms of Postpartum Depression in fathers referring to scoring instrument.

20 points have been awarded 5 individuals belonging to the sample 12.5%, a result which indicates a moderate level of Postpartum Depression (required psychological treatment) referring to the scoring of the instrument

21 points were estimated 7 individuals belonging to 17.5% of the sample, a result which shows a moderate level of Postpartum Depression (required psychological treatment) referring to the scoring of the instrument.

In conclusion we can say that 30% of the sample (12 individuals) suffer a moderate level from Postpartum Depression; 20% of the sample shows symptoms of Postpartum Depression; 35% of the sample are at risk for developing postpartum depression and 15% of the sample reported lower predisposition to develop postpartum depression. See Fig. 1 fq. 107

Tab. 2 Edinburgh's Inventory

	Frequency	Percent	Valid Percent	Cumulative Percent
3	2	5.0	5.0	5.0
4	2	5.0	5.0	10.0
5	1	2.5	2.5	12.5
7	1	2.5	2.5	15.0
9	7	17.5	17.5	32.5
11	7	17.5	17.5	50.0
12	14	35.0	35.0	85.0
13	4	10.0	10.0	95.0
14	2	5.0	5.0	100.0
Total	40	100.0	100.0	

According to this table, it is noted that:

From 40 people involved in the study with 3 points, 4 points are evaluated by two dads (individuals) representing 10% of the sample that has low predisposition for the development of Postpartum Depression.

With 5 points is rated 1 person (2.5% of the sample) that has low predisposition for the development of postpartum depression.

With 7 points is rated 1 person (2.5% of the sample) that is at risk for developing postpartum depression.

With 9 points and 11 points are evaluated by 7 individuals who constitute 35% of the sample that shows symptoms of Postpartum Depression.

With 12 points were evaluated 14 individuals, so 35% of the sample suffering from postpartum depression

With 13 points have been evaluated 4 individuals, 10% of the sample suffering from postpartum depression.

With 14 points have been evaluated 2 individuals, so 5% of the sample suffering from postpartum depression.

In conclusion, 12.5% of the sample has low predisposition for the development of postpartum depression; 2.5% of the sample is at risk for developing postpartum depression; 35% of the sample that shows symptoms of postpartum depression and 50% of the sample suffered from postpartum depression.

Individuals who suffer from Postpartum Depression syndrome have a rating level in Edinburgh inventory equal to 12.

In this way, we consider that our choice is the average equal to the average of the population. So  $H_0: \mu_1 = \mu_0 = 12$

**$H_a: \mu_0 \neq \mu_1 \neq 12$**

From the above analysis of the data shows that  $H_a$  stands, so we can say that fathers in our research report symptoms of Postpartum Depression

## Conclusions

Scientific study on "Postpartum Depression Symptoms of paternal" highlighted picture of symptoms of Depression that fathers experience postpartum during a child's first birthday. Also among the study described and analyzed the level and incidence of postpartum depression in fathers in the city of Elbasan.

Regarding to the level of paternal postpartum depression in fathers in the city of Elbasan from the study that was done to collected data from the completion of the Beck Depression Inventory shows that 15% of the sample reported lower predisposition for the development of paternal postpartum depression; 35% of the sample reported the possibility of developing paternal postpartum depression; 20% reported the presence of paternal postpartum depression symptoms; 30% of the sample reported a moderate level of paternal postpartum depression (required psychological treatment).

Regarding to the level of postpartum depression paternal fathers in the city of Elbasan from the study that was done to collected data from the completion of Instance Edingurgh Depression postpartum paternal turns out that 12.5% of the sample reported low predisposition for the development of postpartum depression paternal ; 2.5% of the sample is at risk for developing postpartum depression; 35% of the sample appeared symptoms of paternal postpartum depression and 50% of the sample suffered from paternal postpartum depression.

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## Aggressiveness in Adolescents Aged 15-18 Years Old, Under the Influence of Social Environment and the Introduction of New Technologies in Every Day Life.

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### Objectives:

- To collect data and facts about the aggressiveness expression of adolescents aged 15-18, under the influence of social environment and the introduction of new technologies in everyday life.
- To draw conclusions about the influence of the above factors.

**Hypothesis:** The inappropriate social environment and the presence of the new technology in everyday life influence on the expression of the aggression by the young people.

**The research question:** Which is the connection that exists between the expression of the aggression and the social and technological environment in everyday life of adolescents aged 15-18years old.

### Abstract

Aggression is a difficult concept to define. It is used and misused widely (Scott 1975). People still argue about aggression. The social psychologist Robert Baron (1983), defines aggression as a behavior that intends to harm another who does not want to be harm. The aggressive behavior can be in various forms. It can be a physical or verbal behavior such as threats and it can be an indirect action. Aggression is a behavior, but it can be accompanied with emotion (anger) and it is influenced by emotions. Roger Johnson (1972) claimed that aggression is a concept with many forms and it can be influenced by many factors. Aggressive behaviors are present in the adolescents' daily routines by becoming a cause for reducing the quality of life, for different conflicts in the society even for the disruption of the internal disbalance. All these problems created the idea of a study in order to observe closely and to find which the problems of this aggression are and how this phenomenon can be prevented to the youth. In order to find out how does the social and technological environment effects on the increase of aggression to young people. This study is focused on the adolescents aged 15-18 by observing their different problems related to the manifestations of aggressive behaviors. The study's results corroborate the hypothesis about the fact that the social and technological environment effects on the expression of aggression of the adolescents aged 15-18 (the sample of above study).

**Keywords:** Aggression, Influence, Adolescents, Social Environment, technology.

### Theoretical concepts.

Aggression is a behavior, but it can be accompanied with emotion (anger) and it is influenced by emotions. Roger Johnson (1972) claimed that aggression is a concept with several dimensions and it can be influenced by many factors. Psychologists have studied the relation between the aggression and other factors such as: heredity, sex, territory, ecology, physiology, developments, learning and social organization. Theories about aggression. Aggression is studied in four perspectives: in the perspective of the theory instincts, frustration-aggression theory, social learning theory and the social cognitive theory. The oldest theory about aggression claims that humans are aggressive from their nature. Probably the well-known supporter of the old theory was Sigmund Freud (1930) who argued that aggression is the result of the instinct of death where all humans are born. Freud laid the idea when the negative powers increase they must be released through aggressive behaviors.

### Main sources of aggression based on the concepts of Freud:

1) *Dehumanization on the process of production and consumption. The technical progress is equal to the disappearance of the largest initiative, expectations, tastes and personal needs by offering goods and services. This trend is liberating if the available sources and techniques are used to relieve the man from work and enjoyment which are required for replication of the existing institutions if they are parasitic, useless and inhuman in comparison with the existing and intellectual technical opportunities.*

2) *The conditions of the crowd, the noise and manifestation and the characteristics of the mass society. As it is stated by Rene Dubois, the needs for "peace, privacy, independence, and initiative, and for some free space" are not "whims or luxuries, but they present the real biological needs". Their absence damages the instinctual structure. Freud emphasized the "asocial" character of Eros, whereas the massive society reaches an "oversocialization" to which the individuals react "with all sorts of frustrations, oppression, aggression and fears".*

The social usage of aggression belongs to the historical structure of civilization and it has been a powerful developing tool. However, there has been a stage when the amount can be turned into quality and it might subvert the normal balance between two primary instincts in favor of destruction. In fact, the real risk of the abundant society is the possible reduction of labour until to the level when the human organism would not need to function as a working tool. In order to fight against the capitalist mode of production (and against all exploitative ways of production) is sufficient the reduction of power needs of human labor.

The system reacts by developing the production of goods and services that do not expand the individual consumption, or expand with luxury goods, or luxury of persistent poverty, but it is the necessary luxury in order to keep busy with work the necessary power to reproduce existent political and economical institutions. In the moment when this kind of employment seems superfluous, senseless and unnecessary, but at the same time it seems necessary to earn enough money to survive, frustration appears to the productivity of this society and in this way the aggression is activated.

According to the degree of the aggression that the societies, even in their structure, adapts even the mental structure of citizens: the individual becomes in the same time, more aggressive, more pliable because it submitted a society which with its vain quality and power satisfies his deepest instinctive needs (which are otherwise the most pressing). Preparing for a disaster make people more carelessly in spending money, more than if they were in the creation phase for constructive purposes. Why does this happen, I do not know, but I have noticed over a period in the Senat, that buying weapons to kill, to destroy things or cities and to wipe out cities has something that make people do not appreciate as it really is the dollar's value when they think for a new home or for the health care of human beings.

The most telling issue which distinguishes the new forms from the old ones, is that what is called aggression and technological fulfillment. The phenomena can be described shortly in this way: the act of aggression physically carried by a mechanism which has a high degree of automatization, with a bigger power of that of human who put it in the right functions. The most extreme case are the rockets and missiles, the most ordinary case of automobiles.

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This means that the energy, the power which is activated and consumed by that of mechanical, electrical or nuclear of the "item" and not the electrical instinctive of human beings.

Therefore, the aggression will be transformed from the "subject to an object" or at least it will be "mediated" from the object and the target is destroyed by the item, not from the individual. This change in the relations between the human energy and that of material, physical part and that of human aggression (the man becomes the subject and the agent of aggression through his mental abilities more than physical ones) should also affect even the mental dynamics. I set a hypothesis which is suggested by the inner logic of the process: by "deputing" the destruction to an object or to a set of things, more or less automatic, instinctual satisfaction of human beings is "interrupted", reduced, frustrated or "over hardened".

All these kinds of frustrations bring repetition and escalation: increasing violence, speed and focus expansion. In the same time, the personal responsibility, awareness and the guilt feeble weaken or scatter, separate from the actual context where the aggression was created (for example, during the bombing) and it is set in a context more or less harmless (impolite behavior, sexual inadequacy etc). This reaction is due to a considerable weakening the sense of guilt, and even the defense (hatred or anger) is removed by the real responsible entity (the commanding officer, government) to a substitute person: therefore, I did not do it as an active individual (moral or physical) but the object, the machine. (Herbet Marcuse, 1967)

The machine: the word itself suggests that a device composed by human beings may be replaced from a mechanical device/apparatus: bureaucracy, administration, the party or organization is the responsible agent; whereas I, the individual person, was just the vehicle, object. An object also can not take responsibility, in any moral sense, or can not be guilty all the time. Therefore, another barrier to the aggression is eliminated and the civilization has raised a long process of discipline. Moreover, the expansion of advancing capitalism is included in a fateful dialectic decision that comes and pushes forward the economical and political dynamics: the more powerful and "technological" the aggression is, the less convenient it is to satisfy and pacify the primary impuls, the more it tends toward repetition and escalation.

Naturally, the use of instruments of aggression is as old as the civilization itself, but there is a decisive difference between technological aggression and primitive forms. The latter were not quantitatively different (weaker): they required activation or engagement of the body to a much higher degree than the automated and semi-automated instruments of aggression. The "knife" the blunt instrument, even the revolver are far more part of the individual who uses them and they associate him more closely to his target. The technological aggression releases a mental dynamic which aggravates the destructive, anti-erotic tendencies of the puritan complex. The new ways of aggression destroy without getting the one's hands dirty, one's body soiled, one's mind incriminated. The killer remains clean physically and mentally. The purity of his deadly work obtains added sanction if it is directed against the national enemy in the national interest.

The encroachment of aggression on the domain of the lifeinstincts and also devalues the aesthetic dimension. In *Eros and Civilization* I have tried to show the erotic component of this dimension. Nonfunctional, that is to say, not committed to the functioning of a repressive society, the aesthetic values have been strong protectors of Eros in civilization. Nature is part of this dimension. Eros seeks, in polymorphous forms, its own sensuous world of fulfillment, its own "natural" environment. But only in a protective world-protected from daily business, from noise, crowds, waste only thus can it satisfy the biological need for satisfaction (Herbet Marcuse, 1967). The aggressive business practices which turn even more of protective nature into a medium of commercial fulfillment or fund, thus do not merely offend beauty-they repress the biological necessities. Once we agree to discuss the hypothesis that, in advanced industrial society surplus-aggression is released in quite unsuspected and "normal" behavior, then we may see it even in areas which are removed from the more familiar manifestations of aggression, for instance the style of publicity and information practiced by mass media.

The characteristic is the permanent repetition: the same advertisement, with the same text or picture is broadcasted or televised again and again: the same phrases or clichés poured out by the purveyors and makers of information repeatedly, the same programs and platforms professed by the politicians again and again. Freud created his

concept of the death instinct in the context of his analysis of the "repetition compulsion": he associated this with the striving for a state of complete inertia, absence of tension, return to the womb and annihilation. Even in its less extreme use, constant repetition imposed upon more or less captive audiences, may be destructive: by destroying mental autonomy, freedom of thought, responsibility and conductive to inertia, submission, rejection of change. The established society which is the master of repetition becomes the great womb for the citizens. In order to be sure, this road to inertia and this reduction of tension is one of high and not satisfactory sublimation: it does not lead to an instinctual nirvana of satisfaction. However, it may well reduce the stress of intelligence, the pain and tension which accompany autonomous mental activity- thus it may be an effective aggression against the mind in its socially disturbing, critical functions.

Moreover, the psychological impacts and the adaptation with the environment are lead towards physical threats to environmental effects such as climate change due to global warming which are inherent to the adaption of people towards them. Societies and individuals are affected by environmental threads or by the physical effects of global climate because these two elements, thus humanity and the environment can not be separated from each other.

### The methodology:

Ky studim eshte bazuar ne metoden sasiore per mbledhjen e te dhenave e fakteve nga kampioni i perfshire ne studim. Per realizimn e ketij studimi u perdoren instrumentet perkatese per mbledhjen e te dhenave rreth hipotezese ngritur ne studim. Keshtu u perdoren pyetesore dhe intervista me kampionet e perzgjedhur ne studim, dhe u siguruan nje sere te dhenash konkrete per temen e studimit. Me pas u realizua perlogaritja e tyre, duke dale ne perfundime e rezultate konkrete rreth studimit te kryer.

This study is based on the quantitative method for collecting the data and facts from the sample which is included in the study. For the realization of this study were used instruments for collecting relevant data about the hypothesis raised in the study. Therefore, there were used questionnaires and interviews with the selected study samples and provided a concrete number of data for the topic of the study. After that, it was calculation was conducted, by concluding the concrete results about the study.

Results of the study.

**Table 1.**

Adolescents aged 15-18	The expression of aggression	The level of concentration	The establishment of social relations and communication	Show anxious symptoms
Use with no criteria the technology in their everyday life.	60-70%	45-55%	40-50%	60%
Use of technology in controlled ways.	25-35%	70-75%	85-90%	20%
The influence of social environment on the behaviors of adolescents.	65%	70%	80%	40%

From the study it was found that the young people who use the new technology inappropriately by avoiding the natural pattern of human nature, present different problems in socialization, undermining the quality of daily life. These young people mostly manifest aggressive behaviors with their daily relationships; therefore they behave badly even with the people around them. They partially lose the verbal communication with the society and they have lack of concentration/focus on everyday problems, they lose interest of their tasks that they should complete. Some of them create a kind of dependency on technology, whereas some others feel a kind of anxiety in order to be adapted with the new

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technologies which are present in their everyday life. A particular effect on their behaviors has even the social environment where adolescents live. From this study it was found that the inappropriate social environment influences 65% of aggressive behaviors to adolescents, 70% in the level of their concentration, 40% in emergence of anxiety symptoms and 80% in the establishment of social relations and communication. This study comes to conclusion that the social environment plays a special role in the adolescents' behaviors, creating social relationships between them and the environment that surrounds them. The inappropriate social environment brings the emergence of these bad and deviant behaviors to adolescents. Furthermore, the usage of new technologies without any criteria causes the emergence of aggressiveness, anxious, lack of verbal communication with the society etc. The new technologies should be seen as an aid to human life and to adapt gradually with the social environment where we live without creating independence, without losing the natural pattern of human life.

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## Civil-Legal Protection of Copyright and Related Rights in Kosovo

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### Abstract

Copyright is a subjective right of absolute character that has a special importance for dignitary. Bearing in mind the fact this right and other related rights are being violated constantly in different ways, there have been attempts in establishing a regulatory framework which guarantees the protection of this right. It is worth emphasizing that protection of this right and other related rights can be done in various ways such as: civil-legal protection, criminal-legal, administrative-legal, international legal and protection through arbitration. Active legitimacy to initiate procedure for civil-legal protection of copyright and related rights has the author or the winner of exclusive authorizations. The initiation of this procedure is done through a lawsuit under civil procedure rules and the Law on Copyright and Related Rights. However to get to this first it has to come to violation of copyright or related rights. It must be emphasized that legal framework in Kosovo determined cases which constitute the violation of copyright and related rights. Concerning this, under the Law on Copyright and Related Rights it has been specified that as violation shall be considered the use of any copyright without permission of the author. Thus, for instance in Kosovo and in many other countries piracy is a social phenomenon that violation reaches that degree sometimes is created the impression that user does these actions on a regular basis. In Kosovo is not in favor of these trends the lack of legal framework providing protection of copyright and related rights, but inaction of particular state segments in order to exercise proper supervision for implementation of legal framework in protection of those rights. By having this in mind, is noticed clearly the importance of protection copyright and related rights. Consequently it should come to the fulfillment regarding terms protection in order to ensure civil legal protection of copyright and related rights. Concerning this it could be said that initially must be ascertained the violation of copyright. In the following in order to be established the liability of offender it is necessary to prove the culpability or culpable action of user of copyright. Also is very essential the causal link between undertaken action and caused consequence respectively infliction of damage to author or holder of that right. Therefore, in order to be established the liability of particular subject for violation of copyright and related rights is necessary to be fulfilled the abovementioned conditions in a cumulative manner, which shall be handled separately in the following of this scientific paper.

**Keywords:** Law, Author, Protection, Civil-Legal, Damage.

### Introduction

Copyright as subjective right of special importance for dignitary is important to be protected due to the fact from usage of this right to benefit the author or the holder of this right. It is evident that in current economic developments occur violations of copyright and related rights and especially due to this reason the relevance of handling this scientific paper shall never pass. In order for the protection of this right to be more efficient and comprehensive it has been classified the protection of copyright in civil-legal, administrative-legal and criminal-legal context. There may also be international protection and protection through arbitration.

We shall focus on civil-legal protection of copyright and related rights. It shall be handled in detail the meaning of this protection. Also, very carefully shall be handled the conditions of protecting this right in order to identify the elements within

these conditions. In other words, shall be handled separately all the characteristic elements of this protection concerning protection of copyright and related rights.

### **Methodology**

The realization of this scientific paper shall be done by using contemporary research methods. We shall be focused in civil-legal protection of copyright and related rights. In order to better identification of elements characterizing this type of protection shall be analyzed carefully all the elements in a separate manner being present at civil-legal protection. It is true there are difficulties when is known that economic developments can lead to various violations of rights by including also copyright and related rights which are closely linked to economic developments, however through analytical method shall be analyzed theoretical treatments and legal definitions and shall be reached in particular conclusions that shall clarify the importance of this protection and the characteristics of its composition.

### **Civil-Legal Protection of Copyright and Related Rights**

Civil-legal protection is one of the protection manners in this field that can be conducted only in the case of violation of any of Copyright and Related Rights (Marković, 2002, pg. 365). Holder of copyright or the winner of exclusive authorizations in this matter have active legitimacy in initiating procedure for civil-legal protection of copyright and related rights in case of their violation. (LCRR, article 2, 6, 19, 177 and 181, LCP, article 152). This procedure shall be initiated by lawsuit in accordance with rules of civil procedure and the Law on Copyright and Related Rights (LCRR, article 5, 6, 177, 181), due to the fact the author has exclusive personal and property authorizations for protection of inviolability of author's work and its personality (non-property rights of the author), (Hennenberg, 2001, 199-299). In other words the author when exercising the right which belongs to as a subject of intellectual property for its work protects moral and material rights guaranteed by domestic unified legal framework (LCRR, article 5, 6, 17-21). The moment of filing a lawsuit in court is very important because from this moment commences civil judicial process for civil-legal protection of copyright and related rights (LCP, article 152). The holder of copyright and related rights or the winner of exclusive authorizations, by filing a lawsuit may require from the court to prove the violation of rights determined by law (LCRR, article 6, 7, 8). The plaintiff is obliged to present facts on which bases its claims (LCP, article 319) so in this way court after completion of procedure of evidence to decide justly the legal issue (Alishani, 2003, pg. 991), according to lawsuit because proving facts it has a crucial importance in issuing the decision on merits, by means of which shall be concluded that actions of the defendant by which has been violated copyright or related rights represent the guilt of the defendant which at the same time is a condition for establishing liability for violation of that right (Zivkovic, , 1972, pg. 19). However, it is worth emphasizing in the process of proving facts, sometimes is sufficient only the fact of violation of copyright and related rights. But in this process, for ascertainment of liability towards subjects (natural and legal persons) which undertake unlawful actions by means of which shall be violated copyright and related rights, is required a careful action because unlawful actions of particular subjects can be undertaken by intent or negligence (Vuković, 2005, pg. 11). Those elements, are present in contemporary law, as in legal framework, in doctrine and case law as well, (Hennenberg, 2001, pg. 200). Legal framework in Kosovo has specified clearly which actions violate copyright and related rights. The Law on Copyright and Related Rights has counted cases which constitute violation in this field. So, according to this law is considered a violation of copyright when user without permission of the author uses any of his right. If without the permission of producer records interpretation and uses for benefit material. Afterwards, if without the permission of producer of phonograms, videograms, program, database, the user uses to achieve certain benefits. Violations of copyright regarding this field are common occurrence so there is an impression that it cannot be obstructed the violation of copyright and related rights. Thus for instance, in Kosovo as well as in many other countries piracy is a social phenomenon violation reaches that degree sometimes is created the impression that user does these actions on regular basis. In Kosovo is not in favor of these trends the lack of legal framework providing protection of copyright and related rights, but inaction of particular state segments in order to exercise proper supervision for implementation of legal framework in protection of those rights. However, it is worth emphasizing in favor of these negative trends goes also weak economic regulation, market disorder, incomplete application of that regulatory and judicial instability. From abovementioned factors holders of copyright and exclusive authorizations suffer damage continuously, so from these things several countries, among others Kosovo as well losses every year. Due to this reason the most developed west countries insist rigorously to enforce rules for civil-legal protection of copyright and related rights. In Kosovo, in order to realize this protection is necessary to be fulfilled particular conditions in order the offender of these rights to be liable for

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the inflicted damage. However, it must be emphasized these conditions are not specified by legal doctrine, case law nor from regulatory but derive from the case itself.

### **Terms of Protection**

Judicial protection of holder of copyright and related rights or the winner of exclusive authorizations it may be realized, if in the judicial process initiated by lawsuit for protection of these rights is concluded that have been fulfilled the necessary conditions in providing the required protection. Initially is concluded that there is a violation of copyright and related rights because the violation of these rights is essential and sanctioned (LCRR, article 177-179). In order to be established the liability of offender of copyright and related rights it is necessary to be proven in judicial process the culpable action of user of the right. The illegality of his action and casual link between undertaking the action of user of the right and caused consequence and the violation of copyright to have inflicted a considerable damage (Dauti, 2013, pg. 168). Thus, in order to be established the liability of particular subject for violation of copyright and related rights is necessary to be fulfilled abovementioned conditions cumulatively (Zivkovic 1972, 8).

### **Violation of Copyright and Related Rights**

Violation of copyright and related rights is a condition of essential importance in order to be ascertained that has been violated copyright, holder of exclusive authorizations and related rights. The Law on Copyright and Related Rights has specified clearly that subjects may require the protection of rights and respective indemnification if there has been a violation of rights protected by law (LCRR, article 177-188). Therefore it can be said that violation of these rights is a sufficient base for initiation of procedure in protection of property and moral rights of author by presenting evidences in order to prove that has been a violation of his right. So, for instance, the performer of work has an exclusive right for protection of its property and moral rights (LCRR, article 17-21, and 130-137), due to the fact interpretation is a spiritual creativity of performer which shall be manifested by its engagement for visual and technical issues, as well as for audiovisual presentation of the work in public (Hennenberg, 2001, pg. 200). Similar violation exists also in cases when the user without the permission of phonograms's producer violates the sound recorded on the soundtrack, because the producer of phonograms has the exclusive right to allow or stop processing of its phonograms. (LCRR, article 138). There is a violation of copyright and related rights also in cases when without the permission of videograms's producer are used pictures of videogram or in any other manner there is a use of pictures and recorded tone in videogram (Alishani, 2003, pg. 993).

### **Guilt**

Guilt or culpable action of user of the right is another condition for realization of civil-legal protection of copyright. There is a culpable action of copyright user when the usage of any right is done without permission of the author or the user acts like he has the permission, or does this with false permission. When it comes to this condition it must be emphasized this is a principled determination. It is worth to emphasize the fact there are different points of views concerning this condition. One has to deal with the fact of existence of violation, by whose confirmation emanates the liability for a particular violation, which means the violation of copyright and related rights is a sufficient fact for initiation of protection of these rights. Therefore, guilt or culpable actions are not important facts in establishing liability but they can be influential in realization of compensation.

The other point of view has to deal with the fact the violation is committed with guilt or culpable behavior of the user of law. In other words, culpable behavior or user's guilt of law, whether by intent or negligence of the user of law is a necessary condition in order to be established the liability in this field, because from those actions the holder of copyright and related rights suffer damage, which in the process of protection these rights shall provide sufficient evidences in order to prove culpability or culpable action of user of these rights, because without this there is no liability (Dauti, 2004, pg. 165, Radišić, 1979, pg. 169).

### **Illegality in Action of User of Copyright**

To create conditions for initiation of procedure for judicial protection and liability for inflicted damage due to the violation of copyright and related rights, it is necessary the existence of unlawful action of user of copyright and related rights. So, the



user must have acted contrary to the rules of objective law (Zivkovic, 1972, pg. 13), therefore, when the user of copyright and related rights has unfairly used them (Tutulani-Semini, 2006, pg. 109). So, it is worth to be emphasized that illegality exists when the action of copyright and related rights user is not in accordance with legal norms, and consequently also the infringement of subjective copyright or the violation of legal interest for protection of which were created these legal norms. It must be stated the illegal action of user of abovementioned rights can exist as in infringement of property rights as well as in infringement of non-property rights of the author and related rights. Due to this reason, the illegal action inflicts the violation of law provisions regarding copyright and related rights as well as provisions of other laws related to copyright. It must be emphasized that legal doctrine of this field nor judicial practice concerning these conditions are not transparent in appropriate degrees, therefore it has to be discussed, because this is a present objective condition also in this field, because every unlawful usage of these rights and or in any prohibited manner it has an illegal influence. The existence of this condition does not exclude general rules of illegality (Hennenberg, 2001, pg. 200 dhe 205, Milloshević, 1975, pg. 151, Alishani, 2003, pg. 994).

### **Casual Link**

A condition for realization of civil-legal protection of copyright and related rights is also the casual link between the undertaken action and caused consequence. Therefore, the inflicted damage due to the unlawful use of any of copyright and related rights must be in a casual link cause-consequence. However, the consequences in this case carries the holder of right or the user of authorizations, but undertaken actions by the user of right by means of which is violated copyright or related rights shall be adequate with inflicted damage from these actions (Alishani, 2002, pg. 466, Dauti, 2013, pg. 162). Therefore, action and consequence must be a direct result (Tutulani-Semini, 2006, pg. 254). Usually by those actions shall be violated any form of copyright or any other form of related rights. So, this specifically means the violation of any copyright, the right of performer of work, the right of producer of phonograms, videograms, producer of emissions and the right of producer of database. Infliction of damage from violation of any of abovementioned rights proves the existence of casual link between the undertaken action and caused consequence. Court in determining the liability of subject for inflicted damage and the determination of its height must bear in mind influential facts and circumstances. So, it is known that court in this process must take into account the rules of condition regarding casual link. Therefore it must be noted always in the process of determining liability for violations in the field of copyright, by bearing in mind the nature and specifications of this branch of the law, shall be leaned toward affirmation of casual link as a condition in establishing the liability for inflicted damage in this matter (Dauti, 2004, pg. 160, Milloshević, 1975, pg. 156, Milič, 2000, pg. 219, Alishani, 2002, pg. 466).

### **Infliction of Damage from Violation of Copyright and Related Rights**

Infliction of damage is an essential condition for realization of civil-legal protection of copyright and related rights. The damage could be caused to the holder of copyright and related rights when the user of these rights uses without permission any of these rights. The damage has to be inflicted by unlawful action of user of these rights (Tutulani-Semini, 2006, pg. 254), which can be of property and non-property nature. These forms of damage are evident and have its importance, therefore shall be analyzed separately all forms of the damage (Alishani, 2002, pg. 458, 460, 465, Dauti, 2013, pg. 158, Tutulani-Semini, 2006, pg. 251).

### **Non-Property Damage (Moral)**

Violation of copyright which contains personal exclusive authorizations in order to protect the integrity of work and personality of the author inflicts non-property damage (LCRR, article 6, 17, 18, 19). The holder of exclusive authorizations has the active legitimacy to require compensation of damage due to the violation of copyright or performer of author's work, by taking the obligation to present evidences that it has caused the damage of this nature and it is presented to the court lawsuit for compensation (LCRR, article, 181). The violation of moral copyright and performer is evident also in judicial practice, therefore for illustration of this conclusion shall be presented several facts from judicial practice. So in this case is emphasized: To the author is known the right to non-property damage compensation inflicted as a result of violation of moral rights, which means regarding this in judicial practice is taken a principled attitude in order to be recognized to the damaged party the right in compensation of damage caused from violation of these rights. Indemnification of non-property damage in this field is specified by the law (LCRR, article, 181). This law except proper compensation due to the violation of these rights foresees also other measures providing the possibility of compensation (LCRR, article, 184-186). However,

when it comes to non-property damage and its compensation it is important to specify the height of this compensation, because the rules of LCRR, as special rules do not specify the height of compensation of this damage, but in this case this issue is regulated by general rules of civil liability for inflicted damage. So, for this form of damage as basis for determining the height of compensation serve law provisions (Law on Obligations, articles, 182-183) as general provisions (Tutulani-Semini, 2006, pg. 277, Alishani, 2002, pg. 465, Dauti, 2013, pg. 158, Aliu, 2005, pg. 58, Radišić, 1979, pg. 166).

### **Property Damage (Material)**

Material damage is caused by violation of economic copyright deriving from the creation of a work in a form determined by law (LCRR, 5, 6, 8, 21). The holder of copyright in the case of infringement of exclusive rights may require the compensation of material damage according to the law (LCRR, article, 181. 1 and 181. 4). Therefore, it is worth emphasizing that for indemnification of material damage, except rules of LCRR as special provisions (*lex specialis*) shall be applicable also provisions of the Law on Obligations (169), for indemnification of material damage as general provisions (*Lex generalis*). It should be noted that many cases of material damage are evident also in judicial practice, as well as its compensation due to the violation of property rights of the author according to LCRR derive from the creation of work (Tutulani-Semini, 2006, pg. 251, Dauti, 2013, pg. 159, Alishani, 2003, pg. 995).

### **Lawsuit Due to the Violation of Copyright and Related Rights**

Procedure for protection of copyright and related rights shall be initiated by lawsuit. Lawsuit is a main remedy by means of which shall be required civil-legal protection of these rights, (Alishani, 2003, pg. 997, Tutulani-Semini, 2006, 208, LCT, article 252). In civil proceedings lawsuit shall be filed by the author or holder of exclusive authorizations, (LCRR, article 177). Besides these subjects the lawsuit for protection of these rights shall be filed also by their heirs or authorized representative (LCP, Article 85). By having in mind the fact lawsuit is filed in cases of violation of copyright and related rights, particular subjects which have the legitimacy in filing a lawsuit by means of which commences civil proceeding, by lawsuit they may require cessation of violation of any copyright and related rights, as well as compensation for property and non-property damage inflicted by that behavior, (LCRR, article 181). However, it is important to note that is necessary for the lawsuit to contain facts upon which the plaintiff bases the request and evidences by means of which shall be proven the facts that has been violated any of copyrights and related rights (LCP, article, 252, 253, Morina&Nikçi, 2012, pg. 454-455, Brestovci, 2004, pg. 106, 147, Alishani, 2003, pg. 997, Tutulani-Semini, 2006, pg. 209). After filing a lawsuit the court conducts evidence proceedings in order to ascertain the veracity of facts dealing with allegations of the plaintiff that his right has been violated (Morina&Nikçi, 2012, pg. 579). And then is approved the lawsuit by concretely emphasizing which is the action that violated any right from the field of copyright. However, in all this process shall be respected the speed trial because the competent court is obliged to respect deadlines set by law (LCRR, article 187). So, it could be said that the competent court, based on provision of the article (LCRR 181. 1(4, 5)) and by provision of article of the law (Law on Obligations, article, 169), to the holders of copyright or the winner of exclusive authorizations to recognize the right to compensation for inflicted damage from illegal action by means of which has been violated any of rights of copyright field (Alishani, 2003, pg. 996). Therefore, as it may be seen, in this case, the compensation for inflicted damage can be realized with the application of special and general provisions. In judicial practice there are many evident cases which confirm the ascertainment for indemnification of property and non-property damage. The Law on Copyright and Related Rights clearly determines that in cases of violation of rights known by this law to require from the court to declare the decision in public media (LCRR, 181. 1(6)). This shall be realized when the court approves a lawsuit, issues a judgment for violation of copyright and related rights, and then to act according to lawsuit of damaged party publish this judgment in public media. This publication has its importance for the damaged party because by this publication shall be realized full satisfaction for the author or another holder of law.

### **Judicial Protection and Several Actions Concerning the Security of Lawsuit Due to the Violation of Copyright and Related Rights**

In order to ensure the most appropriate protection of copyright and related rights Kosovo legislator when it comes to organizing more effective protection by the Law on Copyright and Related Rights (LCRR, article 184-186) and the Law on Contested Procedure (LCP, article 296) has been determined that in trial, court acting according to lawsuit upon proposal of copyright or related rights holder due to the violation of rights, can impose security measure regarding lawsuit. Actions

for providing the lawsuit shall be undertaken from court by ordering precautions or interim measures (LCRR, article, 184-186). It must be emphasized that by undertaking any of mentioned measures by the court, upon proposal of interested subject, is a guarantee that judicial protection in this field shall be realized adequately. When there is such a process the court has broader possibilities to provide judicial protection in cases when it comes to violation of the rights from the field of copyright.

Mentioned measures in providing the lawsuit are actions undertaken by the court upon request of the holder of law in the field of copyright, based on law, (LCRR, article 184 and 185) and (LCP, article 296). These measures are in the interest of civil-legal protection of copyright and related rights. However, in undertaking actions to impose these measures shall be fulfilled several conditions, without them court has no legal basis in issuing the decision to impose them. Conditions in which court is based in issuing the decision for these measures are: to be violated copyright and related rights, to be filed the request in court for imposition of these measures, the claimant to provide credible evidences that has been violated copyright and related rights, to be risked the possibility of compensation for inflicted damage, or the existence of real danger for violation of these rights. So, without fulfillment of these conditions court has no basis in deciding to impose these measures for providing the lawsuit in this field but nevertheless for this process is necessary these conditions to be fulfilled cumulatively. During this procedure the court is obliged to prove all the relevant facts in order to decide on merit (LCP, article 319. 2, Morina & Nikçi, 2012, 579). If the lawsuit is approved there are more favorable conditions concerning civil-legal protection of copyright and related rights, because court is legally obliged to decide in imposition of security measures (LCP, article 296, Morina & Nikçi 2012, pg. 542), by which orders confiscation or seizure of disputed object, and if necessary also blocking bank account (LCRR, article 184).

### **Providing Evidence by Court Decision**

Legislator in order to provide adequate protection of copyright holder or exclusive authorizations holder in the field of copyright and related rights has determined that competent court, upon request of authorized subject, can decide in providing and preserving evidence. This action shall be undertaken by court in cases when there are based evidences that there is a violation to the holder of right in this field, and there is a potential risk that evidences can be destroyed or later precluded (LCRR, article 186). So, obtaining the evidence by a court decision is made during procedure and mostly during procedure in the main session. However, in practice often appear situations requiring evidences to be obtained as soon as possible, because getting them later shall be difficult or completely impossible. Due to this reason, the legislator has foreseen if the circumstances indicate that evidence cannot not be obtained in the main session or its obtaining shall be difficult, upon request of party the court may order the obtaining of evidence even before commencing the court procedure, (LCP, article 379, Alishani 2003, 1001, Morina & Nikçi 2012, pg. 657).

In order to realize this is necessary to be fulfilled several conditions: 1. Holder of the right to make it credible that has been violated copyright or related rights and there is a reasonable doubt that evidences regarding this violation can be disappeared, or their obtaining to be impossible. 2. Court in particular cases to act in order to provide evidences without prior notice of subject from which the evidence is obtained. 3. Request of copyright and related rights holder which incorporates facts that his right has been violated (LCRR, article, 186). Therefore, in order to be established conditions in making the decision to provide evidence is necessary these conditions to be fulfilled cumulatively (Morina & Nikçi, 2012, pg. 658). So, it can be concluded in civil-legal protection of copyright and related rights except LCRR is applicable also LCP, LEP and LOR, meaning the combined application of special and general regulatory can contribute to the successful realization of copyright and related rights protection.

### **Conclusion**

In conclusion of this scientific paper, in which were handled aspects of civil-legal protection of copyright and related rights, in the context of applicable law in Kosovo I came to these conclusions. From analysis conducted in this paper it can be freely said that copyright is considered the most important right of dignitaries according to national and unified law. However, this importance is not expressed only to holders of copyright, but also to holders of legal system in this field. By bearing in mind this fact, it is worth emphasizing that legal regulatory of this field has constantly made attempts in order to organize in the best possible way the protection of copyright and related rights. Civil-legal protection of copyright in the context of applicable laws in Kosovo and the manner how is realized that protection are things that preoccupy our society. It is worth

noting this protection is evident in legal regulatory of this field of law, however it remains a concern only its functional application. It should be emphasized for this field of law there is a special regulatory, but this does not exclude the application of general rules. These rights enjoy judicial protection and the manner how that protection should be conducted by holders of these rights and winners of exclusive rights. This protection according to applicable regulatory can be realized by a particular individual or can be organized a collective protection that currently in our country's practice is not in satisfactory levels.

Researches in the field of copyright concerning civil-legal protection lead us to conclude that copyright and the manner of their protection are not in enviable degree. This is proven by the fact in this field there are numerous violations, there is legal uncertainty due to numerous violations which present infringement of regulatory of copyright and related rights. On the other hand, there is a need for functional application of this regulatory, of course is understandable there are many difficulties concerning this matter, but by having proper regulatory and prominent professionals the goals of protection shall be brought within normal boundaries that would be appropriate for significantly flows of social life reality in country. Another obstacle of applying protection of copyright and related rights presents also the lack of relevant functioning institutions, from decision-making to those implementing that would make more effective the system of legal protection in this field of law. In the absence of these institutions there are constant obstacles in order to undertake necessary measures to achieve contemporary trends, so in this way to avoid presented obstacles in the field of copyright and related rights protection.

### Abbreviations

LCRR Law on Copyright and Related Rights

LPC Law on Contested Procedure

LOR Law on Obligational Relationship

LEP Law on Enforcement Procedure

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## Professional Education for Traditional Crafts in Kosovo

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### Abstract

Youth vocational education belongs to the general sphere of an individual education, having in mind that regular education is not a conclusion but an ongoing process. Knowledge is not limited to or has any limits whatsoever, but simply are one of the conditions to materialize lifelong education. Requirements to approach the European community dictate the need for the Kosovar society in general and its youth in particular must continue their education to meet the challenges and obstacles of life are changing rapidly. The use of new technologies is one of the most dramatic changes in professional education. Along with this new reality that is before us young people must inevitably continue to track participation in vocational education as one of the alternatives for easier access to employment and development their career. Qualified professions and crafts are those jobs or activities that produce products made by individuals or providing specialized technological services. Qualifications for these specialized professions and crafts are obtained through professional education based on concrete programs. To motivate young people to attend a vocational training as a prerequisite to reach easily to the labor market, the Kosovar state needs a reforming flexibility in curriculum reorientation of vocational training. Therefore, result oriented efficient training programs must be catalyst for young Kosovar today in continuing education in professional schools.

**Keywords:** Vocational education, vocational programs, curricula, youth, crafts.

### Purpose of the study

The overall goal of this study is to identify current opportunities to change the vocational programs near Vocational Training Centre's and vocational higher secondary, for young people who have no profession or do not attend tertiary education, with the aim of undertaking initiatives to improve vocational training services in the country. Basic purpose is the revitalization of traditional crafts being adapted to the technology of the time and stimulates the dialogue between the parties involved in this structure.

### Methodology

The paper was conducted including the analysis of relevant literature (articles in various electronic and daily Kosovar magazines). Field meetings with experts and institutions, sample design and methodology of the survey and its implementation through interviews and questionnaires

### Preamble

Education is one of the most important areas of every society and every system. Education is a sector that not only leads the society, but also strongly affected by it and the changes that occur to it. The fact that education systems are in permanent change, it serves to better adapt to social change and move with the pace of time, always to the benefit of economic and social development.

Vocational education affects labor force participation and has broader social benefits. Higher education significantly advances the chances for employment and enables their involvement in the labor market. The job market today requires professionals. Traditional products and the technological evolution have increased the requirement for professional workers.

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How prepared is a Young Kosovar today for these technological developments? What our professional schools have to offer? Do professional programs for traditional crafts? Basically there are some questions which young and Kosovar Artisan responded with direct interviews.

Not so welcoming responses are obtained from the youth and “artists” of traditional occupations. Reasons and factors should be found and examined. Analysis for strategic change program should be a national priority alongside other legal reforms.

Ministry of Education Science and Technology (MEST) in Kosovo, has taken some initial steps, such as the development of curricula, the construction of school buildings, the regulation of professional teaching staff and the opening of various professional directions. But these steps have already stagnated. Replacement of generations who complete upper secondary schools is yearly, they require training that enables learning a craft which is competitive for the labor market.

Traditional crafts in Kosovo are fading away day by day. According to those involved in this work, crafts have turned into a non-profitable work. This may be one of the reasons why young people do not want to continue the trade of their ancestors

The stories of European countries show that many of these states jealously preserve traditional crafts. France has a small village with artisans, in which the whole village is engaged in making characteristic hats. In Italy there is also a small village, and they all are in engaged in ceramic works. Albania has a historical city which mainly deals with the copper and clay works. Turkey has many places where traditional crafts ensure a good life and help the country's economic development, especially the tourist sector.

As commercial competition globally is increasing rapidly, new technologies have created an era of information which reflects the way how different organizations, including educational institutions generate and administer their services, changing ways and forms of communication and use of information. Integration of Information and Communication Technology (ICT) in vocational education has been one of the main aspects of the development of education of the population of European countries.

An inevitable aspect of this new reality of the knowledge society is the need to change the approach to vocational education, knowing that the participation of adults in Kosovo in professional education, compared with European countries remains low, due to many factors and circumstances.

Therefore, a co-operation between traditional crafts and new technology could motivate a young Kosovar to continue his personal education in higher vocational secondary schools.

#### Professional trainings for traditional crafts

The Government of the Republic of Kosovo is committed to upholding the right of every person to be educated within a choice of lifelong learning, regardless of gender, age, religion, ethnicity and disability (Education Strategic Plan Kosovo 2011-2016, pg. 54).

Besides attention and support given to vocational training in recent years by the Kosovo government, unfortunately, as in the past, politicians or governments, have done nothing but continued in line with the policy of rhetoric upholding the opinion that youth needs a profession.

Various crafts in sectors such as construction and decoration of the interior, metal works, work with wood and plastic, clothing, textiles and leather, food industry, chemical sector and the sector of cleaning, maintenance and management of computer networks, web design, graphic design are some of the requirements of the market today. Qualifications for these specialized professions and crafts are obtained through vocational training.

Occupations like farming, agriculture, fishing, handicrafts, soft industry are also among professions that have greater employment opportunities in Kosovo. Not any well-thought policy that can bring long-term development was implemented in terms of preparation of young people for career profession.

Question: How much are the traditional crafts endangered and what is the reason?

I will pick out several quotations by historians, jurists and experts of heritage in Gjakova: "In the Grand Bazaar (Qarshia e Madhe) of Gjakova, since its establishment, dozens of crafts were practiced, ranging from gunsmiths, goldsmiths, kettle crafts, leather workers, tailors, embroiderers, carpenters, fez makers, , saddlery, albanian traditional shoes(, opinga makers), etc. Most of them have already ceased their activity". "Grand Bazaar of Gjakova was also the main center, the most powerful, economic city. " " Sometimes personally I have been companion and translator of delegations, tourists from Italy, Germany, France, England, Turkey, America, Israel, etc. , None was left to leave without a lunch, dinner, gifts, souvenirs, national or religious garments, and they slept in hostel's" ("Koha Ditore" newspaper, Gazmend Doli, p. 26 ).

There are similar cases in all other cities of Kosovo like in Prizren, razor crafts, . . . Pristina, Peja (Craft tray (zeja tabakeve)- is among the best known and the oldest, not only in Kosovo but all over the Balkans ), Gjiilan as well. . . each of these regions has crafts that are characteristics of those settlements.

In this indifference or disregard to these professions have influenced and still are, a number of factors. Therefore it is common to analyze the factors and circumstances that we think have an impact on the establishment of greater interest of adults, for participation in vocational education.

Lack of full functional relationship between ministries or municipal departments regarding education and training of adults (despite several late attempts, which come as a non-fussy reaction of Kosovar institutions) is considered as the primary factor. Lack of youth support from family and community, because of the social attitude towards traditional crafts which are seen as non-profit and belonging to the past, it's the very next factor. Lack of strategy on the creation of a school program on craftsmanship in vocational schools is an essential factor of no interest from the government for cultural heritage. These are three basic reasons why traditional crafts are being vanished. All these come from direct interviews with the surveyed population.

Here's an idea: vocational schools have a different nature from mainstream schools. To answer this challenge, we need to create a somewhat different world regarding vocational schools otherwise one can be left away. Union of vocational education with vocational formation can materialize it, accomplish it, connect it with business, enhance students and enable them to be employed at the businesses or enterprises where they have completed practice.

Creating a center of craftsmen is seen as the only salvation for ancient crafts, which are on the verge of bankruptcy, because they cannot withstand the competition, which comes as a result of technological development. Besides, the compilation of the curricula plan on these crafts depending on the specifics of Municipalities would be a push towards saving these traditional crafts in correlation with the awakening an interest of young people for these professions which are directly related to market work.

"Taking into account current trends, the establishment of the center of craftsmen, in which space every tourist would have the opportunity to see the creation of souvenirs and handicrafts from the craftsmen directly, would be a right step towards conservation of Prizren tradition, "said a Prizren craftsman. (<http://koha.net>)

The opening of the craftsmen is not a big problem for the government, but to ensure its continuity it needs a professional infrastructure and a panel in various fields. The opening of classes in vocational high schools with crafts and traditional crafts, development of adequate curricula and cooperation with the respective communities would be an initial initiative to rescue from bankruptcy these historic old crafts that represent national identity. Municipalities would have full autonomy in the selection of craft profile, based on market requirements and local artistic heritage.

Requirements of the European Union (EU) call for the Kosovo society and institutions dealing directly with vocational education in particular to pay greater importance to training and youth training. Additionally Kosovo is required to show its cultural heritage within the EU countries.



## **Achievements and weaknesses of education in Kosovo**

In postwar Kosovo are taken very big steps in building school infrastructure. Tangible investments have taken place everywhere. With the help of international donations it has managed to reach projections and realized a very solid educational system in terms of educational facilities and capacity development programs, as well as in the preparation of teachers' qualifications. Some of the actions undertaken were not realized until the end, stagnation which has created gaps in educational and vocational training in particular not harmonizing training programs with market demand and also because of the lack of money, therefore (according to officials of relevant ministries) there is no constant research of the market needs nor innovations in the involvement of new technological programs.

Among the weaknesses in vocational education in Kosovo (around 10) I will present only four essential ones:

Internship programs are not designed through genuine working partnerships between schools Vocational Education and Training (VET) and employers.

Low participation of (VET) schools in community programs.

There is no clear vision of who is responsible, and who can provide support and how to organize professional practice.

VET Schools lack of promotional materials to reinforce their message when they meet with employers to create new partnerships.

(Strategic plan for education in Kosovo 2011-2016, p. 12)

Under this plan lacks the program for vocational training curricula for traditional occupations. Lack of professional literature for vocational schools is more than evident because in itself creates a barrier.

Kosovo is a small country, but with many values, with capable people, gifted and with a lot of will, eager for change and progress. It needs an institutional boost for periodical advancement.

Development of a plan for the preservation of crafts through vocational training is a contemporary new concept which can significantly increase the interest of young people to participate in vocational education. Precisely through its vocational education and continuing training of young people in various educations formal and informal will have a significant impact in reducing unemployment in Kosovo which is currently the highest in the Balkans in a scale of 35 %.

Heritage significantly affects tourism development, tourism creates jobs. Therefore crafts are part of the development process and reduce the high rate of unemployment.

Many older German traditions still flourish today. They are preserved with love and full of fanaticism by artisan craftsmen and small manufacturers, and have undergone a journey from generation to generation. Traditions like these are often intertwined between arts and crafts. We are looking at traditional craftsmen we remain amazed how modern can be old skills. Dual learning system enables some of the traditional crafts get acquired through vocational training.

### **Data on labor market**

It is known that, in the past decade countries that have had success in the number of new employees or reducing youth unemployment in the country are the ones that have had vocational education closely interconnected with the labor market. Unemployment is a challenge not only in Kosovo, but also in the European countries.

Kosovo has the youngest population in the region, the average age in 2011 was estimated to be 30. 2 years old, while in the region is 37. 4 years old, in Europe 40. 6 years old (Statistical Yearbook of the Republic of Kosovo, Pristina, May 2014). The number of pupils who have abandoned schools for 2013/2014 is 3067 students. (Statistics Agency of Kosovo, Pristina, December 2014).

From 15-24 years old age group has the highest unemployment rate of the total population of 55.9%. Of a greater concern is the high percentage of female gender with 68.4% against 50.4% of men. Also high and even worrisome is the percentage of young people who are unemployed or do not attend school or do not attend any training, a figure 35.3% of the total number of population economically active work in Kosovo, the gender ratio 40.9% female to 30.0% male. (The results of the Labor Force Survey 2013 in Kosovo, November 2014, Pristina)

Kosovo society respectively its government in cooperation with all relevant bodies responsible for economic development must find a mechanism that gives young people a craft to access the labor market. Nor could they not become lawyers, or astronauts, or physicists. They should take a specific vulnerable craft, which makes access to the labor market. The traditional crafts and artisan may have an alternative that provides dual results, professional education on the one hand and the preservation of traditional crafts on the other side. With these possibilities the cultural past of one of the youngest countries in Europe's will be highly enforced.

I believe that this step helps Kosovo to better integrate professional education with the countries development plan and at the same time motivates young people to vocational education.

### **Support from MEST and other factors**

These traditional craft and culture have raised our awareness and cultural level. We must preserve the traditional part and also redirect it to future generations, as new generations who come after us. Therefore, these craft must be supported and assisted in their development. MEST should think to create a class for traditional crafts in vocational schools in Kosovo. Results of the survey showed that the current situation is not favorable, while the future seems to be even worse for traditional manufacturing activities.

Opening profiles for traditional crafts in vocational schools would be a developmental approach, which will also raise awareness and steer the mobilization of other state institutions and society to support vanishing crafts. In this conformation it will also motivate young Kosovar to pursue these educational profiles. This fusion is able to realize a socio-economic potential, cultural and historical center on real national tradition. School curricula should be oriented to three school years, while training programs for periods of 6 months, 9 months or even longer depending on the product and the level of certification.

All these products should be in the form of souvenirs produced by pupils or interns and must have a fixed center, where they will be offered directly to the market and tourists, and there are plenty in Kosovo. It is necessary that vocational schools and vocational training centers (VTC's) have the support of business.

To support this new education strategy in schools - vocational centers it is necessary to be in compliance with professional skills curriculum that would produce antique products and the market needs people with these skills. Therefore, the role of business in this skill and certification process of youth would provide the market with a professional worker in a near future?

Regarding the role of the business, his voice has not been heard so far as required because of the lack of mechanisms to absorb their contribution. They would have been instructors of vocational schools or professional instructors practices regarding the profiles in question, because they are very good technicians, highly skilled artisans.

Vocational education and training related to business, enables students / trainees and gives them later on the opportunity to work at that business where they performed professional practice. In the case of EU countries, the ministries of the cantons (Lander) have the competence for vocational education therefore a bill should be build that would solve some specific problems. . . This law should be formulated to crystallize things and is obliged to respond to the new reality. Of course there should be included fiscal incentives or subsidies for various businesses in grants, but the state does not hold the total financial burden. Private business should also invest out of their pockets for the benefit of all, and it would be very philanthropic to think differently. In all countries of the world it is regulated by law, therefore, Kosovo needs such a law. As a result of the survey, the business is pro to joint to this structure but it is also interested to profit from the investment it is doing for the good of all, especially in creating conditions for youth training and employment.

Prime Minister Isa Mustafa has promised the abolition of customs duties on machinery required for the production of various crafts, and stressed that the government he will head will enable artisans to receive loans, while loan interest basis will be compensated by the government (<http://www.kosovapress.com/>). This should not remain just as an electoral promise but should be implemented, as soon as possible.

“Given the immense scientific, technological and socio-economic development, either in progress or envisaged, which characterizes the present era, particularly globalization and the revolution in information technology and communication, education should be a vital aspect of the educational process in all countries’(UNESCO, 2001). The support for these educational profiles - can arrive also from IT experts creating a database that links all institutions, engaged in this activity. Opening a web page (in several languages) with comprehensive information on professional training for traditional crafts would have an electronic marketing character and proportions out of the Kosovo borders. Electronic information system would also increase the interest of other international factors to invest in traditional vocational education in the country.

Developing a manual which would include all historical data on traditional crafts in Kosovo, their role and importance today would circle mosaic of support of community for traditional vocational education. Means of visual information would have positive marketing effects.

### Organizational structure

Cooperation supports the reformation of vocational education and training in Kosovo, reinforces the importance of vocational schools, and increases the production of traditional handicrafts in Kosovo. Professional handicraft teachers from Kosovo, even nationwide territories, would transmit their knowledge to new applicants and will preserve the cultural heritage of Kosovo.

Organizational cooperation structure should be more stable with the sole purpose the young in the center of it. Compilation of curricula for traditional crafts in the form most suitable for the labor market and conform to EU standards has essential preconditions. Giving full autonomy Municipal Assemblies on vocational schools, research and selection of the traditional craft of the latter in cooperation with the CVT serve as continuance of the system. Assistance and support of the business sector in training programs and craftsmanship center and government support for businesses can be a very good starting point to save traditional crafts in Kosovo and to motivate young people to this type of education. Over time this organizational structure can be expanded and enriched depending on the time and development perspective. Any professional suggestion would encourage debates for the countries benefit in culture, education and history.

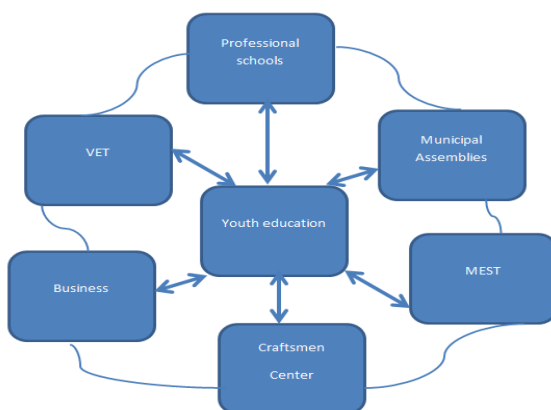


Figure : Organizational structure

This cooperation must be accompanied by a legal act which would exactly clarify legal obligations and liabilities of each institution involved based on the norms of the country and conform to international standards. Only as such it can succeed.

## Conclusion

Kosovo already has a structure of professional training and education in general, but it does not truly represent some of the economic needs as exist in all EU countries. Despite the improvement of VTC infrastructure and vocational schools, the essential problem remains the lack of strategies and programs that the market demands today, which is the weakest link in the chain of reforms to vocational training and education.

All human activities, including those performed within the scope of the curriculum, take place at a certain time, within a context. Development of curricula for professional training in traditional products in vocational schools, and the development of such a program for the VET would be crucial for the survival of traditional crafts in Kosovo.

Kosovo invests only 4.9 % of its budget on education, compared with an average of 6 % in countries with high income level. (Source: MEST: Educational Indicators in Kosovo, 2009-10, 2010-11 and 2011-12 June 2013, p. 81). This will be a great challenge for Kosovo society, based on its revenue, but if you look and evaluate the young Kosovar and think about the prospect on his side, and follow the inherited heritage over centuries, this will be one of the best decisions for the community and could bring freshness to the countries in the region.

This step will greatly reduce unemployment in the country, no matter the extent it has, in the same time it would bring awareness and motivate the youth to be trained for a traditional craft.

Construction of a partnership between countries of the region, in order to stimulate the revitalization of heritage and the local economy will be an additional motivation. The combination of handicrafts with technologies of the time would be a fantastic combination of XXI century towards the economic development of the country, having unemployment reduction a final result.

The engine of the country's development is and must be the professions, which luckily recent years are having an increased attention, so I hope that even a professional orientation on crafts tradition will be considered by the executive and legislative body of Kosovo and will be welcomed by the youth. Supporting the international factor with their experiences will strengthen far more the true meaning of this process.

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## Demographic Ageing of the Population in Bulgaria

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### Abstract

Bulgaria is one of the most rapidly ageing countries in the world. The article examines the shift in the age structure of the population in Bulgaria in the period 1960-2014 as a result of the change in the main demographic factors – birth rate, death rate and external migration. The shift in some main measures of population ageing such as median age, dependency ratio and old age dependency ratio is presented and a comparison with some European countries is done. The results show that as a result of the decrease in birth rate, increased life expectancy and external migration, the age structure of the population of Bulgaria is changing and the proportion of the older people becomes higher while the proportion of the younger people decreases. The median age in Bulgaria is one of the highest and the dependency ratios are one of the lowest in Europe mainly due to the decrease in the birth rate.

**Keywords:** ageing, age structure, death rate, birth rate, migration

### Introduction

In almost all countries worldwide the proportion of the people at age 65 and over is increasing. Ageing is related mainly with a change in the age structure as a result of the demographic transition – a process in which a transition from higher birth and death rates to lower birth and death rates occurs.

According to the United Nations Organization report “World Population Ageing: 1950-2050”, population ageing is: 1. unprecedented, without parallel in human history; 2. pervasive and is a global phenomenon affecting every person; 3. enduring and 4. population ageing has profound implications for many facets of human life (United Nations, 2002).

Bulgaria is one of the countries where considerable ageing of the population is observed. This process has gained strength in the last decades mainly due to the decrease in fertility, the increase in life expectancy as a result of the drop in mortality predominantly in child age and external migration.

In this article we examine the shift in the age structure of the population in Bulgaria in the period 1960-2014 as a result of the change in the main demographic factors. The shift in some main measures of population ageing like median and mean age, dependency ratio and old age dependency ratio is presented and a comparison with some European countries is done.

### 2. Research methods

To examine the shift in the age structure of the population in Bulgaria in the period 1960-2014 are used crude birth and death rates, life expectancy at birth and life expectancy at age 65. External migration is represented by data from the National Statistical Institute (NSI) in Bulgaria and the estimations of the net migration provided by the United Nations Population Division.

The change in the age structure by age is also presented by broad age groups, namely: population under working, working and working age and by age pyramids of the population. Calculated by the author are the main indicators of aging of the population - the median age, dependency ratio and the ratio of dependency in old age. The main indicators of population aging for comparison with other European countries have been calculated on the basis of EUROSTAT data.

### 3. Results and discussion

#### 3. 1. Dynamics of the levels of population number, birth and death rates in the period 1960-2014

In order to better understand the reasons leading to population ageing in Bulgaria and more precisely to the shift in the age structure, it would be necessary to study the dynamics in the population number and the factors that have led to this shift in the period 1960 – 2014.

The dynamics in the population number in the period 1960-2014 is presented on figure 1. Figure 1 shows the gradual increase in the population of Bulgaria from 1960 to 1989, when the population grew from a little over 7. 8 million to almost 9 million. In the next 25 years though as a result of the changed socio-economic conditions in the country, the population started to decrease and in 2014 it reached levels that were lower than the ones at the beginning of the period – 7. 2 million.

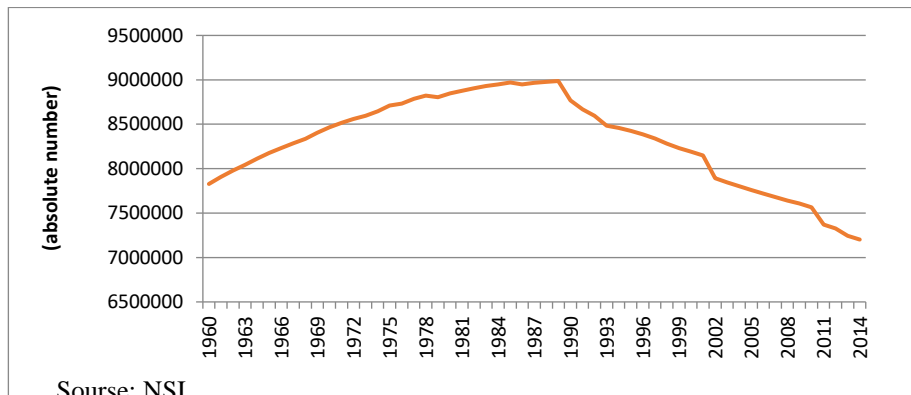


Fig. 1 Dynamics of the population number, the birth rates and the death rates in Bulgaria in the period 1960-2014

The shift in the number of the population is due to the changes in the birth rate, the death rate and the external migration.

The external migration in Bulgaria is one of the most important demographic factors having an impact both on the decrease of the population number and on ageing as it affects predominantly the younger people. The migration of the younger people on the one hand affects negatively the birth rate and the reproduction of the population and on the other hand aggravates the age structure of the population (M. Mourgova, 2016).

Data on external migration has become available since 2007 when Bulgaria joined the European Union and EUROSTAT started monitoring this data. Precise figures on the number of the individuals that have emigrated are not available. The reason for this is that the NSI reports only the individuals that have officially changed their place of residence. It does not take into account the individuals that permanently live abroad without changing their permanent address or in other words the total number of emigrants has significantly been underestimated. The data on people that have emigrated from the country in the period 2007-2014 is presented in Table 1:

Table 1. External migration in Bulgaria in the period 2007-2014

Years	2007	2008	2009	2010	2011	2012	2013	2014
External migration (absolute number)	2,958	2,112	19,039	27,708	9,517	16,615	19,678	28,727

Another source of data on migration is the estimations of net migration received from the United Nations Population Division for the period 1960 – 2011. These estimates are presented in Table 2:

Table 2. Estimates of net migration in Bulgaria in the period 1960 - 2010

Years	1950-1955	1955-1960	1960-1965	1965-1970	1970-1975	1975-1980	1980-1985	1985-1990	1990-1995	1995-2000	2000-2005	2005-2010
Net migration (in thousands)	-118	-43	-1	-6	-43	-95	-22	-184	-356	-107	-83	-83

Source: UN, Population Division: World Population Prospects: The 2012 Revision

The dynamics in the crude birth rate is presented on Fig. 2. At the beginning of the period the birth rate decreases. An increase is observed after the mid 60s and until the beginning of the 70s, when the birth rate increases as a result of the natalist policy pursued by the state during this period. After the mid 70s there is a significant drop in the birth rate and it reaches its lowest level in 1997. A slight increase in the crude birth rate can be observed after 1997 but the levels in the period between the mid 60s and the 70s were never reached again.

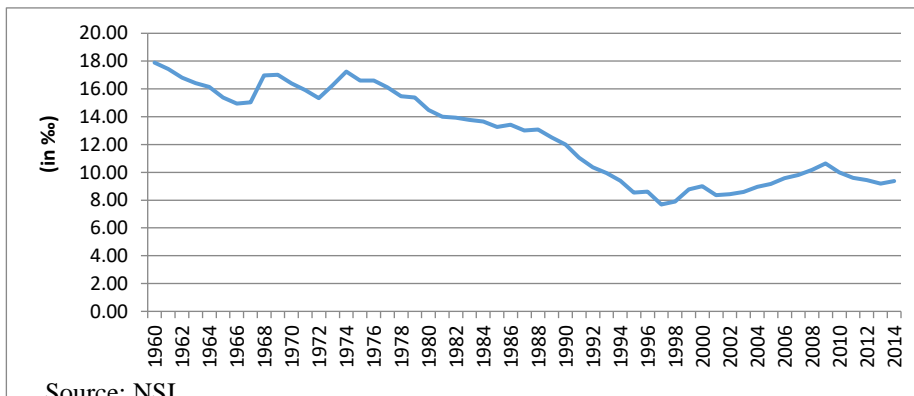


Fig. 2 Dynamics of the crude birth rate in the period 1960 – 2014

Another factor having an impact on the population number is the death rate. In the period 1960 – 2014 the crude death rate among the entire population of Bulgaria increased almost two times (Fig. 3).



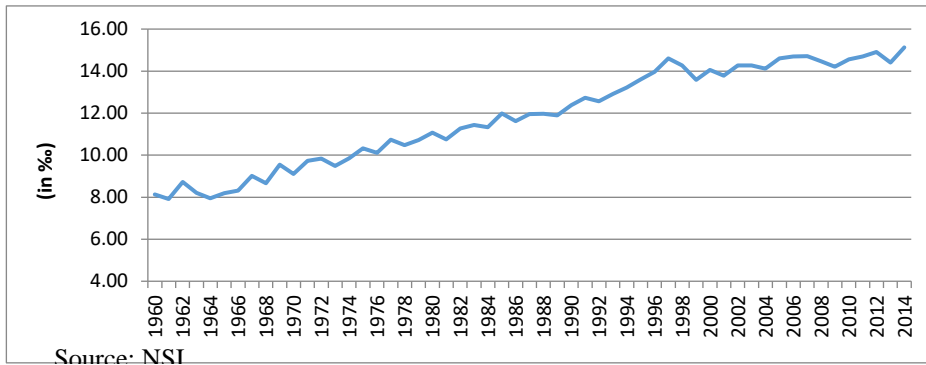


Fig. 3 Dynamics of the crude death rate in the period 1960-2014

The shift in the average life expectancy at birth could be used to measure the shift in the death rate for the entire population. From 1960 to 2014 as a result of the decrease in mortality, the life expectancy at birth increased from 69.3 years to 74.69 years or by 5.39 years (Fig. 4). While the increase by almost two years after 1960 until the 70s is maintained until the mid 90s, only for the last 20 years the average life expectancy at birth has increased approximately with four years.

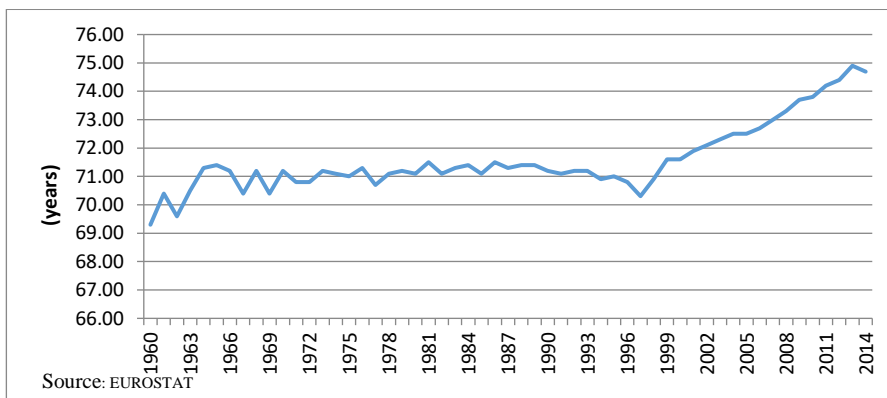


Fig. 4 Dynamics of the life expectancy at birth in Bulgaria in the period 1960 - 2014

In relation with ageing a better indicator is the life expectancy at the age of 65 (Fig. 5). In 1960 the life expectancy of the people at age 65 was almost 15 years and it marked a slight decrease in the next 35 years but preserved these levels until the mid 90s. After the profound decrease in 1997 the life expectancy of people aged 65 years increased by the end of the period and in 2014 it was about 16,05 years.

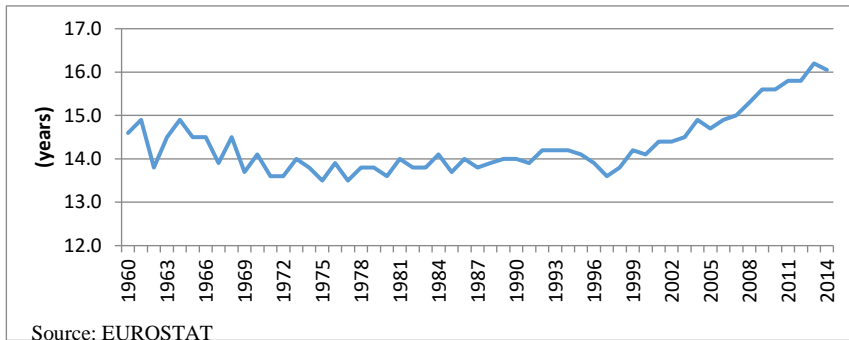


Fig. 5 Dynamics in the life expectancy at age of 65 in Bulgaria in the period 1960-2014

### 3. 2. Dynamics in the population by broad age groups

As a result of the shift in the birth rate, the death rate and under the influence of external migration, the population structure changes. There are changes also in the population structure with respect to the broad age groups and namely the below working age, the working age and the above working age population. On Fig. 6 is presented the dynamics of the proportion of these groups of the population. In the last 55 years the proportion of the working age population has marked almost no changes. Changes can be observed though in the proportion of the below working age population and the above working age population - from 1960 until 2014 the proportion of the above working age population has increased almost three times while the proportion of the below working age population has decreased two times as a result of the drop in the birth rate.

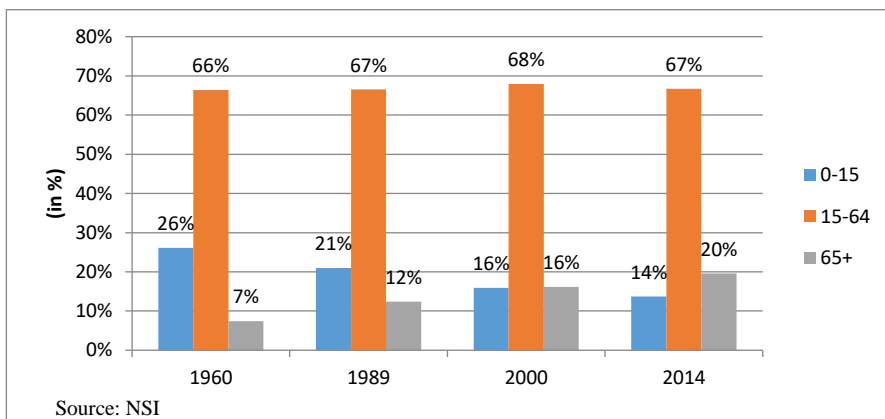


Fig. 6 Dynamics in the relative share of below working age population, working age population and above working age population (1960-2014).

### 3. 3. Main measures of population ageing

The main measures of population ageing are median age, dependency ratio and old age dependency ratio.

Median age is the age that divides a population into two numerically equal groups where half of the people are younger than this age and half are older. The median age in Bulgaria has increased significantly in the last 55 years as a result of the population ageing and from 30. 26 years it has risen by 12. 9 years - to 43. 16 years. For males this increase is from

29. 86 to 41. 20 years or an increase of 11. 34 years, while for women the increase is higher - from 30. 72 to 45. 26 years or an increase of 14. 54 years. The higher media age for women is due to the lower death rate in comparison with men.

The dependency ratio expresses the relationship between the broad age groups: the population aged 0 to 15 and aged 65 years and over and the population in the age group 15 to 64 for 100 persons.

Table 1. Main measures of population ageing

Measures	Men	Women	Total
Median age			
1960	29. 86	30. 72	30. 26
1989	34. 96	37. 15	36. 01
2000	37. 45	40. 75	39. 11
2014	41. 20	45. 26	43. 16
Dependency ratio (in %)			
1960	49. 95	51. 29	50. 62
1989	49. 01	51. 40	50. 21
2000	44. 74	49. 58	47. 18
2014	44. 53	55. 49	49. 96
Old age dependency ratio (in %)			
1960	9. 88	12. 55	11. 21
1989	16. 51	20. 77	18. 65
2000	20. 55	27. 00	23. 81
2014	23. 54	35. 25	29. 34

Source: EUROSTAT

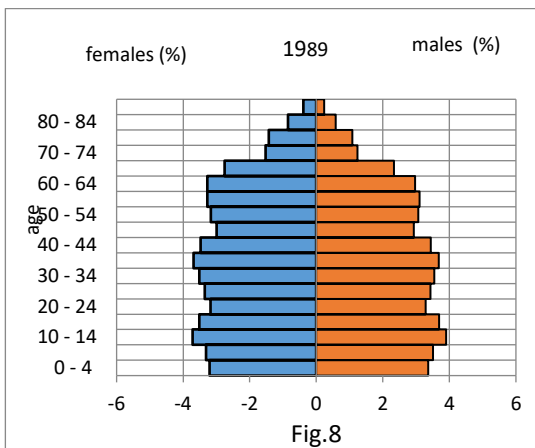
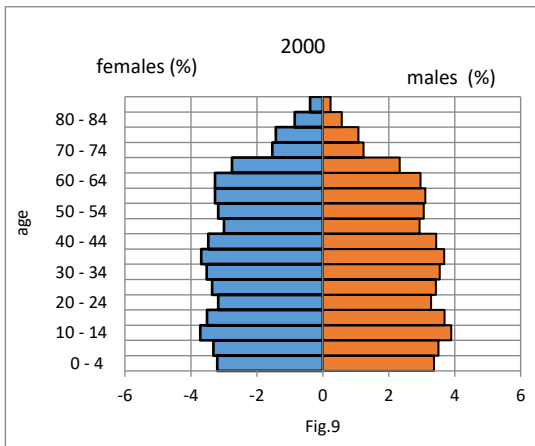
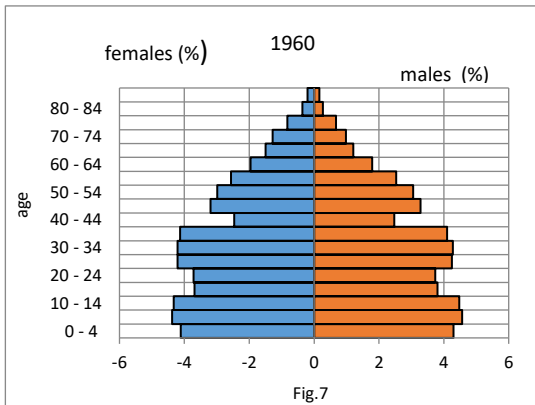
It measures the "dependency" of the youngest and the oldest population on the working age population. From 1960 to 2014 the dependency ratio has decreased by at least 1 %. The observed trends in the male and female groups are opposite to one another – while for men the dependency ratio decreases by 5. 42%, for women it increases by 4. 2%. The main reason for the decrease in the dependency ratio is the decreased birth rate and consequently the decreased share of children in the 0-15 age group as well as the external migration; the decrease in the dependency ratio for men in comparison with women is due to the higher death rate of the 65-plus age group.

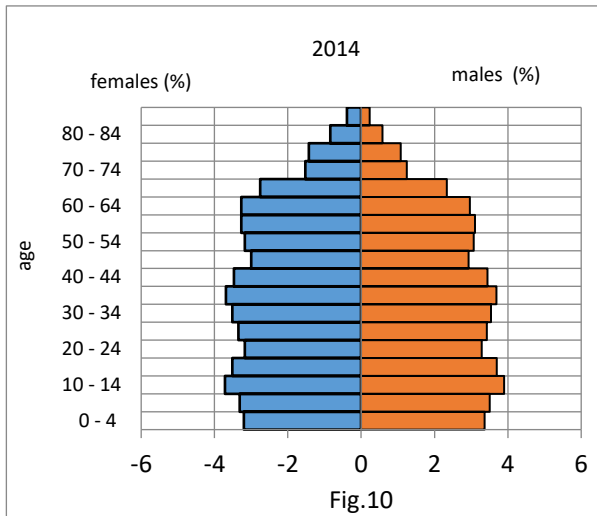
The old age dependency ratio expresses the relationship of the number of population at the aged 65 and over to the working age population. From 1960 to 2014 this ratio has increased more than two and a half times. An increase can be observed for males and females and it is higher for women in comparison to men due to the higher death rate in the male group.

### 3. 4. Population age pyramids<sup>1</sup>

Population age pyramids are a graphical illustration that shows the age structure of the population by age and gender as well as the shifts in this structure in time. On figures 7, 8, 9 and 10 are presented the age pyramids for 1960, 1989, 2000 and 2014. Figure 7 shows the typical structure of the "young" population which is presented in the shape of a pyramid with a larger bottom and a narrowing top. Such age structure is typical of high birth rate and high death rate. The next three figures show the gradual shift in the age structure of the population in time. As a result of the changes in the death and birth rates leading to population ageing, the age pyramid also changes and its bottom becomes narrower and the middle of the pyramid, representing the middle ages or the working age, grows larger together with the top of the pyramid. This tendency can be clearly observed from 1989 to 2014. Figures 8, 9 and 10 also show the shift in the age structure by gender and the proportion of women aged 60 and over marks a considerable increase in comparison to men.

<sup>1</sup> The population age pyramids have been developed by the author





### 3. 5. Comparison between the median age, the dependency ratio and the old age dependency ratio in Bulgaria and in some other European countries

The median age in Bulgaria in 2014 is higher than the median age in the EU (table 2 and only the median age in Germany, Greece and Italy is higher). The other compared indicator – dependency ratio, is lower in Bulgaria in comparison with the average for the member states of the EU. With the exception of the Czech Republic, Poland, and Romania the rest of the EU member states have a higher dependency ratio. In contrast to the dependency ratio, the old age dependency ratio in Bulgaria is higher than the average for the EU. In the countries with markedly ageing population (Germany, Greece and Italy) this indicator is higher in comparison with Bulgaria.

Table 2. Median age, the dependency ratio and the old age dependency ratio in some European Union countries in 2014

Country	Median age	Dependency ratio	Old age dependency ratio
European Union	42.14	51.84	28.15
Belgium	41.19	52.19	26.10
Bulgaria	43.16	49.96	29.34
Czech Republic	40.88	47.21	25.02
Denmark	41.27	53.80	27.13
Germany	45.60	58.21	30.32
Greece	42.94	53.04	30.44
Spain	41.86	48.65	25.86
France	40.79	56.01	26.75
Italy	44.67	52.99	31.50
Hungary	41.35	46.23	25.01
Poland	39.22	42.07	20.60
Romania	40.73	46.60	23.77
Great Britain	39.92	52.89	25.71

Source: Eurostat

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## Conclusion

As a result of the decrease in birth rate, increased life expectancy and external migration, the age structure of the population of Bulgaria is changing and the proportion of the older people becomes higher while the proportion of the younger people decreases. Respectively, in the last 55 years, all main indicators of population ageing, like median age, dependency ratio and old age dependency ratio have increased. The comparison with the other European countries shows that Bulgaria has one of the highest median ages in Europe and one of the lowest dependency ratios which are mainly due to the decrease in the birth rate.

The demographic ageing of the population in the contemporary societies is an irreversible process. Its consequences have a considerable impact on different aspects of social, economical, political and personal life. The publication of the European Committee "Active ageing and solidarity between generations: A statistical portrait of the European Union 2012" points out that population ageing has an impact on labour and product markets, families and individuals and some of the main challenges that arise for society are:

- Pressure on pension and social security systems with a direct impact on the working age population;
- Possible labour market shortages as the number of working age persons decreases;
- Adjusting the economy and in particular workplaces to an ageing labour force;
- Potential conflict between generations over the distribution of public resources.

The increase in the number and life expectancy of older people leads to a demand for increasing the healthcare system budgets in order to meet adequately the changes that have occurred.

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## Semantic Changes of Words in Albanian Language

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### Abstract

The language has changed over the years due to social, cultural, economic and scientific developments. Changes are not only in new words, but also in the same words with different meanings. These words are explained differently in dictionaries. In the language of politics, emphasis is a fruitful discourse strategy. Persuasion and convincing are key strategies of politics. In this paper, we study these words, reasons of changes. This study is based in the dictionaries of Albanian language. Comparing the dictionaries of 1980 to 2006 word by word, we highlight those words with different explanation.

**Keywords:** *revolution, ideology, politic language, semantic changes, etc.*

### 1. Introduction

The dictionary includes all the vocabulary of a language as synchronic and diachronic aspect. Each historical period leaves its traces in the dictionary, especially when there are great political, economic, cultural changes.

The tradition of the Albanian language dictionaries starts from 1960. The first scientific attempt to compile a dictionary of Albanian language was made by K. Kristoforidhi, "Dictionary of the Albanian language". This tradition is inherited by other lexicographers.

Language is a tool, through which people communicate with one another, exchange thoughts and understand each other. Being a social mean of communication, language is also a tool of war and society development. The key requirement is to determine the most suitable language elements to meet the needs of our society, to facilitate the spread of development of culture and science.

In this paper we will discuss the semantic changes, answered questions as why the meanings of words have been changed and which registers are more affected.

### 2. Literature review

The problem of explaining the words in today positions is an ideological problem. In the explanation of the words the compilers express how they understand the concepts that explain, the attitude towards these notions. Regarding the impact of society on the Albanian language, the degree of culture and linguistic consciousness of its holders have an important role. It is known that language is in the service of society and has no class character.

Before 90s the authors explain vocabulary words from ideological positions of the bourgeoisie. Lexicon has ideological character. And for this reason, ideological problem in vocabulary requires special attention.

We should consider that the discovery and explanation of the meaning or meanings of words and nuances in our dictionary should be done from the position of today. It requires certainly to recognize the linguistic spirit of the time, to live and walk in the footsteps of the time. Full disclosure of meanings, their explanation and illustration show that the wealth and strength of lexicon of our language is not just in the amount of different words, but their many meanings and nuances.

It is not difficult to notice that in some words are reflected a material and spiritual reality, which relates to a policy and an assigned ideology. This happens when we have significant political changes<sup>1</sup>. The ideology is a whole system of viewpoints, ideas, notions of a class or party. In 1980s the system of Marxism-Leninism is the powerful ideological "weapon" of time. Thus, the vocabulary of 80s had a duty to help readers (youth) to understand the world around them, the laws of its development, the changes that are made and done in our country's life. In politic speeches there are used some phrases of system: *errësira fashiste, Shqipëria- fener ndricues I socializmit, Fjala e Partisë, Partia formoi luftëtarë të paepur për socializimin, Ideologjia e huaj është helm për rininë, Himnizimi I shoqërisë komuniste, Demokraci borgjeze, Bindje ideologjike, Fjala e Partisë është ligj, Forca e ideve të marksizmit, Idetë revolucionare, Hero I punës socialiste, etc.*

They are quite pronounced in politico-social vocabulary. The language of political and social life and other areas takes the standard features of this style. Everything is included in the relevant policy's stereotypes and we achieve a whole layer of ingrained phraseology<sup>2</sup>. There are included some words such as: absolutizëm, abstraksionizëm, anarkizëm, barazimtarizëm, centrizëm, fashizëm, gjeopolitikë, individualizëm, kapitalizëm, konservatorizëm, kozmopolitizëm, kubizëm, kundërrevolucion, liberalizëm, majtizëm, marksizëm, menshevizëm, militant, militarizëm, nacionalizëm, neokolonializëm, objektivizëm, oportunitizëm, policentrizëm, proletariat, radikalizëm, republikë<sup>1</sup>, revizionizëm, romantizëm, socializëm, shovinizëm, tektonizëm, etc.

Nowadays, it is used the same word but with opposite connotation. These examples show how different attitudes towards content; how is modified their content, meaning and definition of their dictionary. The different explanation for the same word is conditioned by political and social attitude towards content that marks the word. Apparent differences are mainly made in politico-social vocabulary, avoiding politicizing load in explaining their content (in the dictionary of 2006). It happens as a result of revolutionary changes in the life and structure of our country.

In the Albanian lexicographical practice, developments and the changes in the content of vocabulary are presented in accordance with the scientific requirements of the time, with the level of achievement in the period when dictionaries are compiled. For a right explanation, we see and study the latest data of science, to know well life in all its manifestations, providing the essence of the notion.

A qualitative change in vocabulary is the disposal of active politico-social elements marking ideological phenomena and the old way of living or changes in their semantics. The politico-social lexicon is not only affected from linguistic factors, but also time of events and occurrences when they are used.

All these changes are taken into account by the compilers of the normative dictionary of our language. This means that the dictionary's compilation is a hard work and more responsibility. The linguist not only knows the way of the development of language, but also he is the holder himself of language of group. Therefore, he not only makes registration and explanation of the facts of language, but as a participant of the collective linguistic creativity, he does legislative norms. For this reason it is important to enter into the linguistic spirit of the period.

Levels of language system have different sensitivity to external influences. The system remains open at any time to answer new social situations.

Every enrichment or wastage in a system necessarily brings a reorganization of all its distinctive previous contrapositions.

### 3. Proposed methodology

Today the language policy aims to be more open, to reflect the words of a developed society<sup>3</sup>. Politico-social vocabulary of today's Albanian language has developed and continues to process its content. The base is the dialectical link with the

<sup>1</sup> Rrokaj, Sh. **Issue of the Albanian language**, Tirane, 2009, pp.72

<sup>2</sup> Samara, M. "On features of political and social vocabulary today in Albanian language", PS, no.1

<sup>3</sup> Lloshi, Xh. "Albanian language- open and dynamic language", **Standard Language and Albanian Society Today**, Tirane, pp.89



reality of our contemporary society, as well as the concepts and today's outlook of holders of Albanian language. They want to see themselves in the same social, political, economic and cultural level with other peoples in Europe and beyond.

When important social historical changes occur in society, therefore changes occur in the consciousness of people, as speakers of the language, as active members of society.

Full development of the social functions of the Albanian language in the period of socialist regime, which reflects the development of economy, science, technology, social and political life of our country, create conditions for qualitative changes in the stylistic system. Besides social history, culture and thinking on language tools, the language history traces itself, the nature and diversity of its uses. Of course, bringing of new elements, which has enriched the vocabulary, dominate over the old elements, which shows that the development of it implies obsolescence a part of it.

Changes that have been occurred in the Albanian vocabulary in recent years, are observed in the general and terminological vocabulary. They have "misled" language. Major political movements that were associated with changes in the political system, on one hand, the opening of political borders, on the other hand, have created conditions for a new life of Albanian word.

Each type of activity is also a way of view, thinking and judgment on the object, which depends on the general relationship with the object or interlocutor. This relationship is embedded socially, acquired in an environment, in a situation, event or social context, or a community. The discourses appears as the bearer of a social view, associated with cultural traditions.

After 90s the Albanian society has been experiencing major changes, which were enable by the overthrow of the previous political system. The consequence of these changes was the free movement of people, Albanians expanded contacts with the languages and cultures of other people.

#### 4. Conclusions

In this study we saw the changes in the Albanian language, reaching the following conclusions: In the period of socialist regime the Albanian language has ideological character, which reflects the development of economy, science, technology, social and political life of our country. We have different explanations of politic lexicon, that have opposite connotation. Changes that have been occurred in the Albanian vocabulary in recent years, are observed in the general and terminological vocabulary, which were enable by the overthrow of the previous political system.

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## A Method Proposal for Determining Health Communication Campaigns' Messages

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### Abstract

This research is focused on the question of deciding what to say in a (health) communication campaign. The goal is to search for ways of selecting/tailoring effective campaign messages which are persuasive for the targeted audiences. Accordingly, by considering Social Judgement Theory in the foundation of Integrated Behavior Model; two variables, belief strength and involvement are proposed with a method to predict the persuasiveness of campaign messages. When the people have strong beliefs and high involvements, a message that does not match with the most important behavioral determinant should be used in the campaign. However, when the people have weak beliefs, a message matching with the most important behavioral determinant should be used without considering the involvement level. These hypotheses are tested in the field of health communication on (cervical cancer) HPV vaccine acceptance and all accepted. CATI is used to collect data on surveys. The study sample, which is derived through a method close to probability sampling, is consisted of mothers who live in Istanbul/Turkey and have at least one 11-26-year-old daughter(N=145). Multiple linear regressions, decision trees (CHAID) and ANOVA are used for the analysis.

**Keywords:** Persuasive communication, message, belief strength, involvement, (cervical cancer) HPV vaccine

### Theoretical Foundations

#### Introduction

The era we find ourselves today from the perspective of history of communication campaigns can be named as the era of conditional effects. The typical characteristic of this era is the effective and creative application of many principles or constructs that have been previously identified (Noar, 2006). Thus, a common mission of the researches in the field of (health) communication campaigns since 1980 has been to examine the conditional effects of various variables on attitude, intention or behaviors (Bandura, 1977; Ajzen & Fishbein, 1980; Proschaska et al. , 1992; Logan, 2004, p. 1148-1149)

Today, communication campaigns are believed to be very successful in raising awareness towards issues, ideas or behaviors. However when it comes to changing (or effecting) the behaviours, the effectiveness of communication campaigns still tend to remain low which is indeed mostly the real goal (ASCOR, 2007). A possible way believed to enhance the effectiveness and efficiency of (health) communication campaigns (towards behaviors) is the customization.

Customization of communication campaigns requires paying attention or analyzing the specific characteristics (demographic, psychographic, cognitive and especially behavioral) of individuals, groups or much larger audiences and determining/providing most relevant and strategic communication components (such as medium, message content,

message appeal...) in order to meet the needs and expectations of these audiences related with a certain behavior and context (Rimer & Kreuter, 2006, p. 184).

Accordingly, one of the core interests (or problems) of communication campaign planners today is the customization of campaign messages; in other words, developing campaign messages which are relevant to individuals, target groups or larger audiences while also considering the integrity of the whole campaign. This process is conceptualized to include both targeting (customization at target group level) or tailoring (customization at individual level) in many studies (Kreuter & Strecher, 1996; Kreuter et al. , 1999; Kreuter & Skinner, 2000; Kreuter & Wray, 2003; Kreuter et al. , 2004).

Benefiting from new and interactive media (Suggs, 2006), the increased importance of using participatory strategies (Krishnatray & Melkote, 1998), being able to customize many campaign materials (such as magazines, calendars, letters, leaflets...) which are used for educative or informative goals by the help of increased technology and inclusion of powerful computers (Rimer & Kreuter, 2006), the theoretical advancements in Psychology, Social-Psychology, Marketing (such as structural equation modelling (Stephenson et al, 2006) and segmentation analyses: Q sort, cluster analysis, conjoint analysis, logistic regression, CHAID-decision tree technique (Albrecht & Bryant, 1996)), Communication (mass communication and persuasion theories) and natural sciences have all helped to integrate much more specific knowledge in the customization of communication campaigns' messages.

Transtheoretical Model (covering Hierarchy-Of-Effects Theories, Social Cognitive Theory, and Behavioral Theories) (Slater, 1999) and Integrated Behavior Model (covering Health Belief Model, Social Cognitive Theory, Theory of Reasoned Action, and variables related with individual differences) (Fishbein & Cappella, 2006) can be thought to be two of these theoretical advancements, which rise on the shoulders of many other theory or models, and brings together or synthesizes many previously founded/studied concepts within one framework.

Communication campaigns and particularly health communication campaigns are topic and behavior-specific. Thus the same set of variables used to predict a certain behaviour in a certain topic context within a framework may not be used to predict other behaviour with in other topic contexts. However, there is also a need for the inclusion of some certain and above-the-behavior-and-context variables or theories (which should be independent from any behavior/context) to shed light to some common decisions in campaign planning (Maibach et al. , 1996). Our goal trying to answer the question of: How can we decide what to say in communication campaigns' messages? by the interaction of two concepts (belief strength and involvement) in this paper is planned to serve this need. Accordingly our goal is to try to explain target audiences' acceptance of communication campaign messages with two possible generic variables which may help to predict the persuasiveness of campaign messages) and can be applicable to either individual, group or mass communication level. In the paper, our focus will be on targeting in the context of customization, however if approved, the results will probably be able to account for both tailored and generic (uncustomized) communications.

One of the first steps in the process of customization is segmentation which can be defined as the identification and differentiation of various characteristics of certain groups which are similar within but different between groups. Then, designing the most relevant and persuasive (thus customized) messages that appeal to the specified characteristics of these groups can only be achievable once after segmentation (Slater, 1996, p. 272). Hence, the effectiveness of the (health) communication campaigns will be an overall function of how much of the distinct need and expectations of these various groups have been met.

### **Belief Strength**

Belief strength is conceptualized as a predictor variable of attitude towards the behavior in Theory of Reasoned Action, Theory of Planned Behavior (and laterly also in Integrated Behavior Model) all of which are based on the summative model of attitude. Attitude towards the behavior can said to be about how much positive(favourable) or negative(unfavourable) acting towards a given behavior is judged. It is conceptualized to be a function of the underlying salient beliefs about the behavior ("which commonly are beliefs concerning outcomes of the behavior"). Hence firstly, the salient beliefs of the target group are identified and then the levels of how strongly each of these beliefs are held (belief strength) is multiplied with the importance level (or evaluation) attributed for each belief (this multiplication may be thought to be a kind of weighting for

the belief strengths, indeed). Belief strength can be measured using such scales as: probable-improbable, true-false, likely-unlikely (O'Keefe, 2002, p. 53-56, 103-104).

Indeed, attitude towards the behavior is not the only construct in the mentioned theory or models that are based on some sorts of beliefs. Actually, all the constructs in these theories or models are both functions of and measured by beliefs having different category names. Here are how all the different sorts (categories) of beliefs (as with other names: judgments or considerations) predict the related constructs in Theory of Planned Behavior (TPB) (O'Keefe, 2002, p. 101-115):

Attitude towards the behavior=  $\Sigma$  belief strength (beliefs about the behavioral outcomes) x evaluation of each belief (the value or importance associated with each behavioral belief)

Subjective Norm=  $\Sigma$  normative beliefs ("that one ascribes to salient others") x motivation to comply with those others (how much valuable/important those normative beliefs are)

Perceived Behavioral Control=  $\Sigma$  individual's control beliefs (the beliefs about the likelihood or frequencies that given control factors will occur) x the power of the control factors to facilitate or inhibit the behavior (the value or importance associated with each control belief)

Behavioral intention, which is conceptualized as being "the most immediate determinant of a voluntary action, may also be thought to be at the epsilon neighbourhood of such an action or a behavior (O'Keefe, 2002, p. 101). And it is conceptualized to be a summative function of attitude towards the behavior, subjective norm and perceived behavioral control which would have certain weights and accordingly to be a function of beliefs in several types or categories (such as behavioral, normative and control). So, in TPB, a given behavior is explained or predicted with not only behavioral but also normative and control beliefs and thus how much these beliefs at all-together are held/believed is considered within the theory. Owing to this reason, in this paper, belief strength as a construct has been conceptualized to be a summative function of not only behavioral but all types of mentioned beliefs which actually accounts for the conceptualization of behavioral intention as mentioned above in this paragraph. Then our conceptualization can be likened to a 'total belief strength'.

### **The Role of Information Processing Theories in Determining (Health) Communication Campaigns' Messages**

There are mainly three broad classes of theories which help us to explain the possible effects of messages which are used either to prevent risky behaviors and adoption of healthy behaviors (Table1). These are behaviour change theories (which are used in identifying "the rational, emotional, social and personal predictors" of such behaviors), information processing theories (which are "pertinent to behavior change") and message effects theories (which predicts the effects of message format and contents on cognitive, attitudinal and emotional outcomes). It has been understood that we need to consider all groups of theories in order to predict message effects effectively (Cappella, 2006).

Behavior change theories and information processing theories, which have distinct advantages and disadvantages, are complementary filling the gap the other leaves behind or starting after where the other ends. Hence behavior change theories are very successful at identifying the underlying salient beliefs or predictors of a given group's given behavior. So it is very feasible to detect such beliefs/determinants of behaviors that can possibly "be targeted in persuasive efforts. However, they unfortunately can not tell us easily how persuasive any of these salient beliefs would be or "which combinations of audiences and messages are likely to be more amenable or more resistant to specific interventions" or how to change the identified beliefs but information processing theories can. On the other hand, for example elaboration likelihood model (ELM) being an information processing theory "is mute about which beliefs should be the targets of persuasion" (Cappella, 2006, p. 268-269).

ELM in this context, considering both the ability and motivations of audiences and assuming exposure and attention to the information in messages explains the conditions in which persuasion will be successful. According to the model, various features of messages would effect how much those messages will be elaborated and accepted (Cappella, 2006, p. 270-271). In the model, the concept that is used to predict such conditions is 'involvement'.

Table 1: "Groups of Theoretical Approaches Pertinent to Message Effects" (Cappella, 2006)

	Topic	Authors
Behavior change theories	Integrated model of behavior change	Fishbein and Cappella
	Behavioral beliefs in smoking initiation	Kroshnick et al.
Information processing	Activation model of information exposure	Stephenson and Southwell
	Limited capacity model of motivated mediated message processing	Lang
	Elaboration likelihood model	Briñol and Petty
	Unimodel	Kruglanski et al.
Message effects	Emotional appeals	Dillard and Nabi
	Emotional functions	Peters et al.
	Tailoring	Rimer and Kreuter
	Narratives	Green
	Frames (gain and loss)	Rothman et al.
	Exemplars	Zillman
Systemic factors	Cultural and social	Viswanath and Emmons

### Involvement

Involvement has firstly been conceptualized by Sherif & Cantril (1947) in Psychology. The dimensions, definitions and operationalization of involvement varies among the researchers. Because different authors with different goals of study conceptualize and measure involvement in terms of different dimensions or types (Cakir, 2007). Then it is important to prefer one of these scales that best fits with the researcher's goal in the study but not looking for a generally most accurate scale (Cakir, 2007, p. 187). Thus it may be considered that involvement can be measured by scales emphasizing different dimensions and including different items in which what varies is the effectiveness towards the goal of the study.

From another perspective; involvement as being related with emotion or motivation may also be considered to be complementary for the effects of cognition (in other words, rationality) on acting towards a behavior (and hence on intentions or attitudes which are predecessors of behaviors at different levels). And this may be why both cognitive and emotional/affective/motivational factors (such as belief strength and evaluation of the belief, normative beliefs and motivation to comply, control beliefs and power of the control beliefs, respectively) are used in collaboration in Theory of Reasoned Action, Theory of Planned Behavior, Integrated Behavior Model... So involvement may also be considered to represent the 'value' role in those theory or models that are based on expectancy-value approach. Then the scales used to measure 'the evaluation of behavioral beliefs', 'motivation to comply', 'power of the control beliefs' (and also 'the experiential attitude' in Integrated Behavior for example) may be considered indeed to be different scales of involvement. Accordingly, involvement may be considered to be an umbrella construct which may have several dimensions, definitions and indicators and to whom we may approximate by using various scales.

In our study; 'experiential attitude', which is one of the constructs in the Integrated Behavior Model and defined closely to the construct of 'ego involvement' in Social Judgment Theory, will be used to represent involvement. Ego involvement may be stated to be about an issue, object or behavior and related with motivations based on past experiences.

### The Role of Social Judgement Theory in Determining (Health) Communication Campaigns' Messages

Social Judgement Theory's proposition is that "an individual's belief or attitude towards an object will influence the judgments he/she makes in various situations" (Krech & Crutchfield, 1967, p. 183). The two fundamental construct in the theory are ego involvement and reference point/anchor. Pfau et al. (1997, p. 464) explain Social Judgement Theory (SJT) as the following:

"The theory conceptualizes attitude based on an evaluative continuum divided into three parts or latitudes: acceptance, rejection, and noncommitment. The latitude of acceptance includes positions a receiver finds acceptable in comparison

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with their own view, whereas latitude of rejection encompasses positions a receiver finds unacceptable. The latitude of noncommitment features those positions a person finds neither acceptable nor unacceptable.

In social judgment theory, persuasion is viewed as a two-stage judgmental process (Smith, 1982). Upon exposure to a persuasive message, the receiver views the message in terms of their initial attitudinal position, which serves as an 'anchor.' Initially, if the message falls within the range of acceptance or rejection, there is a tendency to distort the message's content. Respondents tend to minimize a discrepancy between the anchor and a message when the latter falls in the range of acceptance, but maximize a discrepancy when the message falls in the range of rejection. Subsequently, attitude change is a function of the discrepancy between the message and the anchor..."

Hence, the messages falling in the range of acceptance (due to an assimilation effect) will be perceived as being more closer to one's ideas or emotions than they actually are, and the messages falling in the range of rejection (due to a contrast effect) will be perceived as being more contrary/further away from one's ideas or emotions than they actually are. So that messages falling in either of these ranges (acceptance and rejection) would not be acceptable or persuasive at all. On the other hand, "the messages that fall within the range (or latitude) of noncommitment should result in acceptance and behavior change" (Smith, 2006, p. 144).

According to the theory, the relationship between ego involvement and those ranges is as the following (Pfaus et al., 1997, p. 464):

"The division of the evaluative continuum (into the three ranges) depends entirely on receiver ego involvement in the content area. Sherif and Cantril define ego-involvement as receiver identification with an attitude. An ego-involved attitude is internalized as part of a person's value system. It is perceived as part of one's self: "as being part of me" (Sherif & Cantril, 1947, p. 93). An ego-involved attitude is '... inextricably linked to other aspects of the self. . . to important group memberships and identifications' (Eagly & Chaiken, 1993, p. 369). Greater ego-involvement in an issue reduces the range of noncommitment, extends the range of rejection, and thus enhances the prospect that a message will invoke the process of contrast (Sherif, Taub, & Hovland, 1958)."

Attribution Theory (which explains the behavioral internalization of any health information in a way that may directly be associated with involvement) and Inoculation Theory (which states that individuals compare the messages that are directed towards them against their preexisting attitudes, beliefs, or opinions of which may be associated with an anchor) meet with Social Judgement Theory at this point. Also according to the ELM, when individuals are highly involved, systematic (central route, on-the-content, cognitive) processing will excel. Furthermore, according to Cognitive Dissonance Theory, the expectancy towards the believability (or consistency) of message contents will increase in such a condition. Thus, according to Social Cognitive Theory, as also the range of rejection relatedly increases, the likelihood that the message will be rejected (boomerang -or contrast- effect) and assimilated (passivized) increases, too (Ward, 2003).

Clark & Stewart (1971) states that, "beliefs which have direct behavioral consequences and which are based on firsthand experience appear to be the ones with the widest latitude of rejection".

Therefore, if the predictive power of a belief on a behavior is high, as the level of ego involvement with that belief will also be high and in conditions of high belief strength, any message content that matches with that belief would be disregarded, unbothered, rejected and may even reinforce the existing belief (owing to psychological reactance, falling in latitude of rejection, engaging in fear control or boomerang effect). This may be explained with the ego-defensive function of attitudes in situation of cognitive-dissonance (Katz, 1960).

On the other side, the latitude of acceptance of the belief or attitudes which are not so strongly held (where belief strength is not high), will be larger than their latitudes of rejection. This forms a theoretical bases for matching the message contents with those beliefs and benefiting from such large latitudes of acceptance of those beliefs or attitudes when target groups don't have the required positive (or negative) beliefs or attitudes to perform (or not to perform) a given behavior.

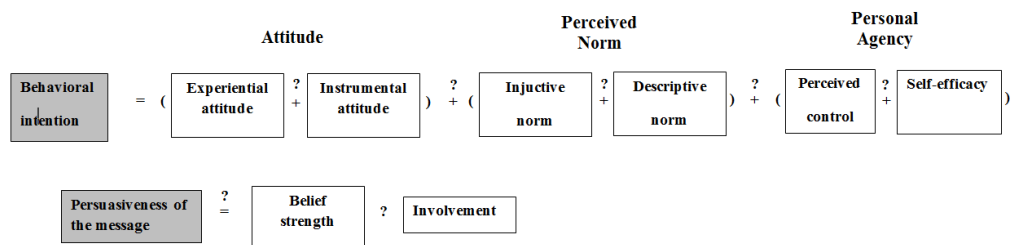
In conclusion, the hypotheses of our study are as the following:

**H1:** If (total) belief strength is high and attitude (involvement) is high, too; then the message content should not be matched with the most important determinant(s)[belief(s)] of the behavior (otherwise, if matched, the persuasiveness of such messages will be low).

**H1a:** If both total belief strength and attitude(involvement) are highly negative, owing to contrast-effect, boomerang effect, psychological reactance, the individual (group or larger audience) rejects the message.

**H1b:** If both total belief strength and attitude(involvement) are highly positive, the individual (group or larger audience) assimilates the message.

**H2:** If (total) belief strength is not high, without considering about the level of attitude (involvement) the message content should be matched with the most important determinant(s)[belief(s)] of the behavior (and so, when matched, the persuasiveness of such messages will be high).



## The Case Study: Cervical Cancer and HPV Vaccine

Cervical cancer is the second most frequent type of cancer diagnosed among women (Somer, 2009, p. 96) and is the result of abnormal cell proliferation at cervix (<http://www.rahimagzikanseri.org>). If not treated, these abnormal cells may change into precancerous lesions or cancer. Mostly, this takes long years but in rare occasions this may also develop in one year. Cervical cancer is both a preventable and if diagnosed early a curable disease (Walker, 2009, p. iii).

Almost all incidences of cervical cancer are caused by continuous or repetitive contact with certain (most frequently with type 16 and 18) types of a sexually transmitted virus named Human papillomavirus (HPV) (Salman, 2007).

HPVs of which more than 130 genotypes have been discovered (Ozarmagan & Topkarci, 2006, p. 57), have effects on only humans (Somer, 2009, p. 96). The HPV types which have low risk for causing cancer, cause genital warts. HPV types which have high risk for causing cancer (type 16, 18, 31, 33, 35, 45, 58...) have been detected in 99,7% of incidences of cervical cancer. The high-risk HPV types, which are the most frequent cause of cervical cancer, can also cause rarer cancers of vulva, vagina, penis and anus (Ozarmagan & Topkarci, 2006, p. 57). HPV infections are the most common sexually transmitted infections among the sexually active adults worldwide (Munoz et al, 2003). Penetration is not required but direct skin-to-skin genital contact or genital mucosa contact is sufficient for infection (Somer, 2009). The classical method of both preventing and monitoring cervical cancer is examining the cell samples taken from cervix which is called a PAP-smear test. The newer method of prevention have been the HPV vaccines.

### 2. 1. HPV Vaccines

The first HPV vaccine against cervical cancer has been developed in 2006. It provides protection for high-risk HPV types 16 and 18 (which cause approximately 70% of cervical cancers) and low-risk HPV types 6 and 11 (which cause approximately 90% of genital warts) (Walker, 2009, p. 12). The second HPV vaccine against cervical cancer has been developed in 2007 also provides protection for high-risk HPV types 16 and 18 but not for low-risk HPV types (Walker, 2009,

p. 12). Hence HPV vaccines can only provide protection for 70% of cervical cancer incidences. Hence, being vaccinated can not undermine the importance of having regular PAP smear test for women who are sexually active. In order to provide the highest protection, the HPV vaccines must be applied before puberty or before sexual activeness, in other words they must be applied before having been ever met with HPV, generally between the ages 9-13. It is on the national routine vaccine calendar of many countries (Ozarmagan & Topkarci, 2006, p. 57; Somer, 2009, p. 99).

## 2. 2. Factors effecting (Parental) Acceptance of HPV Vaccines

The most important risk factors for women towards cervical cancer are the age of first sexual intercourse and the number of sexual partners both during life span and within one recent year (Somer, 2009, p. 97). The perceived risk towards cervical cancer and the perceived benefits of the vaccine also effect the acceptance of the vaccine. In another researches, the perceived effectiveness of the vaccine, perceived side-effects of the vaccine, the cost of the vaccine have also been found to contribute to the acceptance (Zimet et al. , 2000; Zimet et al. , 2006).

Dempsey et al. (2006) have found that among the other independent variables effecting HPV vaccine acceptance, the beliefs and attitudes of parents are more influential than their levels of knowledge about the issue. Constantine & Jerman (2007), identified the following reasons associated with parents' unwillingness to vaccinate their daughters (against HPV) by the age of 16: As the most common reason: worries about the consequences of HPV vaccine on their daughter's sexual behavior ((which can be explained as: "HPV vaccination could lend a false sense of security to their children regarding susceptibility to a STI, thereby leading to either earlier initiation of" or encouraging more frequent sexual behavior" (Zimet, 2006, p. 202. )), specific worries about possible side effects of the vaccine, worried about vaccines in general, moral sexual behavior worries (moral worries about the possible effects of the vaccine on her daughter's sexual behavior), rejecting that such vaccination is necessary at all (as in the belief: "i believe in my daughter and that there is no need for vaccination").

In a research of Dempsey et al. (2006, p. 1490), the acceptance of HPV vaccine by mothers increased as the age that vaccine had been proposed to their daughters increased. Relatedly, Herzog et al (2008, p. 6) concludes that (for the highest protection) the importance of being vaccinated before the sexual life starts is not clearly seen by the mothers.

**Mays et al. (2004) has found that parents (owing to the lack of their childrens' sexual relationships or any of their childrens' psychological or behavioral characteristics) perceive a low risk for their children of being infected with HPV and this perception highly influenced their rejection of HPV vaccines. Charo (2007) states that some parents believe that "their children will remain abstinent (and therefore uninfected) until marriage" which may effect their risk perception (Dempsey et al. , 2006; Herzog et al. , 2008).**

Parent-child communication is also found to contribute to parent's acceptance (Gamble et al. , 2010). Gamble et al. (2010) also mentions that: Mothers who are willing to talk with their daughters about cervical cancer, sex, sexually transmitted diseases or HPV at an earlier age are found to have more tendency to accept vaccination and support being vaccinated against HPV at an earlier age (Marlow et al. , 2007). Whereas, the parents who find it difficult to talk about sex with their daughters are found to leastly approve the vaccination (Brabin et al. , 2006).

In another research about the "predictors of (HPV) vaccination among older adolescents and young adult women", it had been observed that "although many of these young women were old enough to receive the vaccine without their parents' consent, perception of their mother's approval and mother-daughter communication about sex were important predictors of vaccination (Roberts, Gerrard, Reimer, & Gibbons, 2010). Owing to mentioned reasons, we can see a how much important role the mothers have on HPV vaccination of their daughters being first-hand opinion leaders and role models for them. For this reason the beliefs of mothers towards getting their daughters HPV-vaccinated gains great importance. In the next title, the beliefs of a sample of mothers chosen from Turkey will be analyzed in order to search for the research hypotheses.

## The Methodology

### 3. 1. Research Population and Sample

The research population consisted of mothers who have at least one 11-26-year-old daughter. The sample has taken from Istanbul which is believed to be more representative of Turkey in general than any other cities and consisted of such



mothers having a telephone line in their houses. With a probability (simple systematic) sampling method, 16502 telephone numbers have been generated and dialing these numbers with CATI technique, revealed a sample size of 145.

### 3. 2. The Measures

#### 3. 2. 1. The Survey Form

The survey instrument developed in 2007 at University of North Carolina at Chapel Hill by Reiter et al. (2009) and McRee et al. (2010) is translated to Turkish (the original survey form can be reached from the link: [http://www.unc.edu/~ntbrewer/2007\\_caregiver1\\_v2010.pdf](http://www.unc.edu/~ntbrewer/2007_caregiver1_v2010.pdf)) and then adapted to also fit with constructs of Integrated Behavior Model (Kasprzyk & Montaño, 2007; Montaño & Kasprzyk, 2008). The applicability of Theory of Reasoned Action (TRA), Theory of Planned Behavior or Integrated Behavior Model (IBM) to both HPV vaccine acceptance and HIV prevention have been shown in various studies (Kasprzyk & Montaño, 2007; Costar, 2007; Askelson et al. , 2010). Mainly the changes in the original instrument have been in choosing the indirect beliefs and operationalization of IBM's constructs.

#### 3. 2. 1. 1. Independent Variables

##### 3. 2. 1. 1. 1. The selection of the indirect beliefs measured in the survey

The indirect measures about the specified behavior (having her daughter vaccinated against HPV within the next three months by consulting a doctor) which were relevant to our sample were identified by both with the help of an elicitation survey applied to 39 mothers in our sample using CATI technique and the beliefs which have been presented in the original survey instrument (Table2) before developing the adapted survey form.

##### 3. 2. 1. 1. 2. The direct measures for the constructs of IBM used in the survey

Both the theoretical foundations and the applications or operationalizations of TRA, TPB and IBM in communication campaigns have been identified mainly by Martin Fishbein and Icek Ajzen in several studies (Ajzen & Fishbein, 1980; Ajzen, Albarracin, & Hornik, 2007). In the light of these studies and using the articles or guides in the personal web site of Icek Ajzen (<http://www.people.umass.edu/ajzen/tpb.html>), the semantic differential scales advised for the direct measures of the constructs in IBM (Montaño & Kasprzyk, 2008, p. 74) were operationalized (the actual items used for such direct measures may be obtained from the author).

Table2: The Indirect Measures of the Constructs in the Adapted Survey Form

<b>Experiential Attitude</b>	
1	Knowing that my daughter will highly be protected against cervical cancer makes me happy.
2	Makes me relieved for my daughter's health
3	I'm hesitating as sexual issues may be early for my daughter
4	I'm hesitant as there are things i don't know about the vaccine*
5	I don't have a positive look for my daughter's being vaccinated against a sexually transmitted virus
<b>Instrumental Attitude</b>	
1	My daughter will get the most benefit from the HPV vaccine if she gets it sooner rather than later*
2	I think the HPV vaccine is unsafe.*
3	HPV vaccine is beneficial for my daughter's future health
4	The HPV vaccine might cause lasting health problems.*
5	Having the cervical cancer vaccine may negatively affect my daughter's chances of getting pregnant in the future.
6	The HPV vaccine is being pushed to make money for drug companies.*
7	I don't have enough information about the HPV vaccine to decide whether to give it to my daughter.*
8	The HPV vaccine protects my daughter against cervical cancer.*
9	My daughter is too young to get a vaccine for a sexually transmitted infection like HPV.*
10	The HPV vaccine is so new that I want to wait awhile before deciding if my daughter should get it.*
11	All girls going through puberty should get HPV vaccine.
12	If a girl gets HPV vaccine, she may have a tendency to experience sexuality before marriage

<b>Normative Influence</b>	
1	My friends
2	My female very close relatives such as my mother, my elder sister, my younger sister
3	My husband
4	Other close relatives
5	My daughter
6	My doctor
<b>Perceived Control</b>	
1	Unacceptedness and uncommonness of the vaccine
2	Approval of your doctor
3	If the HPV vaccine costs more than you can afford.*
4	Not knowing about anyone who got the vaccine but not encountered any problems.
5	Not having full information about the vaccine
6	The condition that your daughter is afraid of vaccines or injections in general
7	The condition that the HPV vaccine is not inoculated in primary education.
*The common items with "The Carolina HPV Immunization Attitudes and Beliefs Scale" (McRee et al, 2010)	

### 3. 2. 1. 2. Dependent Variables

In the direction of research hypotheses, the participants were asked to rate the persuasiveness of some (11) messages on themselves towards performing the behavior. A 7-point rating scale (1=Not persuasive at all. . . 7=Very persuasive) was used for these ratings. And the degrees of persuasiveness attributed to those messages have formed the dependent variables of the study. In the survey form, these ratings had been taken before the constructs of IBM were asked to participants. The 11 messages were derived by both the elicitation survey and secondary research conducted.

#### 3. 2. 1. 2. 1. The messages whose persuasiveness were asked

Get your daughter HPV-vaccinated in order to be a healthy mother in the future.

For the complete health of your daughter in her coming life, have her HPV-vaccinated.

HPV vaccine protects your daughter against cervical cancer

Protect your daughter against cervical cancer at an early age

In order to protect your daughter's future, get her HPV-vaccinated

You can consider the importance of being protected against cervical cancer for both yourself and your family but your children (daughters) can't

Do your part to prevent cervical cancer

Strengthen your daughter for the life

By HPV vaccine, now a cancer is less threatening for your daughter

HPV vaccine is a privilege which you had not had when you were at your daughter's age but you can now provide to her

Whereas many childhood and adolescent vaccines are for some *now rare diseases*, HPV is a very common virus which sexually active teens can easily get. By HPV vaccine, take your precaution against this virus from now on

## Analyzes

The process of analyzing the research hypotheses is as the following:

Identifying the model and the construct that best (highly) determines the target behavior

Dividing the sample into segments by '(total) belief strength' and 'involvement' in the direction of research hypotheses

By predictive modelling techniques, identifying the most determinative beliefs in each segment

Comparison of the segments of their reactions to proposed messages (the evaluation of the persuasivenesses of the messages among the segments)

### 3. 3. 1. The predictivity of the model

The regression analysis resulted in a model consisting of these variables/constructs:

(Perceived) injunctive norm (direct measure)

Personal agency (direct measure) – 1st factor: Self-efficacy

Personal agency (direct measure) – 2nd factor: Perceived control

Behavioral beliefs

Descriptive norm (direct measure)

When these independent variables altogether were analyzed by regression analysis (using 'enter' method), the total predictivity of the model ( $R^2$ ) were: 0, 535 and the adjusted  $R^2$  were 0, 509 ( $p < 0, 001$ ). As so, however, only coefficients of the attitudinal (behavioral beliefs) and self-efficacy (1st factor) variables were found to be significant. Hence, the same set of variables were re-regressed by using stepwise method this time. The resulted model and its variables are as the following:

$$\text{Behavioral intention} = ,211 * \text{Attitude} + 0,925 * \text{Self-efficacy}(1.\text{Factor}) + 2,753$$

Table3: Summary of the regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	,705 <sup>a</sup>	,497	,491	1,05364	,497	92,784	1	94	,000	
2	,725 <sup>b</sup>	,526	,516	1,0281	,029	5,729	1	93	,019	1,607

a. Predictors: (Constant), 1.Factor(Self-efficacy)  
b. Predictors: (Constant), 1.Factor(Self-efficacy), Attitude  
c. Dependent Variable: Behavioral intention

Table4: Coefficients of the regression model

Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2,753	,382		7,208	,000		
Self-efficacy (1.Factor)	,925	,111	,639	8,356	,000	,871	1,148
Attitude	,211	,088	,183	2,393	,019	,871	1,148

a. Dependent Variable: Behavioral intention

In the model, towards mothers' getting their daughters HPV-vaccinated, the mother's self-efficacy is 3 times more influential than their attitudes. The tolerances of these variables indicates that they don't share their predictiveness with each other, and hence there is no multicollinearity in the model. This is further supported by the Durbin-Watson statistic (being close to 2) and VIF statistic (being close to 0).

### 3. 3. 2. Dividing the sample into segments

The concept of belief strength, as a behavioral determinant, has been conceptualized to account for the total strengths of all possible beliefs (behavioral, normative, control. . .). Accordingly, the belief strength, in the perspective of summation model of attitude (O'Keefe, 2002, p. 103) can be calculated by the existing variables and their coefficients in the regression model. The belief strength was then computed by the following variables in the model:

'(total) attitude' which accounts for the sum of (strengths of) 12 indirect behavioral beliefs

'(total) self-efficacy' which accounts for the sum of (strengths of) indirect efficacy beliefs [as not the 1st factor but this new variable has a normal distribution ( $p > 0, 05$ ) and this new variable has a significant correlation ( $r = ,252$ ;  $p < 0, 01$ ) with 1st factor]

After these two variables were weighted by the unstandardized coefficients (beta) in the regression model, the belief strength has been calculated by the following equation:

$$\text{Belief strength} = 0,183 * \text{total attitude} + 0,639 * \text{total self-efficacy}$$

Involvement was not directly measured in the model, it has been approximated or bypassed with the **mean of behavioral beliefs**, in other words with (instrumental) attitude<sup>1</sup>. Hartwick and Barki (1994, p. 442) mentions about the high correlation between these concepts as the following:

<sup>1</sup> The concept of "(instrumental) attitude" which is replaced with "involment", was found to have a correlation of ,559 ( $p < ,05$ ) with the direct and ,412 with the indirect measure of "experiential attitude" which is a construct in IBM and (according to the authors, owing to the

"Individuals who view the system as both important and personally relevant are also likely to hold positive attitudes concerning the system. Analogous support for this contention comes from involvement research in other disciplines. In attitude research in psychology, highly involved individuals (with an issue) have been found to have more positive attitudes concerning the issue (Sherif, Sherif, and Nebergall 1965). In marketing, highly involved individuals (with a product) have been found to have more positive attitudes toward the product (Gardner et al, 1985, Petty et al. 1983). In organizational behavior, highly involved individuals (with their job) have been found to have more positive job attitudes (Kanungo 1982). It, therefore, stands to reason that a highly involved user will have a more positive attitude. . ."

In the same article Hartwick and Barki also writes the following about this correlation of attitude and involvement:

"Sherif et al. (1965) have shown that individuals with extreme (i. e. , very positive or very negative) attitudes concerning an issue tend to become more involved (i. e. , they develop beliefs that the issue is both important and personally relevant)."

Therefore, in the segmentation the following formula is used:

$$\text{the persuasiveness of the message} = \frac{\text{Attitude}}{\text{Attitude} + \text{Self efficacy}}$$

Accordingly, both continuous variables are transformed into categorical variables.

Table5: The categories of belief strength\*

N=145	f	%
<= 33,52 (low)	45	31,69
33,53 - 42,49 (moderate)	51	35,92
42,50+ (high)	46	32,39
Total	142	100,00

\*3 missing values were not included in categorization

Table6: The categories of involvement (attitude)\*

N=145	f	%
<= 3,47 (low)	40	27,78
3,48 - 4,90 (moderate)	63	43,75
4,91+ (high)	41	28,47
Total	144	100,00

\*1 missing value was not included in categorization

arguments covered in the title: "1.3.1. Involvement") considered to best predict involvement. Behavioral intention is also found to have a correlation of ,547 ( $p < .05$ ) with the direct and ,244 with the indirect measure of experiential attitude.

When the indirect measures of both instrumental attitude and experiential attitude were entered together in a factor analysis, the 65% of the total variance were found to be predicted by one factor (Kaiser-Meyer-Olkin sampling adequacy statistics: ,789;  $p < 0,001$  and the communality of experiential attitude: ,442).

Afterwards, the sample is divided into segments having the following conditions:

Table7: The segments' qualifications and number of participants\*

N=145	Belief strength category	Attitude category	n	% (in sample)
<b>Segment1</b>	low	low	24	16,55
<b>Segment2</b>	high	high	23	15,86
<b>Segment3</b>	low	moderate or high	33	22,76
<b>Segment4</b>	moderate or high	low	34	23,45
<b>Total</b>			114	78,62

\*Totally 31 participants who were calculated to be in "moderate" categories of both belief strength and involvement were not included in the segmentation

### 3. 3. 3. Identification of the most determinative beliefs in each segment

For identifying the dominant beliefs in the segments, decision trees are used. The two uses of decision trees that are benefited in our study are classification and profiling.

The following rules and process have been established with the decision trees:

As enabling multiway splits, depending on pre-pruning, considering the missing values in a separate category (and also for the reason that we will have a categorical dependent variable) CHAID technique is used.

The stopping criteria are set as 10 for parent nodes, and 5 for child nodes.

Before starting to analyze with decision trees, each segment is dummy coded as "1" representing "belonging to that segment" and "0" indicating "non-belonging to that segment". In the analyzes, these new dummy variables are used as dependent variables.

These 4 dummy variables are predicted with the behavioral beliefs (indirect beliefs about the attitude).

The dominant/determinant beliefs in each segment are as the following:

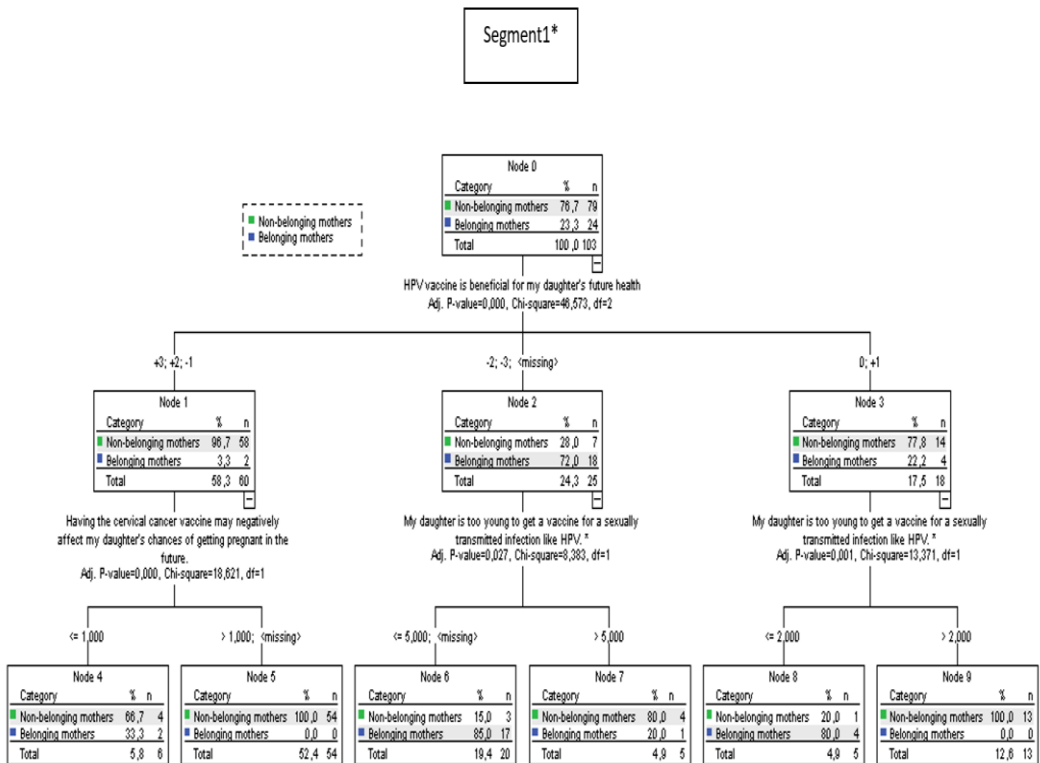
The majority of the mothers in Segment1 both believe that "HPV vaccine is absolutely not beneficial for their daughters' future" and "their daughters are too young to be vaccinated against a sexually transmitted disease". The mothers in general in this segment don't associate HPV vaccine with the future health of their daughters. Hence, the fundamental determinant in this segment can be said to be "a cognitive rejection".

The 43% of mothers in Segment2 approached negatively to the idea that "they need to wait before they may agree to get their daughters HPV-vaccinated as HPV vaccine is new" and had a stand towards not needing to wait. Across all segments the same ratio equals to 76%. Hence, the mothers in this segment can be said to be more ready (or close to being ready) to get their daughters HPV-vaccinated than other segments.

The 88% of all mothers in the Segment3 believe that "they absolutely don't have enough information to decide for getting their daughters HPV-vaccinated" or "they don't know whether their information is sufficient for such a decision". Meanwhile, the 76% of these (same) mothers also support that "all girls going through puberty should get HPV vaccine". Nevertheless,

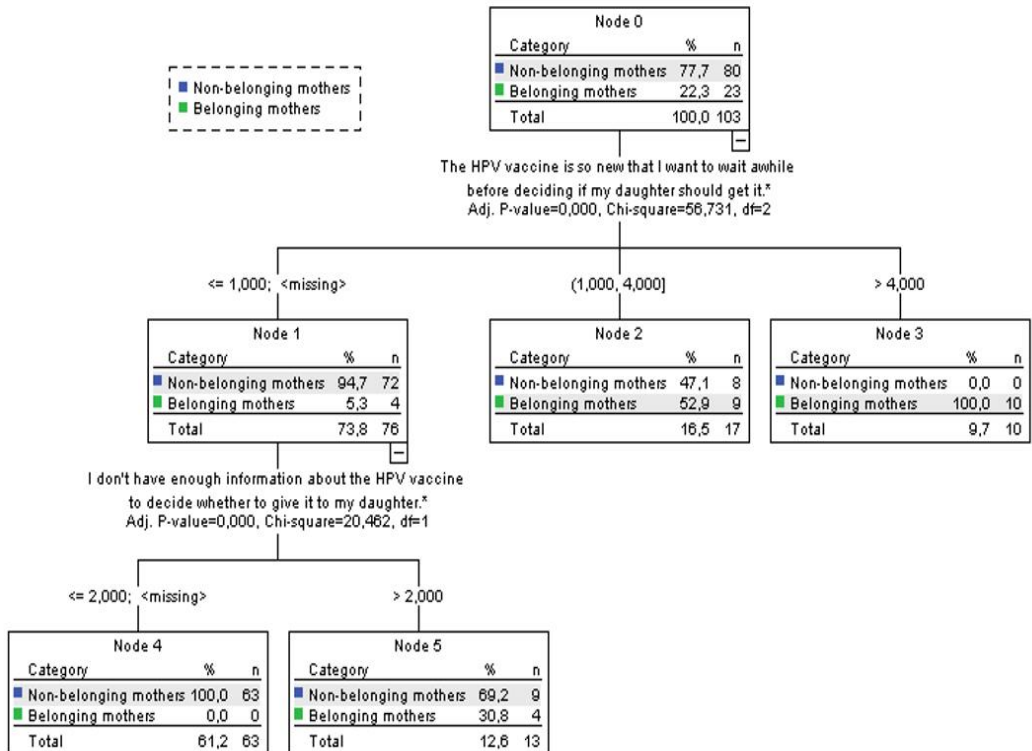
in majority, they think that “the HPV vaccine is yet new” and absolutely wish to wait before they decide about getting their daughters HPV-vaccinated or respond to saying “i don’t know” to that belief.

The 71% of all mothers in Segment4 have a notr or negative opinion about the safeness of HPV vaccine. However, the same mothers also believe that HPV vaccine would protect their daughters against cervical cancer. The other 29% of the mothers in this segment, while considering that HPV vaccine is safe, think that getting their daughters HPV vaccinated may negatively affect her daughter’s chances of getting pregnant in the future. The hesitation (fear) about possible side effects of HPV vaccine can be thought to effect the mothers in this segment. Hence, the most influential determinant in this segment can also be thought to be “an emotional rejection”.



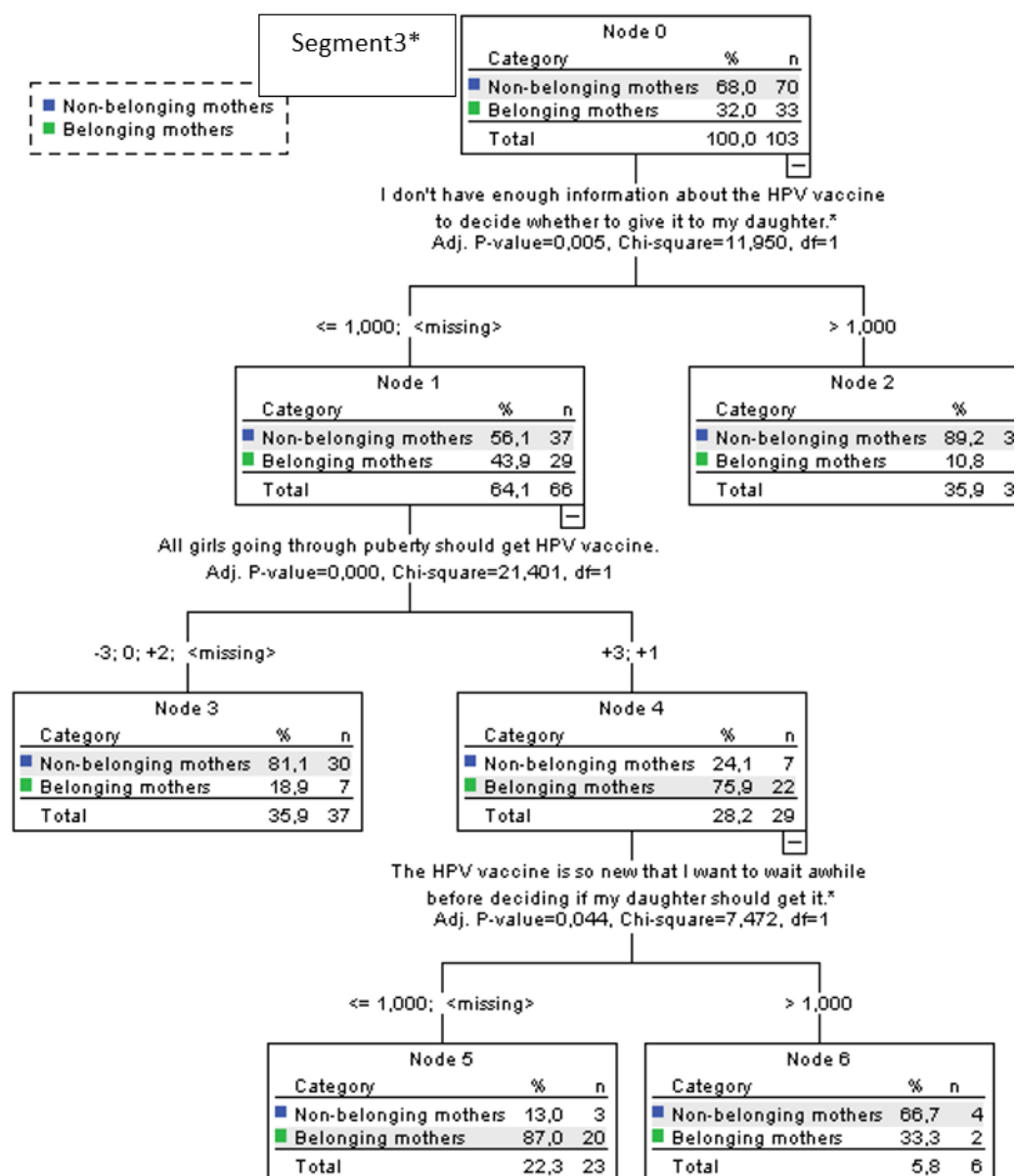
\* All the evaluations about the beliefs are polarized. Therefore, the scores of +3 or 7 indicate that the belief has been evaluated in a positive way towards performing the behavior.

## Segment2\*

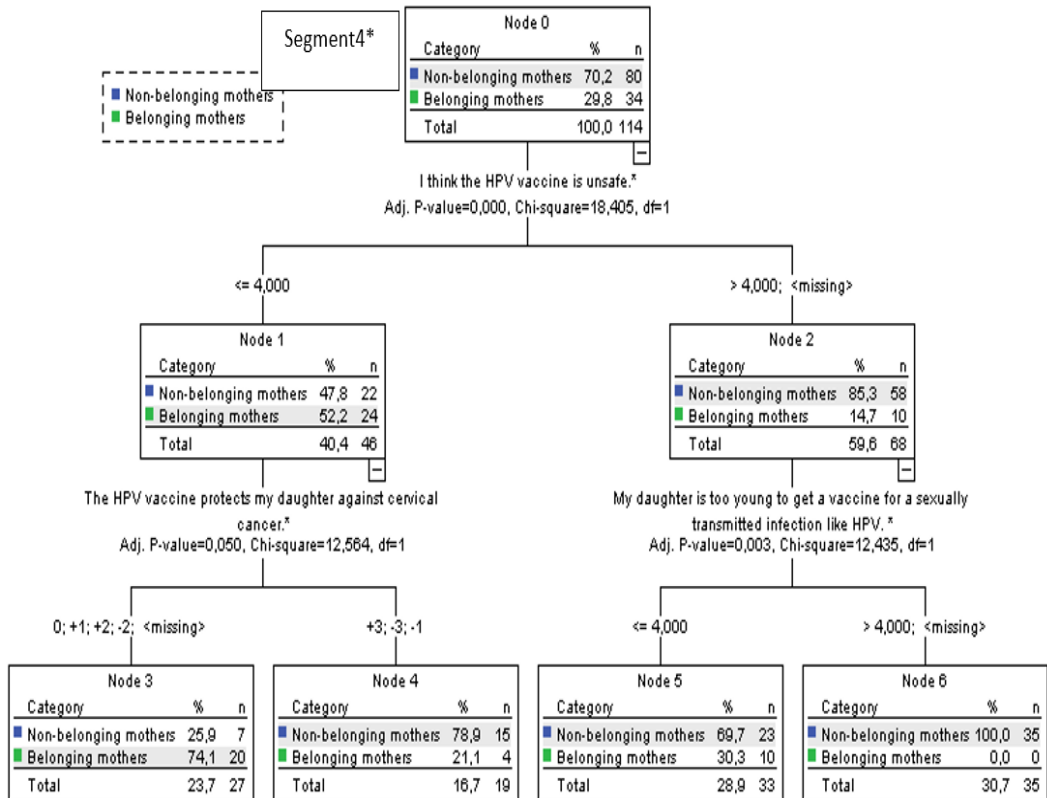


\* All the evaluations about the beliefs are polarized. Therefore, the scores of +3 or 7 indicate that the belief has been evaluated in a positive way towards performing the behavior.





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### 3. 3. 4. Comparison of the segments of their reactions to proposed messages (the evaluation of the persuasiveness of the messages among the segments)

In Table8, any possible differences among the evaluations of various segments towards the persuasiveness of the proposed (campaign) messages are studied. One-way ANOVAs are used for this inquiry.

Table8: The Persuasivenesses of the proposed messages (within the same message)\*

Messages	Segments	N	Mean
Get your daughter HPV-vaccinated in order to be a healthy mother in the future	1 <sup>a</sup>	22	4
	4 <sup>a</sup>	33	4,15
	3 <sup>b</sup>	31	5,68
	2 <sup>b</sup>	21	5,81
	Total	107	4,89
For the complete health of your daughter in her coming life, have her HPV vaccinated	1 <sup>a</sup>	23	3,83
	4 <sup>a,b</sup>	33	4,85
	2 <sup>b</sup>	23	5,48
	3 <sup>b</sup>	31	5,74
	Total	110	5,02
HPV vaccine protects your daughter against cervical cancer	1 <sup>a</sup>	21	4,57
	4 <sup>a,b</sup>	31	5,52
	2 <sup>a,b</sup>	23	6,04
	3 <sup>b</sup>	32	6,19
	Total	107	5,64
Protect your daughter against cervical cancer at an early age	1 <sup>a</sup>	24	4,63
	4 <sup>a</sup>	34	5,59
	2 <sup>a</sup>	23	5,91
	3 <sup>a</sup>	32	6,13
	Total	113	5,6
In order to protect your daughter's future, get her HPV-vaccinated	1 <sup>a</sup>	23	4,74
	4 <sup>a,b</sup>	33	5,18
	2 <sup>a,b</sup>	23	5,96
	3 <sup>b</sup>	31	6,13
	Total	110	5,52
You can consider the importance of being protected against cervical cancer for both yourself and your family but your children (daughters) can't	1 <sup>a</sup>	21	5,67
	4 <sup>a</sup>	33	5,94
	2 <sup>a</sup>	23	6,13
	3 <sup>a</sup>	31	6,58
	Total	108	6,11

Table8 (continued): The Persuasivenesses of the proposed messages (within the same message)\*

Messages (continued)	Segments	N	Mean
Do your part to prevent cervical cancer	1 <sup>a</sup>	23	5,43
	4 <sup>a</sup>	33	5,85
	2 <sup>a</sup>	23	6,04
	3 <sup>a</sup>	32	6,63
	Total	111	6,03
Strengthen your daughter for the life	1 <sup>a</sup>	24	5,38
	4 <sup>a</sup>	33	5,55
	2 <sup>a</sup>	23	6,09
	3 <sup>a</sup>	32	6,56
	Total	112	5,91
By HPV vaccine, now a cancer is less threatening for your daughter	1 <sup>a</sup>	23	5
	4 <sup>a,b</sup>	34	6,09
	2 <sup>a,b</sup>	23	6,35
	3 <sup>b</sup>	30	6,5
	Total	110	6,03
HPV vaccine is a privilege which you had not had when you were at your daughter's age but you can now provide to her	1 <sup>a</sup>	24	4,75
	4 <sup>a,b</sup>	34	6,15
	2 <sup>b</sup>	22	6,5
	3 <sup>b</sup>	31	6,65
	Total	111	6,05
Whereas many childhood and adolescent vaccines are for some now rare diseases, HPV is a very common virus which sexually active teens can easily get. By HPV vaccine, take your precaution against this virus from now on	1 <sup>a</sup>	24	4,92
	4 <sup>a,b</sup>	34	5,82
	2 <sup>b,c</sup>	23	6,43
	3 <sup>b</sup>	32	6,69
	Total	113	6

The means of the persuasivenesses of the messages in each segment (except the message of: "get your daughter HPV-vaccinated in order to be a healthy mother in the future) pursued an order or pattern as: **segment1 <segment4 <segment2 <segment3**. However the means of the persuasivenesses of the following messages did not differ significantly among the segments ( $p > ,05$ ):

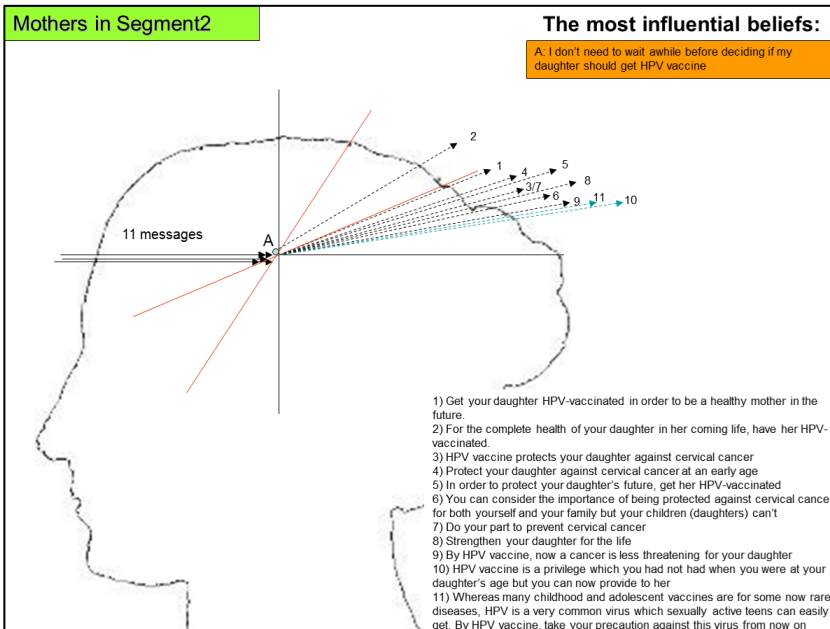
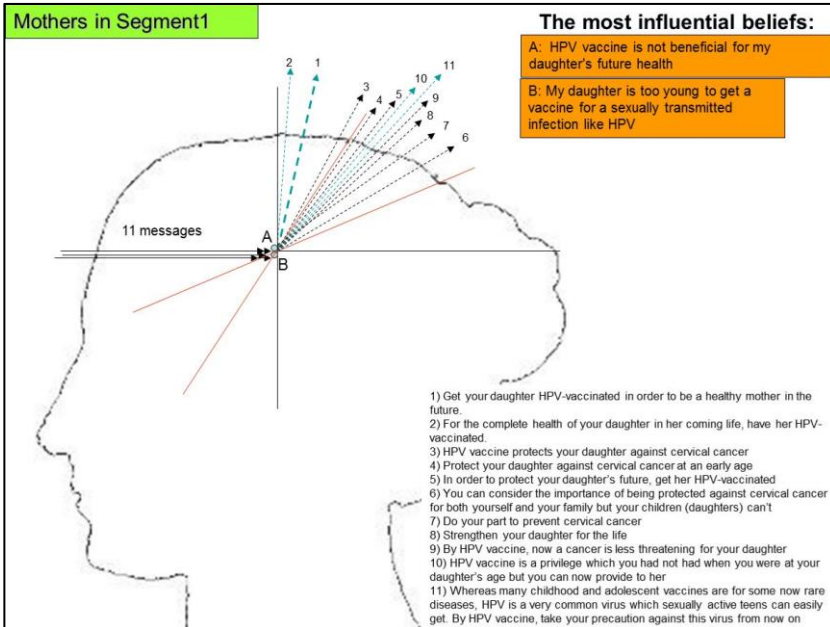
"Protect your daughter against cervical cancer at an early age"

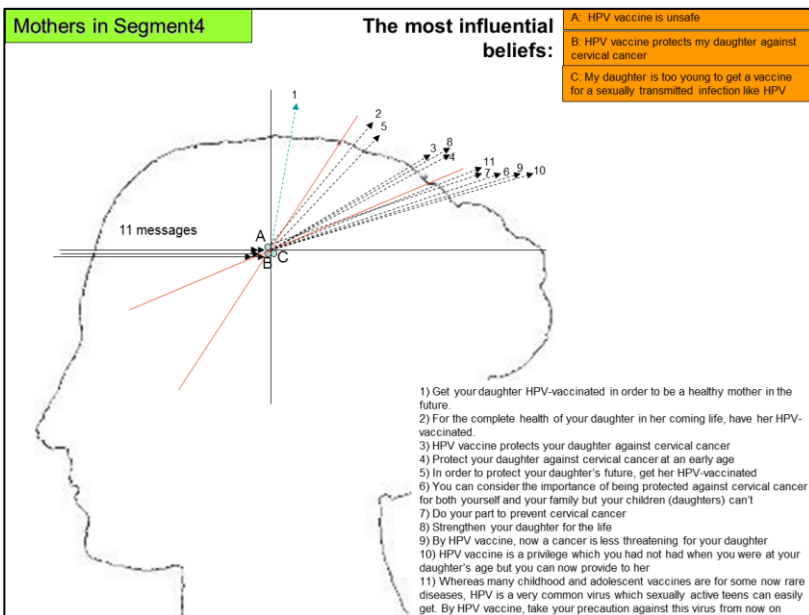
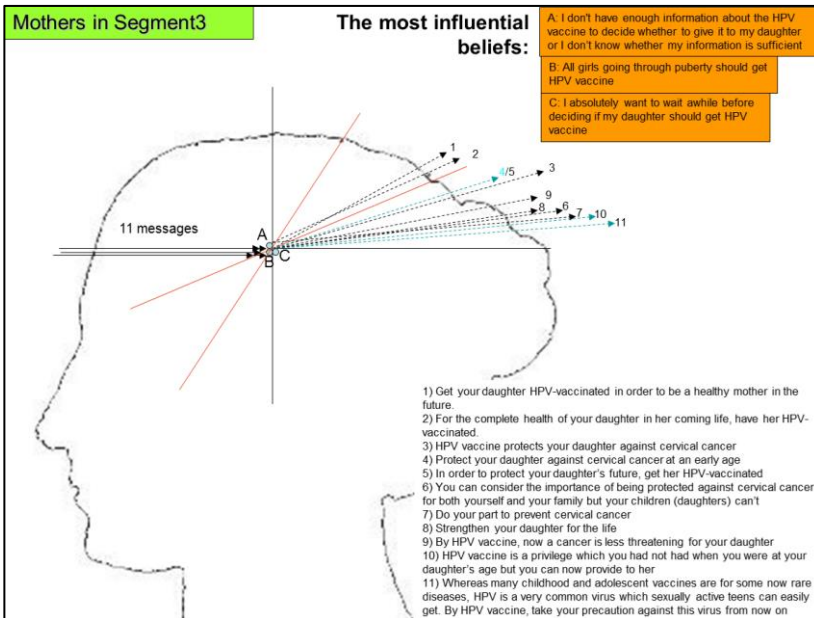
"You can consider the importance of being protected against cervical cancer for both yourself and your family but your children (daughters) can't"

"Do your part to prevent cervical cancer"

"Strengthen your daughter for the life"

Figure1: Visualizations of the persuasivenesses of proposed (campaign) messages in each segment





**Conclusion**

According to the findings, all research hypotheses are accepted.

To conclude, in the context of our case study, although we have divided the sample into four different segments, due to the high amount of the unknown about HPV vaccines yet it may be more appropriate to target three segments in such a communication campaign:

The mothers who, while having many unknown information about HPV vaccine, are surely regarding the vaccine as unnecessary for their daughters and not wanting to get their daughters HPV-vaccinated (**segment1**)

The mothers who have generally high information about HPV vaccine and want to get her daughter HPV-vaccinated, however needing complementary information such as how, when and where to get the vaccine (**segment2**) and the mothers who, while not having as much information as the segment2 about HPV vaccine, having a positive look for getting her daughter HPV-vaccinated (**segment3**)

The mothers who, while having generally high information about HPV vaccine, don't have enough motivation to get their daughters HPV-vaccinated (**segment4**)

Therefore, the persuasive communication strategy and tactics that should (not) be developed for these segments may be the following:

By using peripheral route, choosing not to use a message content matching with the health of their daughters and choosing a message content which does not directly make reference to 'perceived risk of being infected by HPV'

(the most persuasive message according to the mothers in segment1 is: "You can consider the importance of being protected against cervical cancer for both yourself and your family but your children (daughters) can't. " The average persuasiveness for this message in this segment (5, 67) is significant different within all messages ( $p < .05$ ) but not within the segments ( $p > .05$ ).

By using the central route, determining the message contents which provides both general (aiming to increase the knowledge level about cervical cancer or HPV vaccine) and complementary (about the skills) information

By using the peripheral route, emotionally-driven messages which help to increase perceived risk of being infected by HPV or perceived value of HPV vaccine

The findings may help to foresee the (un)persuasiveness of alternative messages designed for large audiences, groups or individuals. The findings can be applied to many diverse fields of communication sciences such as: from health communication campaigns to patient-physician communication, from development of educational materials to patient-family communication in the field of health communication; deciding about the (un)appropriate message contents of advertising campaigns; scriptwriting; poster titles; deciding the (un)appropriate message contents of interactive, digital or new media; deciding about the appropriate newspaper headlines, writing the news story; developing printed public relations tools.

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## Application of Quality Management System in Tourism Sector in Kosovo

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### Abstract

Tourism is one of the most complex activities of today's modern society. In developed countries and in some other countries in transition, it presents a significant product of export and employment generator. The increase of the quality of service and application of the quality management system in tourism industry is undoubtedly a challenge that we are all interested to deal with. Quality Management of Services is directly connected with training and qualification of human resources involved in this sector. Tourism sector in recent years, although, it was a priority for each government, we can freely say, it has increased in spontaneous way. More tourists don't mean more progress in development, or generating of incomes for Kosovars. The type of tourism that one country is committed to develop is mainly determined from the contribution for enriching of its inhabitants. Emphasizing of natural and cultural tourism in Kosovo is mainly focused on benefiting from local communities, which, unfortunately, are currently facing the limited economic situation. Positive benefiting from a successful tourism sector strategy directly contributes to increase of employment, additional benefiting for economy, improved infrastructure and increase of tax revenue which directly has an impact in improvement toward health care, education, and other social development.

**Keywords:** QMS, Qualification, Human resources, Strategy, Education

### Introduction

The concept of quality of tourism services is essential if we want to understand the origin of quality of services and possible gaps in quality. The purpose of this paper is to show the importance of quality management system of hotelier and tourist services from the conceptual point of view of those who are users of these services, so the clients.

Tourism is one of the most complex services in modern society. In developed countries, but also in some countries in transition it is an important export product and employment generator. It includes a wide combination of phenomena and reports arising during the tourist trip, while in its realization is deeply included not only in economic terms but also in terms of ecological, social and cultural life. In Kosovo tourism is an important economic sector. The Kosovo tourism industry has achieved 6-8% of local social product, depending on the fact what year it was and were there considered all the direct factors (hotel industry, gastronomy) or indirect factors (agriculture, construction, etc. ). These data, however, have only relative value. Greater participation in local social product can only be explained by the weakness of other economic sectors. Greater participation of the tourism economy in local social product reveals, firstly, the weaknesses of other economic sectors and tourism potential as it is not sufficiently utilized. This participation in absolute numbers and the relationship with local social product could be even higher, if the tourist offer advances in quantitative and qualitative terms.

### 2. Advantages of touristic company that have implemented QMS ISO 9001

Through the implementation of the quality management system ISO 9001 the internal functioning in a tourism enterprise becomes more effective and this is reflected through: performance easier to everyday work, reducing the "labor in vain", better use of time, reduction of material consumption, expenditure reserves, better flow of information, other expenditure savings, more efficient monitoring of the overall activities, etc.

The effects of internal establishing Quality Management System ISO 9001 in enterprises in the tourism sector are realized through: the method of process work organization and management, identification and recognition of clients' requirements, defining the quality policy, quality planning, defining authority and responsibility for certain phases of the work, improving internal communications, surveillance documents, better management of human resources management, more efficient business processes, better organization of supply, but also by monitoring significantly more efficient work and its successes measuring, analyzing the data that lead to continuous improvement, corrective and preventive actions, active improvement and measurement statistics, and effective monitoring of expenditure.

Improving standards of service, so the quality of services and the workforce in the tourism industry, as well as offering consistently appropriate products of value and quality required to meet the needs of target groups, Kosovo can compete successfully in regional markets. Tourism development should be measured and assessed in the medium to long term period, associated with its ability to improve the welfare of Kosovars. In this regard, it can (and should be) a part of the strategy for achieving the country's development priorities. The emphasis on natural and cultural tourism in Kosovo, will maintain focus on benefits for local communities that today are faced with limited economic opportunities. The tangible benefits expected from a successful tourism strategy would be the increased employment, additional income for economies (main or additional), improved infrastructure and increased tax revenues to contribute to improved health care, education and in other social developments.

### **3. Results of research carried out in Kosovar touristic industry and discussion**

#### **3.1 Level of ISO 9001 implementation in Kosovar touristic sectors**

The main issue in many service strategies is quality, which is defined as the main problem for many years. The idea of QMS is well developed after the war in Kosovo by various professional organizations. However, many of the previous works were focused on the product. This is also happening today but not at the same level. Despite this, many companies that offer services even those of tourism sector have realized that quality is essential. Even that they are aware of the need to improve the quality of service, the quality of service remains the main problem still that it is necessary to be solved.

The implementation of QMS in any enterprise or field of tourism involve some requirements that should proceed the start of applying this idea of application for workers and to guide them to achieve the quality objectives effectively; these requirements include (Source: Ishikawa, 1985; Smith 1993):

Reforming the firm culture, learning and training, consultants support, implementation strategy and finally supervision and controlling by correction of any deviations all obstacles that hinder the implementation.

Touristic enterprises perform many activities besides providing and the realization of service. They also perform development, marketing, distribution, warehousing and purchasing. All these activities are process that have to be managed systematically. Therefore, the company should establish, document and implement within its organization a QMS that designed to continually improve its effectiveness (Source: Gilbert, 1992; Ishikawa, 1985)

The first gap can create the quality of service towards customer satisfaction in the tourism industry is knowledge gap. It is the result of the differences that exist in the Management of knowledge and its actual expectations. This gap can lead to other deficiencies in the process of service quality and is caused by: inaccurate information on market research and demand analysis, incorrect interpretation of information about the expectations and the lack of information about any reaction between service providers and customers. (Grzinic, Jasmina, "Concepts of service quality measurement in hotel industry" p. 87, 2008)

People refer to the human resource base within an organization, which many regard as the most critical in ensuring the success of service sector operations. (Source: Beech, J. , Chadwick, S. (2006), The business of tourism management, Prentice Hall, Harlow)

Implementation of Quality Management System ISO 9001 leads to the increased employee satisfaction of touristic staff (Nield – Kozak 1999, p. 43).

### 3.2 Research and Empirical data

The research data were collected through questionnaires distributing among tourism enterprises (touristic agency, hotels, restaurants) in Kosovo. Out of the 72 companies for which we had information that have been certified or are in the phase of certification with ISO 9001, 56 fully completed and returned the questionnaire, in this case we will analyze the data for only 6 questions. Each manager of enterprise was given an envelope containing a letter explaining the purpose of the research, the potential benefit of the study. We should mention that these numbers of questionnaires 5 are from hotels. Having analyzed the type of ownership of the touristic enterprises that have implemented or are in the phase of certification ISO 9001, we have confirmed that we are 100% private ownership.

In the empirical analysis of this paper, we used the questionnaire data, which are processed in the statistical program SPSS V. 20. In addition we will present the results of descriptive analysis, respectively the cumulative data.

In the question "Do you consider necessarily or obligation to your enterprise to be certified according to the international standard ISO 9001 for QMS" we have the following results:

#### Chart 1.

Standard ISO 9001

	Frequency	Percent	Valid Percent	Cumulative Percent
Obligation	35	62.5	62.5	62.5
Yes	21	37.5	37.5	100.0
Total	56	100.0	100.0	

Source: own construction /calculation SPSS

In the question "Has QMS application requirements positively influenced the implementation of your tasks in your business" we have the following results:

#### Chart 2.

Application QMS

	Frequency	Percent	Valid Percent	Cumulative Percent
None	15	26.8	26.8	26.8
Few	8	14.3	14.3	41.1
Very	33	58.9	58.9	100.0
Total	56	100.0	100.0	

Source: own construction /calculation SPSS

In the question "The certification with QMS ISO 9001 results in increased performance" we have the following results:

#### Chart 3.

QMS & Performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	7	12.5	12.5	12.5
Few	28	50.0	50.0	62.5
Very	21	37.5	37.5	100.0

Total	56	100.0	100.0	
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Source: own construction /calculation SPSS

In the question "Implementation of the QMS has improved the performance of human resource management" we have the following results:

#### Chart 4.

QMS & Human resource

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	11	19.6	19.6	19.6
Few	13	23.2	23.2	42.9
Very	32	57.1	57.1	100.0
Total	56	100.0	100.0	

Source: own construction /calculation SPSS

In the question "The implementation of QMS has improved the operative performance" we have the following results:

#### Chart 5.

QMS & operating performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid None	3	5.4	5.4	5.4
Few	29	51.8	51.8	57.1
Very	24	42.9	42.9	100.0
Total	56	100.0	100.0	

Source: own construction /calculations SPSS

## 4. Empirical results

The analysis of variables placed in the program were analyzed through descriptive empirical analysis presented below.

#### Chart 6.

Statistics		Standards ISO 9001	Application of QMS	QMS -Performance	QMS Human resource	QMS Operation performance
N	Valid	56	56	56	56	56
	Missing	0	0	0	0	0
Mean		1.38	1.32	1.25	1.38	1.38
Median		1.00	2.00	1.00	2.00	1.00
Mode		0	2	1	2	1
Std. Deviation		1.489	1.876	1.667	1.799	1.590
Variance		2.239	3.768	3.445	3.639	3.348
Sum		21	74	70	77	77
Percentiles	25	1.00	1.00	1.00	1.00	1.00
	50	1.00	2.00	1.00	2.00	1.00
	75	1.00	2.00	2.00	2.00	2.00

Source: own construction /calculations SPSS

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Based on empirical descriptive analysis we have seen that businesses consider not important the use of the ISO 9001, based on average 38, where at SPSS we made codification to answer all questions with indicative answers<sup>1</sup>, so the average approaching code 0, which presents a not interest for ISO 9001 standard, this is also expressed through a narrow field of standard deviation of 489. Application of QMS from the businesses is seen to have little impact, based on an average of 1.32 also this average that is similar with other variables shows that QMS does not bring effects enough for businesses, but large standard deviations of QMS is in the impact of human resources, the indicator of QMS that helps in managing human resources.

## 5. Conclusions and recommendations

Reflected above analysis reflects an element of reality to the development of businesses in Kosovo, seeing a lack of knowledge about international standards and a lack of knowledge of the application and implementation of the QMS.

Quality Services are related standards and capabilities. Supporting the creation of standards and support to education and support for supply for training are other aspects of tourism policy towards quality services. Orientation, informing and training the private sector to take reasonable investment decisions and to establish appropriate standards represent a policy approach to quality support. Also, qualitative services are related to industry and human resources. For setting targets for a competitive industry, it is necessary to create a framework for competitive industry and human resources.

I would emphasize the implementation of quality standards, because is not only the receipt of a certificate but to meet some criteria to join a new market or to increase the image. We have to understand that the implementation of quality standards bring great benefits to businesses, making it possible to reduce costs, increase productivity, becoming competitive in domestic and international markets of a number of positive chain reactions that come after. What attracts attention is that even though the system exists in the organizational culture in many tourist enterprises is not recognized as a quality management concept, but neither the concept of quality management system is not well known by employees. We are clear that quality is a mindset to be embraced, as it becomes an added value for the company. We should note that the tourism in Kosovo is having a non favorable position in comparison with other sectors.

The question is why is this happening? This happens for many reasons, but among the main reasons that businesses in the tourism sector which is found in our research is that they do not possess or do not have a fully consolidated systems of quality management. The other element found is that businesses and officials have a lack of knowledge in Quality Management, in particular knowledge foreseen under the requirements of ISO 9001.

In order to change this is necessary that relevant state institutions and professional tourist organizations to:

Provide information and training on standards and appropriate actions in encouraging businesses to start with the application of international standards and their certification.

Establishment of responsibilities and functional structure for education and training in the tourism sector to create or adopt appropriate standards that constitute a policy approach to quality support.

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<sup>1</sup> 0-None; 1-Little; 2- Much



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## Cluster Mapping of Medical Tourism in Turkey and Regional Clustering for Health Tourism

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### Abstract

As the world population is aging, Health tourism has become vitally important and will be increased day by day. Because of the availability of quality health services and more favorable prices as well as to shorten the waiting list for medical services regionally and internationally. There are some aspects of managing and doing marketing activities in order for medical tourism to be feasible, in a region called as clustering in a region with main stakeholders groups includes Health providers, Tourism cluster, etc. There are some related and affecting factors to be considered for the feasibility of medical tourism within this study such as competitiveness, clustering, Entrepreneurship, SMEs. One of the growth phenomenon is Health tourism in the city of Izmir and Turkey. The model of five competitive forces of Porter and The Diamond model that is an economical model that shows the four main factors that affect the competitiveness of a nation and its industries in this study. The short literature of medical tourism and regional clustering have been mentioned.

**Keywords:** Medical tourism, healthcare tourism, regional clustering for health tourism, competitiveness, business clusters, industry clusters, Small and Medium size Enterprises (SMEs), entrepreneurship.

### 1. Introduction & Literature Review

#### 1. 1 General Description about Health Tourism

In today's world, people travel to many geographic regions for many reasons, such as vacation, holidays or adventure, work, pilgrimage, entertainment, sports, relaxation and culture. In recent years, health care has been added to this list. Thus, this recently emerging international trend is for health and medical reasons called "Medical Tourism". One of the foremost reasons for health tourism is the formidable cost of health care in the person's native countries. According to Lordache, Ciocina, and Roxana (2013), medical tourism has become vitally important and has increased rapidly.

The medical tourism has become important for many reasons: (i) disappointments with medical treatments at home; (ii) lack of access to health care at reasonable cost, in reasonable time or in a sympathetic context; (iii) inadequate insurance and income to pay for local health care; (iv) the rise of high quality medical care in 'developing' countries; (v) uneven legal and ethical responses to complex health issues; (vi) greater mobility; and (vii) perhaps, above all, a growing demand for cosmetic surgery (Connell, 2011).

Other authors state that medical tourism is a new niche in the health tourism industry (Connell, 2006). Indeed, according to Connell, historically health tourism is the oldest kind of health related tourism since "tourism has always been associated with seeking improvement in health and well-being" wherever it can be found (Connell, 2006).

According to lordache, Ciochina, and Roxana (2013), there are primarily three sub-branches of health tourism referred to as “General Medical Tourism”. These are “Wellness Tourism”, “Healthcare Tourism” and “Medical Tourism” henceforth referred to health tourism in this document. As a result of rising healthcare costs in developed countries and availability of high quality medical services at lower prices in developing countries a rapid growth and expansion of health tourism has occurred globally.

## 1. 2 Global Trends in Health Tourism

In the beginning of 19th century, other than commercial and industrial developments in the world, the major developments in the health care industry have also occurred. However, health travels in those times were considered a concept to be benefited by wealthy people only (Cukurova Development Agency, 2012).

The American Board of Medical Specialties was established in 1933 and led for the certification of medical specialties as well as world health standards in the USA. And these standards have been adopted globally. Furthermore, the European Union of Medical Specialists was founded in 1958. This council consists of different medical specialists. Thus quality of health care was assured internationally.

In 1994, The Joint Commission International (JCI) was established to set international standards and established mechanisms to measure these standards and provide accreditation to health care institutions that complied with the standards. . As there have been many health care centers operating around the world, JCI was founded to follow up if health care facilities adhered to the standards set forth by JCI. Therefore, JCI was a leader organization to close the gap quality care set by the health industry in terms of the compatibility of health services and research of it internationally. There are 59 countries listed with “Joint Commission International Accreditation”. United Arab Emirates is ranked 1st country in this list has 86 JCI Accredited and certified organization; Saudi Arabia is ranked as 2nd in the list with number of 64 JCI organization and Turkey is ranked as 3rd in the world with the 50 numbered JCI accredited hospitals as of May, 2014 (JCI, 2014).

In the 1960's, as the New Age movement started, India has played an important part in health tourism. Wealthy people in USA and England headed to India to have yoga and ayurvedic medicine, thus this movement started a health tourism industry (Cukurova Development Agency, 2012). As a result of increasing cost for health services in 1980 and 1990, Americans also started to go to nearby Central American countries in order to obtain low priced dental treatments, as well as other services that were found to be attractive such as operations for eyes, heart and cosmetic surgery that were available for an affordable price.

As the Asian financial crisis started in 1997 and affected the whole worlds including USA and Europe; the governments of those countries placed an importance role on the tourism industry. The legal authorities started advertisement campaigns especially to develop health care tourism in the region. These efforts were profitable for countries like: Thailand, India were models for much lower priced services when compared to western countries; especially for plastics surgery.

Health tourism has progressed rapidly, and nowadays has become number one among the service industries. Some of the leading regional health tourism countries emerged in Malaysia, Singapore, Thailand, and India, for the Middle East (Dubai, Jordan, Israel, and Egypt). Eastern Europe (Turkey, Hungary, Poland, and the Czech Republic), and Western Europe (Germany, Austria, and Belgium). The health tourism industry is rapidly expanding and is anticipated to growth even more rapidly in the near future in Turkey, India, Singapore Thailand, Malaysia and Brazil to name just a few (Transparency Market Research, 2013).

As a result of the rapid advances in the information age, globalization of health care have become more accessible, medical tourism has also expanded provided important opportunities for Asian and Middle Eastern countries to offer health care services to patients from developed countries (like the U. S, Canada and European countries). Such services are available at equal quality with availability of high technological equipment and more favorable costs and shorter waiting periods.

According to the study by Deloitte (2010), the worldwide medical tourism market was expected to grow to \$100 billion by 2010. This tremendous sum of money is shared by over 35 countries. This estimate is based on 22 billion patient services.

Not only does the host institution gain revenues, but also benefits from the international reputation that it gains for its quality health care services.

According to Ramirez De Arellano (2007), the country receives tangible benefits and intangible benefits through investing in the medical tourism industry. The tangible benefits lead to a raise of gross domestic products and therefore an increase in economic welfare, upgrade of services, generation of foreign exchange, creation of a more favorable balance-of-trade, boosting tourism through sharing of know-how and strategic partnership, as well as the contribution for transfer of technology and knowledge. As foreign patients are offered the best services and opportunities resulting in international competition that also creates better services for domestic patients.

Intangible benefits range from the sharing of social and cultural experiences, contributing to development of international relations, global marketing and medical trade, creating a positive image of health care service, gaining a competitive advantage, strengthening the public-private partnership, as a result of patient satisfaction with services.

While medical tourism has many benefits, there are also some negative sides. As some health insurers do not cover the health services received abroad, patients have to “pay out of pocket” for their services. Patients can often return to their home countries a couple of days after the service/operation. However, if side effects, or complication occur from these services, the problem need to be solved in patient’s own country. As many countries do not have adequate laws about medical malpractice, in case of malpractice, the support or restitution cannot be received from domestic courts (Ramirez De Arellano, 2007). Nowadays, many state and private insurers encourage the patient to obtain their health care services overseas at a favorable price. Medical tourists are happy to receive the best healthcare service and enjoy tourism at the same time. This also generates a major revenue for each economic stakeholder of health tourism in the region.

Eurostat surveys from all hospitals in Turkey with the Turkish Ministry of Health (Turkish Ministry of Health, 2011) revealed that India is the highest ranked country in the numbers of the most inbound medical patients globally, with Thailand and Singapore in second and third place.

### 1. 3 Health Tourism in Turkey

There are numerous factors that attract the movement of patients for health tourism across the world, such as specialization in medical services, geographic proximity, convenient prices, availability of health insurance reimbursement and the reputation of the destination health care services.

Since Turkey has a high standard of medical and dental services, it has become an increasingly attractive site for health tourism. Furthermore, Turkey has earned the international reputation as a very friendly hospitable country. Similar to other countries Turkey meets many of the criteria for this type of industry. The attractions for seeking health services in Turkey are varied and can be categorized into four country characteristics (Genc, 2007):

Countries with a large population of Turkish immigrants such Germany, Netherland, and Belgium;

Developing countries with shortages of services due to the lack of infrastructure and physicians (Balkan States, Central Asia, Turkish Republics),

Countries in which the health services are prohibitively expensive and there is a demand for services that are not covered by insurance (USA, Germany),

Countries that have long waiting demand exceeds supply (UK, Netherland and Canada).

According to the World Tourism Organization’s World Tourism Barometer (World Tourism Organization, 2014), international tourists arrivals were numbered at 1. 035 million in 2012, it grew by 5% in 2013, reaching a record 1. 087 million. Turkey rose to 6<sup>th</sup> place in the world with 35. 7 million international tourists arriving. However, in terms of international tourist revenue Turkey was not ranked in the top 10 global ranking of countries in 2012 (World Tourism Organization, 2013), thus there is considerable opportunity for additional developments in Turkish medical tourism to increase revenues.

According to the World Tourism Organization, Tourism Highlights (World Tourism Organization, 2014), although around 35 million foreign tourists arrived in Turkey in 2012, the country earned only \$26 billion in tourism income. Turkey's per tourist income is far below the average among the top 10 countries. While the average spending per tourist was around \$1,100 in the top eight countries, it was just \$743 in Turkey. Unfortunately, this situation has persisted in Turkey's for many years (World Tourism Organization, 2013). This shortfall in revenues can potentially be enhanced by health tourism to enrich the country as well as the city. Needless to say that a major benefit from medical tourism to the Turkish economy is the revenue brought to the country from the patients and their relatives.

As Turkey is a candidate to join the European Union (EU), Turkey offers affordable medical tourism opportunities as it has sufficient capable health personnel as well as advanced medical technology and can thus become a solution for European Countries in order to remedy their health services shortage. The Turkish government has declared its support for health tourism and offers financial incentives to investors. Turkey's Health Ministry also has plans to establish "free health zones" to attract medical tourists from abroad.

The most inbound health tourism numbers by cities in Turkey have been Istanbul, Antalya, Ankara, Kocaeli and Izmir in that order (Turkish Ministry of Health, 2013).

#### **1. 4 Health Tourism in the Izmir and the Aegean Region**

To date, Izmir has not reached its capacity for medical tourism. Given that there is considerable additional capacity for such services.

As the city of Izmir has a variety of high quality options for accommodations and offers historic as well as summer resort vacation packages that can provide tourism facilities and a variety of sources of medical services; Izmir becomes a prime candidate for expansion of medical tourism.

Izmir is the third biggest city of Turkey and has many advantageous for further development of health care tourism. Izmir has educated and well trained health care workforce and excellent tourism opportunities. These include geographical position, good climate, many type of health resorts availability of spas & wellness as well as hot spring centers, Elder and Disabled Tourism centers, affordable prices, numerous health institutions (State and Private) and thermal facilities, as such it is an ideal holiday destination and a hub for international flights as well as direct flights and features that could attract expanded health tourism for Izmir.

Because medical tourism involves diverse medical, political, social, cultural, economic factors (Connell, 2011). Empirical research is needed as to the best management and marketing models that can reach capacity in medical tourism offerings.

### **2. THEORETICAL FRAMEWORKS**

Several business models about medical tourism research have potential relevance to this study: competitiveness, clustering, entrepreneurship and small and medium sized enterprises (SMEs) (Vera, et al. , 2008).

#### **2. 1 Competitiveness in Health Tourism**

*"Competitiveness pertains to the ability and performance of a firm, sub-sector or country to sell and supply goods and services in a given market, in relation to the ability and performance of other firms, sub-sectors or countries in the same market"* (Wikipedia, 2014).

The competitiveness represents *"the ability of companies, industries, regions, nations or supranational regions to generate, while being and remaining exposed to international competition, relatively high factor income and factor employment levels on a sustainable basis"* (OECD, 1996, p. 20). *"Competitiveness can be considered at different levels of aggregation: firm, industry, and country"* (Depperu & Cerrato, 2005).

The Global Competitiveness Index (GCI) is to measure the productive potential of nations.

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*"GCI was developed by Xavier Sala-i-Martin and Elsa V. Artadi. Before that, the macroeconomic rankings were based on Jeffrey Sachs's Growth Development Index and the microeconomic rankings were based on Michael Porter's Business Competitiveness Index. The Global competitiveness Index integrates the macroeconomic and the micro/business aspects of competitiveness into a single index"* (Schwab, 2013).

The Competitiveness Index (CI) that was developed by the Institute for Strategy and Competitiveness at the Harvard Business School to assess country level competitiveness about the determinants of national competitiveness. CI evaluates both macro and micro factors (Gonzalez et al. , 2012).

There are some competitiveness measurement studies across the world. One of them is the Global Competitiveness Index (GCI) was first developed for the World Economic Forum (WEF) by Sala-i-Martin, and Artadi and is used in the Global Competitiveness Report (GCR, overall index) that measures 133 countries on the basis of 110 total criteria to assess the competitiveness level at over all. In this index, there are "overall index" and "Sub-indexes" includes basic requirements, efficiency enhancers and innovation sophistication factors for each country. In sub-indexes, there are also 12 pillars of competitiveness included Institutions, infrastructure, macroeconomic stability and health and primary education for basic requirements; higher education and training, goods market efficiency, labour market efficiency, financial market sophistication, technological readiness and market size for efficiency enhancers; business sophistication and Innovation for innovation and sophistication factors (Schwab, 2009).

Another competitiveness research is the World Competitiveness Scoreboard (WCS) which is published by International Institute for Management Development (IMD) as part of to evaluate the different facets of competitiveness, grouped into four factors (economic performance, government efficiency, business efficiency and infrastructure). Competitiveness Yearbook (WCY) that measures 57 countries on the basis of 329 criteria to ranks countries based on the Global Competitiveness Index (Garelli, 2009).

For example; Switzerland ranks 1st in GCI and for the sub-indexes; it is ranked 1st for innovation factors, Singapore is ranked 2nd in GCI and ranked 1st in sub-indexes for Basic requirements of Global Competitiveness Index. Finland is ranked 3rd in GCI and it is ranked as 1st for sub-indexes of innovation and sophistication factors. Germany and USA are ranked 1st in sub-indexes for efficiency enhancers (Schwab, 2013). Turkey is ranked 41st in the GCI (Schwab, 2013) and ranked 37th in overall efficiency in the WCY (Garelli, 2013). The best GCI score is the efficiency enhancers; and, the lowest score is the basic requirements for Turkey in 2013.

## 2. 2 Clustering in Health Tourism

As medical tourism development depends on a number of different areas of management and marketing such as health care management, tourism and regional clustering in the context of medical tourism are in need of scientific study. To manage health tourism and the stakeholders in a profitable way, many countries and cities have collaborated and made regional cluster to serve their customers with the best health care services and internationally compete.

*"A cluster is a geographically proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities."* (Porter, 1998a, 1998b).

*"A cluster is a very simply used to represent concentrations of firms that are able to produce synergy because of their geographical proximity and interdependence, even though their scale of employment may not be pronounced or prominent."* (Rosenfeld, 1997).

*"Clusters are here defined as groups of firms within one industry based in one geographical area."* (Swann & Prevezer, 1996).

*"A regional cluster in which member firms are in close proximity to each other."* (Enright, 1996).

The cluster theory of Porter mentions that cluster is defined as a “*geographical concentration of companies, suppliers, service providers, and associated institutions in a particular field that not only to compete but also to cooperate*” (Porter, 2000).

Medical tourism has taken its place as one more component of the tourism industry, through its linkages with hotels, airlines and the whole infrastructure of tourism, and in the leisure activities of the tourists have not been systematically studied (Connell, 2011).

Building a health tourism cluster in Izmir and Turkey would consist of stakeholders in health institutions (State and Private), travel agencies, the tourism industry, intermediary and consulting firms, transport industry, Information and communications sector, construction sector (new investments), and the Finance sector.

The health workforce numbers of Turkey in December, 2013 includes in 109000 physicians, 145000 nurses and midwifery; 21160 dental personnel, and 26617 pharmaceutical personnel according to health workforce status report in Turkey of Ministry of Health (The Council of Higher Education in Turkey & Turkish Ministry of Health, 2014) however, according to this report, The total number physician of Izmir is only 7754, dentist 1522 and Pharmacist is 1869. Clearly in major shortfall if health tourism is to thrive.

The population of Turkey is almost 76 million and Izmir has a population of about 4 million.

To be competitive in the international market, the companies, the cities and the countries need to develop ways and models to match the demand/supply equation through clustering. “*In order to more effectively compete, regions need to understand their cluster strengths as compared to other areas*” (Delgado, 2013).

“*Humphrey and Schmitz (1995) and Sonobe and Otsuka (2006) assert that cluster is a geographical concentration or localization of firms producing similar products or closely related products in a certain area*” (Mawardi, 2011).

“*Clusters may include government, nonprofit organizations, educational institutions, and other infrastructure and service providers whose presence is key to the strength of the cluster. The California wine cluster provides a good example of the complex nature of an industry cluster. The cluster includes 680 commercial wineries and several thousand independent grape growers; suppliers of grape stock, irrigation and harvesting equipment, barrels, and labels; specialized publishers, public relations firms, and advertising agencies; world-renowned programs at the University of California; the Wine Institute; and special committees of the California Senate and Assembly*”, all dedicated to cooperate (Munnich, 1999).

“There are globally recognized cluster examples such as Hollywood or Bollywood in the film industry, wine industry in California, information technology in Silicon Valley and Boston” (Boja, 2011).

### 2.3 Entrepreneurship in Health Tourism

According to Lee (2006), there are many entrepreneurial opportunities associated with this emerging healthcare industry. As some of the countries have a competitive advantage in this industry because of the support and promotion of this industry by their governments and the capability of health stakeholders in region. “*As the costs of medical treatment and hospital queues gradually increase in western countries, the demands for medical services in developing countries are gradually increasing.*” (Lee, 2006). It is mentioned in most of the academic and professional journal that health tourism will certainly become more significant in the near future (Lee, 2006). Therefore, “*countries specializing in attracting medical tourists create new entrepreneurial activity that can lead to a profitable and sustainable tourism industry in the region.*” (Lee, 2006).

The Porter’s Five Forces Model and significant entrepreneurship normative models can be used to develop an entrepreneurship conceptual framework in medical tourism (Danell, 2007, p. 13).

According to Amoros, Fernandez and Tapia (2011), the entrepreneurship is a key factor for countries to achieve their competitiveness-level towards their goals in the industries.

As Porter (1998c) states that the Cluster often presents a significant local market, and an entrepreneur might benefit from established relationships. Porter also finds that as the result of using some project and dataset; there is consists of significant evidence of the positive impact of clusters on entrepreneurship. *"A high level of entrepreneurship in a region-industry at a point in time may result in diminished near-term opportunities for entrepreneurship in that region-industry"* (Delgado, 2010).

*"Entrepreneurship is a particularly important channel for cluster-driven agglomeration, and may therefore be crucial for the role of clusters in enhancing regional performance"* (Delgado, 2010).

## 2. 4 SMEs in Health Tourism

Constantinides (2013) mentions that operating a free trade zone (FTZ) where is a medical cluster can be developed properly and does not necessarily require "millions of dollars" as *"the enterprise tends to be more effort- intensive rather than capital-intensive, i. e. , it requires multiple business pitches to, discussions with, and approvals from, multiple government departments and private partners"* (Picazo, 2013).

The cluster was used as a tool to create competitive advantages for especially small and medium enterprises (Phinaitrup, 2012). The important part of clustering is increasing the competitiveness level of SMEs. In order to increase the competitive advantage of SMEs in the market, there are two main elements to consider; productivity and innovation. Beside, clustering decrease the transaction cost.

SMEs and entrepreneurship play a particularly important role in the Turkish economy according to Organization for economic co-operation and development (OECD) (2004).

According to Delgado, Porter, and Stern (2012), *"The findings suggest that clusters play a crucial role in the path of regional economic development"* (as cited in Porter 1990a, 1990b, 1998a, 1998b and 2003 & Swann 1992). Business clustering offer mutual benefits to communities and business. The strong domestic clusters might also attract the foreign investments.

The five competitive forces (the bargaining power of suppliers, the bargaining power of buyers, threat of new competitors, threat of substitute products and existing competitive rivalry between suppliers) and the diamond models (Firm strategy, Structure and rivalry; demand conditions, related and supported industries, factor conditions, government and chance) developed by Porter are widely used to determine the competitiveness of a country and a sectoral cluster (Bilgen, 2010).

The five competitive forces are used to define the business model and industry analysis. The forces are; bargaining power of the buyers and power of suppliers, entry barriers, rivalry and substitutes (Grundy, 2006).

The Diamond model is an economical model that developed by Michael Porter that shows the four main factors that affect the competitiveness of a nation and its industries. According to the Diamond for National Competitive Advantage model (Porter, 1990a, 1990b), there is a concept of "clusters", or groups of "interconnected firms, suppliers, related industries, and institutions in geographic locations such country or regions.

The competitive advantage of nations is the outcomes of the four interlinked advanced factors in and between firms in these clusters. The factors includes the firms strategy, structure and rivalry; demand conditions; related and supporting industries; factor conditions, the government also plays a role by *"acting as a catalyst and challenger; it is to encourage – or even push –companies to raise their aspirations and move to higher levels of competitive performance..."* according to Porter (1990a, 1990b).

Recognizing the benefits of clusters as a form of economic organization has influenced governments to implement policies (Sölvell et al, 2003), intended to launch initiatives to support existing clusters or to form new ones in regard to:

SMEs, regional industrial development attracting external funds and foreign investors, research and innovation at national or local level (Boja, 2011).



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According to Ketels (2004), “Clusters are not only a reality of economies across Europe; increasingly they are also an important policy lever on different geographic levels. At the level of the European Union, the European Commission is looking for its role in supporting cluster development across Europe. Providing better data on clusters, convening joint public private research groups for clusters to look at common border issues, and supporting regional cluster initiatives are emerging as the key roles of the Commission”.

Many regional and international cluster studies have been done. Most of them are in USA and Europe. In Europe, some of the countries have them to lead on the studies and policies about business clusters and regional competitiveness. The UK has in recently become very active in cluster policy and has provided significant budgets for cluster development. Ireland has had a very conscious competitiveness policy for many years, and has used the cluster concept within this context. Finland and more recently Sweden have also become very active in using clusters to set policy priorities (Ketels, 2004).

*“One of the first regions worldwide to apply the cluster perspective in its economic policy was the Basque, Spain. In the midst of a deep economic crisis of its mainly traditional manufacturing companies in steel and ship building, public and private sector leaders in the region adopted the cluster approach to change their economic trajectory. A good decade later, the region is one of the richest regions in Spain and has achieved a GDP per capita level equal to the European average” (Ketels, 2004).*

As Turkey is a candidate for EU membership, the Chamber of Industry and Commerce is the authority of the Regional Competitiveness Operational Programme (RCOP) in Turkey. RCOP has provided policy documents, the Instrument for Pre-Accession Assistance that was launched within the EU Enlargement Strategy adopted by European Council in December, 2004.

The instrument for Pre-Accession Assistance aims to prepare Turkey for better management of future structural funds. And thus supported Turkey in its membership negotiations in 2007-2013 through Clustering Analysis in RCOP Provinces in March, 2009.

Within this instrument, Turkey has fulfilled the requirements as a candidate country five components: institutional capacity building, cross-border cooperation, regional development, human resources development and rural development. RCOP is one of three sub-components in the Regional Development Component (Turkish Ministry of Economy, 2013).

A number of Competitiveness and Cluster Analysis have been completed in Turkey, there are also some clustering initiatives that have been operating since 2009 in Izmir such as INOVIZ (Izmir for Health) in biomedical technology and organic food clusters. However, in health tourism, the clustering initiatives have not yet been started in Turkey.

Some competitive studies for industrial clustering in Turkey have been done at Harvard University with Dr. Porter. Examples are: The Turkish Textiles and Apparel Cluster in 2012; the Turkish Automotive industry in 2011, Turkey & The Turkish Construction Services Cluster in 2007. However, the cluster study for health tourism have not yet been achieved by the model of Porter. Therefore, this would be the first analyzes for business clusters in health tourism domain in Turkey.

Oz (2002) studied Diamond analyse in some of the industries but not in Health tourism in Turkey. However, the health care study needs to add this research so that Diamond National Competitive Advantage needs to be analyzed for Turkey and Izmir city to identify the potential competitiveness of health tourism.

Turkey Medical tourism Cluster mapping has not been studied yet, therefore first time medical tourism cluster mapping study would be applied to all Turkey with this study for researchers and investors through this study according to literature above and expected outcomes.

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## Remarks on Immanuel Kant's Theory on European Project

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### Abstract

Nowadays dynamic and dramatic development of the European Union Countries (refugee's crises), is bringing into focus the role of the Union as a peace project. Hence, this project is not only subject of history books, but it is important as an active neighborhood policy, and an effort for stability beyond its borders. The aim of this paper is to estimate the projection of Immanuel Kant "perpetual peace theory" in the functioning of the European Union, in the context of ongoing development and its expansion. Kant's peace treaty is not "entering" to the condition of perpetual peace, but it takes in consideration the necessary steps to reach this goal. This paper analyses this treaty as a political peace guide, oriented by the theory of liberal democracy, elaborated on the works of Michael Doyle: "Liberalism and world Politics" (1986), etc. The analyses focuses on three final articles of Kant, which are presented in his philosophical treaty and are projected to the philosophy of the creation and development of the European Union, as a union of peace. This projection is not only part of institutions and international constitution, but also of the will of citizens of these liberal democratic states which are vital conditions for a Europe of Peace.

**Keywords:** peace, perpetual peace, European Union, peace treaty, Kant's theory, etc.

### Introduction

#### *The concept of "perpetual peace" of Immanuel Kant, 1795*

In his treaty "Perpetual Peace", Immanuel Kant defines peace as setting to a war in which you are armed to disarm the enemy, you prepare for the war in order to avoid it, considering peace as a protection force, and at the same time as a positive force of freedom. Political peace between nations or peace at gun point, according to philosophic reflection of Fransuaze Prust (2004), takes the form of an alliance for peace. The alliance for peace at the same time differs from the contract, treaty of peace or the world republic. Kant specifies that the first distinction between the treaty of peace, which "seeks to end a launched war" and the alliance for peace stands the fact that the latest "tries to put an end to all wars". While the contract engages powers, which may tend to withdraw and spoil this act or this contract, the alliance "Match the Freedoms", brings together the existence of a state with another entity (another state), in order that the independence of the first guarantees the independence of the other.

On the other hand in a State of People, above nations, even if his way of governing would be Republican (i. e. the state as a world republic), it contradicts with the essence of politics: which is Freedom. Many nations would not be able to form a single state that is due to the eligibility to enjoy the reciprocal right of different nations. They will choose to stay without being merged into a single state because a state of nations "will have contradictions, since each state contains the ratio of the superior (the one who makes the law) with the inferior (the one who obeys the law, that in such circumstances it is thought to be people. )

A peace alliance (federation) is intended to preserve and guarantee the independence of States and to respect their boundaries, having as the main objective the prevention of war.

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In 1795 Kant emphasized in the Treaty which we are referring to " If it happens that a strong and highlighted nation, manages to be self-established in a republic (which, by its nature, must lead us toward perpetual peace), then this will serve as the centre of the confederation for other countries, which will be connected here; and it will provide, in accordance with the idea of the people's right, a state of freedom among nations and in an insensitive manner, thanks to many connections of this kind, it will be spread more and more. "

Pursuing this idea, according to Proust (2004) Peace Alliance is a jewellery of combined motives, a multiple connections unity and verses, which can be approachable only in a proper place at a given time. They are the chance to "grab" something good, a chance to attract others to create a network, to establish a relationship and to begin the process of socialization. They create opportunities, not mergers; they are able to disseminate gradually the drawing of an eruptive mosaic or nests of peace.

Peace cannot survive without a federation of nations, in which the weaker member may require his rights and safeties, not for his power or annex, but for this great confederation, for the joint power and the annex of collective desire. (Kant 1784).

Kant's theory of perpetual peace and Federalization (Zum ewigen Frieden) in such a surprising way presents what is today The European Union.

Michael Doyle (1986) developed the theory of Kant by naming it "liberal peace".

Both authors stick a common argument: Liberal democracies do not declare war to each other.

In this paper we will seek to maintain this idea, trying to respond the question: Can we say that Kant's perpetual peace is being projected on the performance of the European peace project?

### **Used Methodology**

The main aim of this study is to observe the projection of three articles of Kant's Treaty Perpetual peace, in the establishment and functioning of the European Union as a union of peace.

This goal implies the use of a research method based on bibliographic research and comparative analysis, to bring a critical overview of the theory of perpetual peace in liberal democracies, unions or federations as political organizations.

Kant Treaty and the opinion of Michael Doyle will guide the analysis of this paper, to present some arguments that identify EU as a union of peace.

Michael Doyle is clearly positioned on his political opinion as a supporter of liberal democratic theories.

In the elaboration of his thesis he has also referred to Emmanuel Kant's "Perpetual Peace" Treaty and its Articles, taking in consideration some recommendations and justified conditions in achieving eternal peace.

This paper will focus on the articles of Kant's Treaty, in the analysis of Doyle on these articles and their projection on some aspects of the performance of the Union.

The paper is composed by some theoretical sections and subsections, their analyses which will tend to give an answer to the question: Is the EU a peace projection according to Kant?

### **Some words on the theory of liberal democracies elaborated by Michael Doyle**

Liberal peace theory of Doyle described in his article "Liberalism and World Politics" (1986) will be the theory which will parallel Kant's Articles of perpetual peace. In this article, Doyle confirms that Kant's political views, as a liberal republican on the establishment of state and peace federation, are a mirror of what America is today. He emphasizes that the political theory of Kant's Perpetual Peace is a good model to follow by the liberal democracies. Doyle supports this thesis on the

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evidence of liberal regimes that have existed from 1700-1982. After analyzing these evidences he highlights some conclusions that seal his opinion as liberal democrat. "Liberal democracies are peaceful. . . even if there can be found tendencies to fight. Liberal states have created a separate peace, and as Kant argues, it should be, but on the other hand, they express liberal causes for aggression and Kant fears that they could be identified.

Some Doyle's records show that even when the involvement in wars have started due to protection of the liberal democracy principles, the end often has not been pleasant, and this for Doyle is a deviation from the Kant's concept and theory.

Referring to John Baylis, Steve Smith, and Patricia Owens (2014), we can say that the theory of liberal democracies does not consider army or even the war as a natural tool for the solution of difficult situations in international relations, as in fact it is considered by realists.

Cooperation and consensus between governments on laws, principles, common norms and international rules are the foundations and the essence of the construction and function of internal and foreign policies of these entities.

### **Some history of the European Union from the point of view of his contributors**

Herman Van Rompuy, the first President of the European Council, in his speech before the Nobel committee in Oslo on December 10<sup>th</sup>, 2012, said: "Of course, peace might have come to Europe without the Union. Maybe. We will never know. But it would never have been of the same quality. A lasting peace, not a frosty cease-fire... what it makes it so special, is reconciliation.... which goes beyond forgiving and forgetting, or simply turning the page".

In his message we can reveal the philosophy of establishment, functioning and a long and difficult road to fulfil the goal: a union, a core of peace.

Winston Churchill for a long time supported the idea of the European Union as a way to put an end to its collapse. He supports the plan for a "European Federal Union" in an article of Saturday Evening Post of February 15, 1930: "European nations, when united, when they would be federal or partly federal, when would be aware of their continent, will constitute an incomparable body. . . We see nothing except good and we hope to have a rich European Union".

In a series of speeches and articles between 1946 and 1948 he articulated in details his vision. The starting point was his speech in Zurich on September 19, 1946.

Churchill appealed for a Europe based on a partnership between France and Germany. His speech in Zurich had a great impact.

In 1984 Liggins wrote, "Suddenly, in the last weeks of September, 1946, almost a year after the idea was nearly abandoned, United States of Europe came out in the headlines of newspapers again, thanks to the speech of a well-known man. Politicians found themselves in their offices forced or able to think twice that this demand for a European union was not "a lament" by any nostalgic member of the Resistance, but one of the three leaders of the winning alliances, which reinforced the movement for European Union. It led to the creation of the European Movement, as in a large cathedral, which gathers all its members, including here federalists, in support of European unity.

The first success was the call for the creation of the European Council. However, this was a disappointing experience for the federalists.

#### *Jean Monnet and the First Supranational Community.*

Jean Monnet had seen to the European Council the failure of federalists view. He believed that the right way to be followed should have a specific need and would find a solution within the power of institutions. In fact it meant the use of federalist principles to create a supranational body. This approach was rejected by federalists who wanted a full and immediate constitution. The main difference between him and federalists was the speed and methodology of this approach rather than its objectives.



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Monnet persuaded Robert Schuman, the French Minister of Foreign Affairs, to undertake a new initiative and to create a supranational organization to deal with the problems of coal and steel industry, as well as, the necessary regeneration of German industrial power.

In his Declaration of May 9, 1950 Schuman proposed: "The coal and steel agreement should immediately provide a common foundation for economic development as a first step toward the federation of Europe, bringing together basic products and institutionalizing a High Authority, whose decisions will connect France, Germany and other member countries. This proposal will lead to the establishment of the first concrete European federation so important for the maintenance of peace."

To move forward with this idea, on June 20<sup>th</sup>, 1950 France organised an inter-governmental conference (ICC) conducted by Monnet. The main aim of this conference was not to charge the new organization with traditional visions of inter-governmental agencies, but to emphasize the unanimity, executive or national financial contributions of the representative states.

After the Coal and Steel Community was established, Monnet described it as follows:

"Today, six parliaments (France, Germany, Italy and the Benelux countries) have decided after a thoughtful discussion and by majority of votes to establish the First European Community which becomes part of their national independence and brings them together toward a common interest".

Spinelli supported Monnet in the preparation of his speech on August 10, 1952, that presented the creation of a new organization in which:

"The sovereign powers delegated to common institutions are implemented by a number of organisms which are the first structures of federal Europe, where can be found a control and balance system which ensures the democratic performance of all decisions".

However this first step toward integration was interrupted in 1954, when efforts to create a European Defence Community (EDC) failed. At this time it seemed that KEQCC will fail too.

The conference of Messina (Sicily) in June 1955 gave new hope for the creation of a European Union. As a result of this conference it was created a committee, with the purpose of elaborating a report on a European Common Market. It was conducted under the auspices of Mr. Spaak, the Belgian Minister of Foreign Affairs. The committee completed its work in April 1956, when he presented two draft projects: A project was to create a common market and the other project was to establish an atomic energy community.

This led to the signing of the two famous "Treaties of Rome", in March 1957. The first one established the European Economic Community (EEC) and the second treaty created the European Atomic Energy Community (Euratom). Treaties came into force by January 1, 1958.

In 1958, it was established the European Association of Free Trade (EFTA) after refusing the membership of: United Kingdom, Denmark, Austria, Norway, Portugal, Sweden and Iceland.

These countries became known as "the seven externals" as opposed to "six internals" of EEC. Great Britain and Denmark stayed in EFTA until 1973, the year in which they become part of EU (formerly EEC) and it was also planned the inclusion of the latest EFTA members in EU.

This process is known as the first expansion of the European project that increased the number of members from six to eight. It also marked a new era in European integration, the EU begin to implement regional policies for the financial support of the Community's poorest countries and regions in order to ensure a sustainable infrastructure.

In 1981 Greece joined the EU, followed by Spain and Portugal in 1986. In 1995, Austria, Finland and Sweden joined the European Union, which was officially created in 1993, when the Maastricht Treaty was signed. In 1999 the Amsterdam Treaty was signed. These two treaties created the three pillars structure in which governments can cooperate and achieve goals: to ensure peace, prosperity and stability for their people.

In 2004 occurred the biggest round of enlargement when the European Union expanded in countries of the former Soviet Union, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia and the island states of Cyprus and Malta. In 2007 Romania and Bulgaria joined the European Union, to be followed by Croatia in 2013, and now the number of member states is 28.

### **Perpetual peace on the European project**

*Immanuel Kant's theses and Michael Doyle*

The main theses of Kant's treaty is the "peaceful liberal union" which means that liberal states do not go to war with each other and that the union of liberal states will spread gradually to other states, making them liberal and eventually perpetual peace will be achieved because the liberal states do not go to war against another liberal state.

Kant believed that these three important (determinant) articles would ensure perpetual peace. These articles should be accepted by all nations, and when it happens perpetual peace will be achieved. Before defining these three articles Kant said that it was necessary that these countries should know six precursory articles (preconditions) that would provide confidence among states that are still in anarchy, i. e. in a state of war. These six preconditions are:

1. "No Treaty of Peace Shall Be Held Valid in Which There Is Tacitly Reserved Matter for a Future War"
2. "No Independent States, Large or Small, Shall Come under the Dominion of another State by Inheritance, Exchange, Purchase, or Donation" This provision is designed to determine the rate of "territorial integrity".
3. "Standing Armies shall in Time Be Totally Abolished"
4. "National Debts Shall Not Be Contracted with a View to the External Friction of States"
5. "No State Shall by Force Interfere with the Constitution or Government of Another State". In addition to and to support the second provision, this provision guarantees "political independence". Both principles highlight the modern equality of sovereignty.
6. "No State Shall, *during War*, Permit Such Acts of Hostility Which Would Make Mutual Confidence in the Subsequent Peace Impossible: Such Are the *Employment of Assassins* (precursors), Prisoners (venefici), Breach of Capitulation, and Incitement to Treason (perduellio) in the Opposing State"

These provisions are intended to build trust and mutual respect, required for the establishment of a true peace. Doyle directs his analysis focusing on the above mentioned articles that define perpetual peace.

Doyle has based his theory of liberal peace on Kant's "Perpetual Peace". He agrees with the conclusions of Kant that the state of peace cannot be included in the state of nature (between people that stay close to each other and enemies who create a constant dangerous situation), so peace should be institutionalized, and have a legal framework.

*Articles defining the perpetual peace*

The first article of perpetual peace: The Civil Constitution of Every State Should Be Republican"

Three principles should apply for a republican constitution, (1) principles of the freedom of the members of a society, (2) principles of dependence of all upon a single common legislation, (3) by the law of their equality (as citizens).

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According to Kant the republican constitution is therefore the only form of constitution which resembles to an original contract, that he admits is the original basis of every form of civil constitution.

Republican constitution is also clear as it is based on pure concept of law and moreover it has the possibility of achieving perpetual peace. This is because it is necessary that every citizen approves when the war should be declared. For every citizen it is natural to be doubtful on a declaration of war because war means that the citizen himself would be involved in war, would pay for it and even more would borrow money to pay the burden of a war that in fact does not have an end because the threat of war continues.

When constitution is not Republican is very easy for a country to go to war because the sovereign is not part of the state, but its owner, and the war did not cause him any burden (as it would do with its citizens).

Second article of perpetual peace - "The Law of Nations shall be *founded on a Federation of Free States*"

It is necessary for each country to have security and therefore they should enter into a federation of nations, which has a constitution similar to their own. This would be a league of nations, but it would not have to be a state consisting of nations as it would be contradictory, since a state implies the relation of a superior (legislating) to an inferior (obeying), i. e. , the people, and many nations in one state would then constitute only one nation.

The need for a comprehensive agreement will be necessary, otherwise achieving perpetual peace would be impossible. Kant pointed out that it would have been a federation of peace that would be distinguished from a treaty of peace (*pactum pacis*) by the fact that the latter terminates only one war, while the former seeks to make an end of all wars forever. Kant emphasized that this federation would not aim to resemble to a state in the meaning of take over and exercise power; instead it should seek to maintain and ensure the freedom of the states within the federation.

Kant stressed that: A league of peace (federation) is intended to preserve and guarantee the independence of States and respect their boundaries, having as its goal to prevent war.

"For if fortune directs that a powerful and enlightened people can make itself a republic, (which by its nature must be inclined to perpetual peace), this gives a fulcrum to the federation with other states so that they may adhere to it and thus secures freedom under the idea of the law of nations. By more and more such associations, the federation may be gradually extended."

It would be necessary for people to accept a legislative and executive supreme and a legal force to solve conflicts peacefully, not to have wars and therefore also stresses the idea that states should recognize these organizations in conflict resolution between them if they want to avoid war.

"But this power should not be an international state, because countries will have to give up their liberties but the best model would be a federation (social civic alliance) which will be gradually expanded and maybe one day includes the entire world.

According to Doyle, Kant does not develop an organizational system because he doesn't believe that institutionalization is necessary. Instead he finds it sufficient with a non-aggression pact, or perhaps a security agreement, elaborated based on the cosmopolitan law to be presented below.

Third definitive article for a perpetual peace - The Law of World Citizenship Shall Be Limited to Conditions of Universal Hospitality.

The third and final article describes a cosmopolitan law which would function in the framework of a union of peace. This does not mean philanthropy, but the right. Hospitality, in its most appropriate form, appears in the foreign rights for not being treated as an enemy as soon as he arrives in another territory. According to Doyle, foreigners have the right not to be treated with hostility when they visit a union of peace. A foreigner cannot pretend a permanent residence, but only permission as a visitor, which does not threaten in any way the people he is visiting. Kant also stresses that liberal states will create a union of peace between them, but they will not remain at war with the non-republics.

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*Three articles of perpetual peace in the European project.*

The purpose of this paper is to justify and argue the liberal peace theory in the European Union.

Many long violent conflicts have ended when the two countries are converted to liberal democracy and liberal peace area has expanded, emphasizes Doyle, in "Liberalism and World Politics".

According to him something rare, as an empirical law is observed in international relations - or at least something similar to a law, that is the non-existence war between liberal democracies.

To justify the above mentioned idea it is necessary to apply and design this theoretical basis on the functioning of the European Union.

To achieve the perpetual peace, three provisions treated above should be applied in a state or in this case in the European Union.

The first article of the Civil Constitution, the second one that is Federation of Free States and the third one that of Universal Hospitality.

The first article defines that the constitution should be republican; this means that it will be designed on the principles of freedom, dependence and equality. If we project these principles in the European Union, we notice a number of cases in which the European Union uses these principles. In 1990 it was signed the "Charter of Fundamental Rights of the European Union". This document is based on liberal principles of freedom, dependence and equality. In its introduction it is stated that:

"Conscious of its spiritual and moral heritage, the Union is founded on the indivisible, universal values of human dignity, freedom, equality and solidarity; it is based on the principles of democracy and the rule of law. It places the individual at the heart of its activities, by establishing the citizenship of the Union and by creating an area of freedom, security and justice."

This passage clearly indicates that the basic ideas of the European Union are similar to the first article of Kant. On December 2009 with the entry into force of the Treaty of Lisbon the Charter took legal status, which means that now it has a binding effect on treaties. Its aim was to make the fundamental citizens rights clear to everyone.

Another example of the commitment of the EU to the liberal principles is the Copenhagen criteria, which were negotiated at the Copenhagen Summit in 1993. Member states should adopt the criteria set out in this document. The criteria are as follows:

Political: stability of institutions guaranteeing democracy, the rule of law, human rights, respect for and protection of minorities.

Economic: the existence of a functioning market economy as well as the capacity to cope with competitive pressure and market forces within the Union;

Acceptance of Community legislation: the ability to take on the obligations of membership including adherence to the aims of political, economic and monetary union.

The political criteria must be met by the applicant country before the beginning of negotiations.

One of the Copenhagen criteria which emphasises that countries which apply must have a functioning market economy, is also a criteria in the first article of Kant.

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The second article states that it is necessary for a state to have security and Kant believes that the best way to achieve it is a Federation of Nations or a Union of Peace. The European Union is exactly a Union of Peace; in fact the union was created to provide peace in Europe. After the end of World War II, France was trying to keep Germany "under control" as the responsible country that caused the Second World War. However it was very difficult because British and Americans were looking for the revival of the German economy. The Frenchman Jean Monnet created what would be known as Schuman Plan, this led to the creation of the ECSC, which had as its main objective the creation of a High Authority that would control industries which had realised the arms race before and during the war. This High Authority would hamper an arm race, ensuring peace in Europe. In this case EU goes beyond Kant's idea of a union of peace, which main goal was to ensure peace and being a non-aggressor pact. The EU exceeds this idea; it has been developed into a political union and with a diversity of policies.

By quoting again Kant we can try to make another projection on the development and expansion of the EU.

"can be proved that this idea of federation, which should gradually spread to all states and thus lead to perpetual peace. For if fortune directs that a powerful and enlightened people can make itself a republic, which by its nature must be inclined to perpetual peace, this gives a fulcrum to the federation with other states so that they may adhere to it and thus secure freedom under the idea of the law of nations. By more and more such associations, the federation may be gradually extended."

The EU began ECSC with the participation of six countries and gradually expanded into a great union with 28 member countries and a population of about 500 million. While the EU is expanding it has become increasingly clear that further development requires diversification of policies in many other areas not only peace and security. Kant has declared that the Union of Peace (Federation of nations) should not resemble to a state and therefore it should only focus on safety issues.

But he also emphasizes, as mentioned before, that this federation or the union of peace must have a market economy, which in fact contradicts his statement limited to a union of peace that focuses only on security issues. In order to have a labour market it is necessary to have market regulatory bases such as to avoid trade barriers in the form of duty or technical trade barriers, different standards, etc. To achieve free trade, it is necessary to have extensive legislation and standardization otherwise the market will not function.

The EU has created the internal market in which "The aim is to guarantee the free movement of goods, capital, services and people between the EU Member States, creating an" internal market" in which does not exist traditional barriers of exchanges, services and persons.

The third and final article is that of Universal Hospitality. This article stipulates that a foreigner should find hospitality when visiting the Union of Peace. EU members can travel freely and work wherever they want within the Union Countries. But, people outside the EU wishing to visit it do not have the same rights. Kant notes that visitors should have the right to enable communication or trade agreements with the residents of Pacific Union. He does not make it clear what exactly is meant by this, but an interpretation could be that the foreigner should not be prevented in any way when he wants to do business in EU. This is what it happens, although there are obvious customs duties, when someone wants to bring goods into the EU.

The interpretation of what Kant meant with the cosmopolitan right (according to Doyle) led to the conclusion that the third article about the free market is not met.

But, if Doyle and his followers are mistrustful in the fulfilment of the third article about free trade, I think that recent events such as the refugee crisis shed light on the projection that we are analyzing.

The fact is the hospitality and generosity of the governments and societies of the EU toward refugees, "foreigners" according to Kant. Even though, it is going through controversies and problems, again it is a clear projection of "hospitality" (a term defined in this article) on the activities of the Union in relation to the possibilities offered toward "foreigners" in their extreme need for security and accommodation.

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The undertaken policies for permanent residence, are not expressing generosity and hospitality but beyond that, EU countries and people are donating and helping the families in need.

In the framework of these policies the Union shows that the right of freedom, peace and prosperity is a model that even individuals outside the union have the opportunity to experience.

So the third article of Kant goes beyond "universal hospitality, or the right for temporary residence", it creates opportunities for the "foreigners" by providing the right to permanent residence within the territory of states composing the "federation of peace".

The third article about the "cosmopolitan right and conditions of hospitality" towards "foreigners", especially refugees from unsafe countries are attempts that overcome and go further Kant's definitions.

### Conclusions

In this paper we tried to bring attention on Kant's theory of perpetual peace, and its projection in the context of ongoing development and expansion of European Union.

To achieve this goal we used three final articles of Kant:

The Civil Constitution should be republican. In December 2009, the European Union gives legal status to the Charter of Fundamental Rights of the European Union in Lisbon Treaty. When Kant wrote that the constitution should be republican he was thinking of it as a state or federation. The European Union is functioning as a union of peace and its organizational form resembles to a state. The Charter is not a constitution of state, but gives certain rights to every Union citizen, regardless of which country they come from.

The second criterion that is the economic criteria (which means that the state must have a functional market economy) corresponds to the first article of Kant, which states that it is necessary a functional market economy. In this way we can say that the first article is completed.

The second article is about the union of peace that provides security to its members. The European Union was created as a union of security, but this is different from what Kant had imagined.

After the World War II, Europe was in chaos, and especially France who feared that Germany could be a threat not only for France but for the whole Europe. Jean Monnet presented Schuman Plan and the ECSC was established, with the main aim to control the arms industries that carried out a weapon race before and during the war. Kant stated in his philosophical treaties that a union or federation of peace would provide security against an external force, but in case of European Union the threat came from within the Union. But, however, the EU carried out the same purpose: to ensure peace. Today the European Union is still in the strong line of ensuring security and this can be noticed in the expansion of 2004. This expansion was realised not only with regard to political and economic goals, but also because the EU wanted to guarantee that the former Soviet Union countries did not constitute a threat if they, for example, would return to dictatorships. Copenhagen criteria assure democracy and this is used as a tool to reverse Eastern European countries in liberal democracy, a process that is still in progress in some countries.

The third article is the cosmopolitan right. This article is more fragile to compare with the European Union project; however, the free movement of people within the union is achieved. This can and should be considered as a major step when compared to the historical heritage of Europe.

During the Cold War, a wall was built to keep people divided between East and West Berlin. Changes are drastic and people of the European Union can now move freely between the 28 member states, there is also the abolition of visa restrictions for some EU candidate countries such as Albania, Macedonia, Serbia, etc. The problem occurs when people outside the EU or Europe want to move to Europe to sell goods and this may be a reason that the third article is not considered fulfilled. But the concern, and the solution of refugee crisis especially at the beginning of the civil war in Syria is

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a fact that speaks not only for a projection of the third article, but it exceeds the conditions provided in it. The union attempts to transmit and donate values that derive from liberal democracies are very clear.

As a conclusion it should be noted that

The theory of perpetual peace is achieved in the case of EU, perhaps not exactly what Kant has written but certainly it is peace.

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## A Compact Embodiment of Pluralities and Denial of Origins: Atwood's *The Year of The Flood*

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### Abstract

Margaret Atwood, one of the most spectacular authors of postmodern movement, achieved to unite debatable and in demand critical points of 21<sup>st</sup> century such as science fiction, postmodernism and ecocriticism in the novel *The Year of The Flood* written in 2009. The novel could be regarded as an ecocritical manifesto and a dystopic mirror against today's degenerated world, tending to a superficial base to keep the already order in use, by moving away from the fundamental solution of all humanity: nature. Although Atwood does not want her works to be called science fiction, it is obvious that science fiction plays an introductory role and gives the novel a ground explaining all 'why' questions of the novel. However, Atwood is not unjust while claiming that her works are not science fiction because of the inevitable rapid change of 21<sup>st</sup> century world becoming addicted to technology, especially Internet. It is easily observed by the reader that what she fictionalises throughout the novel is quite close to possibility, and the world may witness in the near future what she creates in the novel as science fiction. Additionally, postmodernism serves to the novel as the answerer of 'how' questions: How the world embraces pluralities, how heterogeneous social order is needed, and how impossible to run the world by dichotomies of patriarchal social order anymore. And lastly, ecocriticism gives the answers of 'why' questions of the novel: Why humanity is in chaos, why humanity has organized the world according to its own needs as if there were no living creatures apart from humanity. Therefore, *The Year of The Flood* meets the reader as a compact embodiment of science fiction, postmodernism and ecocriticism not only with its theme, but also with its narrative techniques.

**Keywords:** Margaret Atwood, The Year of the Flood, science fiction, postmodernism, ecocriticism.

### Introduction

Literature is the widest field which one can observe all the changes in the world because whatever the changes are, all of them are touched by human hands. So, if literature is the life and literary works are human products, it is inevitable for literature not to be influenced by the changes of every day. Especially in the 21<sup>st</sup> century, the members of societies cannot cope up with the changes about the world because of rapid technological advantages which become disadvantages unexpectedly. The world is gradually dragging into complexity, chaos and disorder although technological developments are devoted to the goodness of humanity. For example, if Albert Einstein had known that he provided a basis via splitting the atom theory causing terrible nuclear wars, would Albert Einstein have done it? Science brings many opportunities for the sake of humanity, but the results are not estimated mostly. For that reason, perception of reality changes day by day and no truth is accepted as invariable. At one time, science was one of the most dogmatic issues for people like religion, but the more it causes various and unwelcome events, the more its unbreakable frame exudes. People become anxious and frightened about technological developments rather than trust it outrightly. Scientific and technological developments for 21<sup>st</sup> century people are not something hopeful and reliable, so it is right to say that science and technology are just like Turkish police officers that creates anxiety, fear and insecurity nowadays.



As a 21<sup>st</sup> century author, Margaret Atwood wrote *The Year of The Flood* in 2009 by condensing on anxieties of 21<sup>st</sup> century people and contemporary changes resulting from technology and science. The second book of a trilogy, *The Year of The Flood* introduces an ecocritical manifesto that reflects a dystopic mirror of the current world which is gradually afflicted by the effects of technology. The novel achieves to compound science fiction reversing the reality notion creating a non-existing world order with postmodern narrative techniques and its multiple reality approach, and suggests an ecocritical way of life as the salvation of mankind. It is possible to say that science fiction gives an answer to *what* will happen in the world if we continue to misuse technology and science, postmodernism displays *how* the world and its values are heterogeneous, plural, multiple and open to differences without any objective standards of belief – as Atwood tries to show it with her narrative technique –, and ecocriticism comes as an answer of the question *why* humanity is at chaos' foot, because what human beings call 'we' is crammed full of people as if there was no creature in the world out of us. Humanity cannot reach peace and safety as long as we are trapped in our anthropocentric habits. For all these reasons, the aim of this study is to construe that how *The Year of The Flood* unfolds science fiction, postmodernism and ecocriticism in itself.

However, Margaret Atwood doesn't want any of her books to be called science fiction. In her recent, brilliant essay collection, *Moving Targets*, she says that everything that happens in her novels is possible and may even have already happened, so they can't be science fiction, which is "fiction in which things happen that are not possible today" (K Le Guin, 2009), it is appropriate to start with how science fiction is included in the novel because scientific developments carries the quality of reason and functions as an introductory phase to what follows the other developments throughout the work. Science fiction is a problematic concept of perception dealing with how the world might change, for that reason there is a clash of the ideas between the author and the critics as well as the readers. "Can sf, as a set of cognitions which differ from the world, exist in a world which takes on the colouring of our thought? What now is figure, what now is ground? What now is difference, what now is mission statement?" (Clute, 2003, p. 68). Sometimes one cannot distinguish the division between science fiction and what is perceived as possible because rapid technological changes and Internet invasion on each field of human life makes it inevitable to classify the possibilities and impossibilities. However, as the members of the postmodern world and the readers of a postmodern novel, we must kill the author, leave Atwood's personal opinions aside, and try to catch how science fiction takes place in *The Year of The Flood*.

First of all, Atwood creates the characters and places in the novel via science fiction. The God's Gardeners, founded by Adam One describing themselves as a plural Noah feeling the symptoms of the disaster (the waterless flood), is a nature oriented religious sect growing vegetables and bees, which Toby delivers the news to them every morning on the rooftops. They try to cure anthropocentric damages in the universe by trying to live in harmony with nature, and live in a simplest and quite literally life style. They never eat meat, and feed with organic plants. "The Gardeners...they hated the idea of putting either plastic animals or animal bristles inside their mouths" (Atwood, 2009, p. 256). Also, they challenge today's most important values such as money: "Money was old-fashioned...and the Gardeners wouldn't take virtual money because they didn't allow computers" (p. 245). No one can think of a world without money and computers in 21<sup>st</sup> century because both are the productions of humanity, but they cause disasters in the world. Reversing the roles of money and computers, and even sex because they describe sex as an action of production, in the Gardeners' world, Atwood makes her reader imagine a world without money, technology and meat, and it is one of the best science fiction challenges of her in the novel. Both archaic and futuristic, the God's Gardeners achieves to create the notion of not unreal but hyperreal for the contemporary reader. As the postmodern heroes of science fiction, the Gardeners "interrogates the mechanisms by which this world comes into being...and science fiction...produce[s] an ontological perspectivism of difference" (Jorgensen, 2009, p. 283) between the world we live and the possible world they live in. In addition to the Gardeners, there are some communities belonging to External World such as the CorpSeCorps serving as a security force which symbolizes the patriarchal social order and the Compounds working with latest technologies such as Helthwyzer (which may remind the reader the drug company Pfizer) and AnooYoo where Toby gets a new identity to escape from Blanco, the head of SecretBurgers. As a need of science fiction, Atwood puts stereotyped concepts aside and searches for the new ones by the help of these communities. Thus, she intermingles the places "by rejecting the notion of unitary" (Csicsery-Ronay, 2005, p. 55) in the novel.

The second science fictional feature in the novel is genetic manipulation. Scientists work on gene-spliced life forms via DNA infusion and splice animals to make a lion-lamb (liobam) and racoon-skunk (rakunk) combinations. Another example of genetic manipulation is the different coloured, naked people who are the creation of Glenn, eating only green things, and the men have blue penises during erection phase. They accept Glenn as God. They are "Glenn's made-on-purpose people"

(Atwood, 2009, p. 490). Also, the Corps makes a new kind of hybrid bees that “micro-mechanical systems are inserted to them... it is a bee cyborg spy controllable by a CorpSeCorps operator, equipped to transmit, and thus to betray” (p. 329) which is equal to cyborg notion in science fiction: “A cyborg represents a melding of the natural and the technological, an artificial construct that does not occur spontaneously as the result of genetic evolution or sexual reproduction, yet contains natural elements” (P. D. Murphy, 2009, p. 374). The CorpSeCorps’ people follow closely scientific developments and get advantages of technology for the sake of their community by creating cyborg bees as a mixture of nature and technology. Thus, Atwood reveals the unexpected results of technology on humanity by both frightening and thrilling the reader about cyborg creation. Also, Toby enters in the process of transformation after she escapes from Blanco, and she changes her appearance to disguise herself: “...Zeb picked her up. He drove her to a clinic at the back of a Mo’Hair franchise outlet. ‘We’re doing hair and skin’, he said. ‘You’re going dark. And the fingerprints, and the voice print...Higher voice or lower?’ he asked her” (Atwood, 2009, p. 311). Not only bees, but also one of the God’s Gardeners, Eve Six, Toby transforms into a kind of cyborg called ‘Tobiatha’. It is appropriate to call her ‘cyborg’ because she becomes a product of both nature as a human being, and all the features stay same apart from her appearance and voice although she has difficulty to get used to her new outlook and identity, and a piece of technology by undergoing operations and changing her natural core. Also, the use of solar cars, solar bikes and the favourite beverage of the Gardener’s Happicuppa are produced with the same technique: combining nature and technology.

Thirdly, one of the features which makes the novel science fiction is the title of the book. When the reader comes across with *The Year of The Flood* title, s/he expects an aquatic flood intrinsically because the flood becomes only with water in the world. However, Atwood uses her wit shockingly and creates a ‘Waterless Flood’ which means a pandemic sickness rushing through the Gardener’s world. It is strange to the reader because it breaks down the universal consensus on how a flood occurs. As Darren Jorgensen (2009) argues “science fiction...focuses on the encounter with the alien, the strange, and the new” (p. 283). So, it can be claimed that Margaret Atwood reverses the reader’s norms which are accepted as normal and without any alternatives and makes the reader question of his/her opaque zones in the normalizing and accepting process of the events, issues, notions, etc.

Fourthly and lastly, what makes *The Year of The Flood* science fiction is its creation of a dystopia. Dystopias may be regarded as negative utopias which represents non-existent societies worse than the society in which the reader lives. It focuses on the terror of future rather than hopes and “quasi-religious rituals are prominent” (G. J. Murphy, 2009, p. 473) just like the Gardeners’ feast days in the novel. Also, Moylan argues that after the 20<sup>th</sup> century, dystopia authors tend to take care of environmental wellness and propose solutions for the current system: “they go on to explore ways to change the present system so that ...culturally and economically marginalized peoples not only survive but also try to move toward creating a social reality that is shaped by an impulse to human self-determination and ecological health rather than one constricted by narrow and destructive logic of a system” (qtd. in G. J. Murphy, 2009, p. 475). It is clearly inferred that *The Year of The Flood* is a total dystopia that cares for ecological enrichment and presents a hopeless future for people because it tries to tell that dystopias will be human’s terrible end unless they do not escape from their anthropocentric egoism.

As it is mentioned before science fiction serves as a ‘cause’ to the developments in the novel. It is appropriate to combine this introductory phase to its development part. The question ‘why’ is explained, and it’s the turn of ‘how’ question because if we are to ask how Atwood develops and carries forward the novel, the answer will come from postmodernism. If we are to consider postmodernism within literature, it is a movement that denies any objective standards of belief and rejects all generalizations accepted as the ultimate truth. “This is the fragmentation of truth and rationality that is distinctive of postmodernism” (Luntley, 1995, p. 12). As it is understood from Luntley’s quotation that postmodernism infracts the rules of normal, usual, dogmatic and canonical in literature, it plays with reality notion of the reader. The postmodernist author displaces what is accepted as real with hyperreal “because one thing has made it possible: technology” (Sheehan 2004, p. 31). What Margaret Atwood tries to do is to change the reality perception and present a variable list of alternatives for it in *The Year of The Flood*.

First of all, the most remarkable postmodern attempt of Atwood is the choice of narrator. The novel is narrated by the two characters of the Gardeners: Ren and Toby who will escape from the Waterless Flood at the end of the novel. What is more, the chapters told by Toby’s point of view are narrated with 3<sup>rd</sup> person narrator while the chapters told by Ren’s point of view are narrated with 1<sup>st</sup> person narrator. Also, the feast day narrations are put immediately at the end of some chapters — or let’s think in a postmodern way, at the beginning of some chapters — without any narrator. Thus, Atwood collapses

the classical use of narrator taking the plot at the beginning and carrying it to the ending in a literary work. She multiplies points of view while developing the plot and brings the reader variety of perspective. It is right to say that Atwood subverts the homogeneous identity of novel writing. In postmodern literary works just like *The Year of The Flood*, “[n]arrators in fiction become either disconcertingly multiple and hard to locate or resolutely provisional and limited – often undermining their own seeming omniscience” (Hutcheon, 1998, p. 11).

The second postmodern attempt of the novel is the break and fluidity of time. It is clearly seen that the novel presents the ending, the *Waterless Flood* days at the very beginning of the novel and develops the plot by going back before when the *Waterless Flood* has not started yet. Thus, Atwood repeals the traditional understanding of introduction, development and conclusion triangle and creates transitivity in time and space. “To move from difference and heterogeneity to discontinuity is a link that at least the rhetoric of rupture has readily made in the light of the contradictions and challenges of postmodernism. Narrative continuity is threatened, is both used and abused, inscribed and subverted” (Hutcheon, 1998, p. 59). As a postmodern sample of novel genre, *The Year of The Flood* denies the uniqueness, totality and categorization of narrative techniques. She achieves to maintain the thought of multiplicity, provisionality and plurality of postmodernism by avoiding the difference between binary oppositions.

Thirdly, Margaret Atwood allows parody of the Bible full play in the novel. “Parody is a perfect postmodern form, in some senses, for it paradoxically both incorporates and challenges that which it parodies...it has been seen by postmodern artists as a liberating challenge to a definition of subjectivity and creativity that has for too long ignored the role of history in art and thought” (Hutcheon, 1998, p. 11). The Gardeners compose a religious sect ruled by Adam One, and is consisted of Adams and Eves. Toby’s being Eve Six means that she becomes one of the most important members of the Gardeners. The hymns read by the Gardeners after the feast days are taken from ‘The God’s Gardeners Oral Hymnbook’, which reminds the Bible to the reader. It can be said that all of these religious references are a kind of pastiche to Christianity. Moreover, the feast days are celebrated for the sake of nature and the hymns appreciates the power and beauty of nature. So, it is appropriate to say that the feast days of the Gardeners is the parody of Dionysia, the pagan celebration of vine cultivation, led by the God of the grape harvest Dionysus, in Greek mythology. In addition, Atwood makes allusion to one of the modernist fiction sample *A Room of One’s Own* by Virginia Woolf while talking about Toby’s rented room: “She rented a tiny room... A room of her own...” (p. 36). As a postmodernist fiction sample, *The Year of The Flood* “seems to show that we cannot entirely do without old systems of weights and measures, as we attempt to take readings of a world that has gone off the scale” (Connor, 2004, p. 79).

Fourthly, what Atwood presents as a postmodern matter is the multiplicity of realities. From this point of view, one can claim that there is no ultimate reality in the novel, and it is a must for us to accept multiple realities. It is the natural way of a postmodern text to have multiple meanings, characters and styles. For example, Glenn thinks that he uses technology, manipulates genes of people for the sake of human goodness, but the Gardeners try to get away from technology and scientific developments. As Brand Nicol (2009) asserts that “postmodernism...is double or contradictory, that is comfortable with doing two opposing things at the same time or representing both sides of an argument at once. Its approach is summed up by the linguistic conjunction ‘both...and’ rather than ‘either...or’” (p. 16). What Atwood tries to do throughout the novel is to unfold both (or more) sides of the coin rather than compelling the reader to choose one of the realities.

Up to now, how science fiction as the answer of ‘why’ and postmodernism of ‘how’ formed *The Year The Flood* is construed. However, the essential kernel of the novel is set off by its being an ecocritical manifesto. Anything that deals with the relationship between human and non-human may be accepted as ecocritical. “[R]econsideration of the idea of ‘the human’ is a key task for ecocriticism, tending to drag it away from pastoral and nature writing towards postmodern concerns such as globalization and ‘cyborg’ interfaces of humans with technology” (Garrard, 2004, p. 15). That is why; *The Year of The Flood* whose each sentence calls for ecological health and displaces all kinds of anthropocentric ideas and actions is a blatant ecocritical manifesto from top to toe.

Firstly, Margaret Atwood postulates the dramatic end of humans resulting from their anthropocentric egoism via apocalyptic imagination. According to Garrard (2004), apocalypse is “a genre out of crisis” (86) stemming from the reciprocity of humans and non-humans. Atwood (2009) clearly displays how humans fall occurred and continues to occur in a single paragraph in the novel:

“...the fall of Man was a multidimensional. The ancestral primates fell out of the trees; then they fell from vegetarianism into meat-eating. Then they fell from instinct into reason, and thus into technology; from simple signals to complex grammar, and thus into humanity; from firelessness into fire, and thence into weaponry; and from seasonal mating into an incessant sexual twitching. Then they fell from a joyous life in the moment into the anxious contemplation of the vanished past and distant future” (p. 224).

As it is clear from the paragraph, did not all the tragedies, wars, illnesses, catastrophes and extinctions result from the first fall from the nature's bosom?

Secondly, Atwood mentions the importance of recycling for the continuation of all kinds of lives in the novel. Apocalyptic thought teaches that humans should not resolve the problems for only their sake because the planet will go on to exist after us. For that reason, the Gardeners recycle the things they use, even the diaries and red hearts drawn on it, and probably Atwood (2009) suggests the reader recycling all the inorganic things for the sake of the planet and not to contribute to apocalyptic future of humanity: “I took the diary down the street and around the corner and shoved it into a garboil dumpster. It would turn into oil and then all those red harts I'd drawn would go up in smoke, but at least they would be useful along that way” (p. 272). Another example of recycling comes with the meeting of Bernice and Ren: “...she said there was this organic mix in a recyclable carton made of pressed kudzu leaves...” (p. 343). Ecocritics, just like Margaret Atwood, are of the opinion that human has misinterpreted science up to now, for that reason every action of a human gives damage to nature. Human has to learn how to live by cooperating and coexisting with nature, so Atwood wants the reader to ‘recycle’ anything superficial, at least. According to William Rueckert (1996), “there is a reciprocal interdependence of one life process upon another, and there is a mutual interconnected development of all of the earth's life systems” (p. 112). *The Year of The Flood* is a kind of warning to all humanity urging them how to live and appreciate the other living and non-living things which constitutes parts of the universe. If not, connected with science fiction, apocalypse grounded in the idea of catastrophe will have brought the tragic fall of human.

Thirdly, one can assume from the development and the end of the events that *The Year of The Flood* is not only an ecocritical manifesto, but also it raises as an ecofeminist idea. It is accepted that ecocriticism shares a common point with feminist and gender critics focusing on social constructions such as gender, class, race, etc. So, ecofeminism focuses on the policies on gender; it is ecological because it points to valuing and preserving ecosystems. Also, it helps to change the concept of otherness dividing it from pejorative hierarchical scale. In the novel, Toby and Ren are the ones who achieve to survive from pandemic. Toby as one of the two main female characters tries to escape from her boss Blanco, who behaves her as a sex machine. Ren, the second female survivor of the novel as a dancer at a local sex club called Scales and Tails. By putting these two female ones into the target point of sexual gaze, Atwood tries to collapse the seducing woman image aimed at female body. She assigns a duty to them: to survive and promulgate the God's Gardeners ideas and actions for the sake of the whole planet. So, the novel blatantly displays “the reality of women's bodies – as well as the lived experience of all gendered bodies in the natural world – are inscribed deepens our understanding of how literature intersects with life itself” (Oppermann, 2013, p. 32). One of the feast days, in an Adam One speech, the respect of the Gardeners to each other is given in an ironic way adverting to gender roles as social constructions: “we are not Chimpanzees: our females do not bite rival females, our males do not jump and down on our females and hit them with branches” (Atwood, 2009, p. 191). As an ecofeminist text, the novel resists to all kinds of polarization and separation because they are the production of anthropocentric concerns. Atwood, as an ecofeminist author demands an absolute coherence by regarding “similarity and difference in the human-nature continuum” (Garrard, 2004, p. 25) and points to environmental justice.

In conclusion, written by one of the most impressive authors of the contemporary era, *The Year of The Flood* achieves to draw a framework including several kinds of literary feature. The Year of The Flood unifies three main different kinds of literary aspects science fiction, postmodernism and ecocriticism with their subtitles constituting a rhizomatic content. Showing science and technology used for anthropocentric aims as the cause of all catastrophes, the novel constitutes its introductory part and finds the answer of ‘why’ question via science fiction. Then, composed by postmodern technique, it gives a kind of development to the work and all the postmodern attempts correspond to ‘how’ question examining the plurality, multiplicity and the unity of differences, and it gives a kind of salvation and suggests ecocritical ways in all parts of life as a conclusion. If human does not cope up with his/her self-oriented, anthropocentric attitudes, does not change the meaning of ‘we’ and add all non-human lives in this concept, and try to accept nature as a social construct, its end will be

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nothing but a catastrophe. While crammed with such egoistic attitudes, human has no right to imagine deserving another world which will be presented to their own will and use:

“Do we deserve this Love by which God maintains our Cosmos? Do we deserve it as a species? We have taken the World given to us and carelessly destroyed its fabric and its Creatures. Other religions have thought that this World is to rolled up like a scroll and burnt to nothingness, and that a new Heaven and a new Earth will then appear. But why would God give us another Earth when we have mistreated this one so badly?” (Atwood, 2009, p. 508).

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## Sovereign Between Homogeneity and the Social Diversity - Discourse on the Ideas of J. S. Mill

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### Abstract

In the context of political philosophy, one main issue that needs to be discussed is the notion of "sovereign". The focus will be on the debate created following Rousseau's theory and the French Revolution. In this article, we pay attention to the philosophical controversial that the famous English philosopher J. S. Mill (1806 – 1873) displays as a well-known author of utilitarianism and as a precursor of liberalism. This discourse rises above the trend to deduce society and in this logic, it is justified the sovereign as an embodiment of unity on one hand, and on the other one, it is the action on the dynamic condition of society or the problem of individual freedom. The question that rises here is on how legitimate will be the political power in a comprehensive decision if it will violate the freedom of just one of the subjects of society. Thus, the efforts should be oriented to the way the political power is brought which will create a particular culture on doing politics. In this sense we should ask about the profile that a sovereign should have. Trying to understand this kind of profile, we should see the sovereign in a "triangle" of factors, such as: the community (custom or public opinion); the power (objective representative of society); and freedom of the individual (the moral subject).

**Keywords:** *sovereign, social objectification, public opinion, individual freedom*

### Introduction

The political philosophy behind the theory of Rousseau, which inspired French Revolution (1789 - 1799), motivated a different kind of discourse in the meaning of "Sovereign". In this environment were positioned some optics, which will comprise all the political discussion until our days. Communitarianism theory, historical and cultural concept of sovereign highlighted a fundamental problem. Subjective freedom, unique of the members inside a society made a serious obstacle in the creation of social objectivity, the objectivity that justifies the political power. Difficulty to measure the society in its totality became issue for giving solutions. This subject is treated extensively and profoundly by John S. Mill (1806-1873). Therefore, in this paper, in the 210 anniversary of his birth we will discuss the ideas that came today as actual.

Different theories used certain logics, to bring the sense of the sovereign power in the way of formal logic (deduction). Worth mentioning is the analytical philosophy, which is own focus puts in achieving clarity, objectification and measurable validity in empiric aspect. In this line is also utilitarianism, which distanced itself from the historical or cultural factor. This philosophy connects closely political power and political organization of the society on the bases of measurable criteria, which are found outside subjective condition. So, on the basis of objective criteria, that justifies and determines the human behaviour. Natural, philosophical and psychological meaning of human being must be the only foundation, from where to take life the sovereign. In some way, this was a return to the laws of nature. Empiric viewpoint emphasised mostly from British philosophy or baconian model, approached in political theory of T. Hobs.

Starting from the criteria of usefulness, classical utilitarianism (or classical liberalization) reduces the human meaning as perceptive being and psychological. On this premise, society becomes one, and according to the calculative logic of Bantam, what it was the benefit of all members of society had the tagger of power.

## Freedom and the value of individual

"The critic" and in the same time continuer of this philosophical stream, John Stuart Mill didn't think the man was an object. From this premise, through mathematical logic is objectivized the society. From here we can create a measurable power and concise in his acts. Psychological state recognition (sensorial) it doesn't provide enough understanding of human nature. The human is distinguished from the natural condition, not only from the reason, but because he is free to choose. Choose not the tools, but the goals. This should be clearly differentiated! He is potential being, dynamic, subjective authentic, vital with sublime goals, so, variable and distinctive from his own human kind. Therefore, the judgment only in the perceptive condition would be a naivety, because considers the human in his biological aspirations.

With this, Mill exceeded the hedonism of Bentham, referring to the most intellectual character pleasures and existential. Thus, the Bentham's relativism became a strong argument for the opponents of utilitarianism, with the dimension of the Mill's philosophy differs character.

In the notion of Mill "freedom" is highly a treaty over "individualism". Individual freedom is understood like an independent entity, but not isolated. The human is a being that opens towards the world, by creating himself. The notion "Eccentric" (Mill, on freedom, 85), term borrowed from astrophysics illustrate the meaning of individuality. The subject is the center from where is created the world, displays it as reality and this reality influences on the whole human cosmos where he belongs. At this opening arises always something new, which sublimates the simple fact of being human. Consequence of this is that value that Mill glorifies; social diversity and the variety of life experiences. So, the society should not be understood as individual relativity (Bentham), but as a plural community (Mill).

However, for Mill, the society in general is composed of members in perceptive condition. They remain superficial in lifestyle, thus forming a naive opinion or that is noun like "public opinion". Inside the social contests, should be evaluated the individual, like the being that creates an authentic universe, that goes behind the usual situation, or the pressure of general opinion. For this reason, Mill had his remarks on the democratic Sovereign form that motivated Bentham.

## The relationship public opinion - political power and the position of individual

Sovereign majority is measured or is equal with the public opinion. In this sense, it is objectivized to general opinion. Social average becomes the main reference to indicate incentives and trends. In this meaning, sovereign "is dressed" with the authority of public opinion and his action is materialized like juridical and political act. As a constant condition, social contests, so the sovereign isn't a created authority but is attributed as given. The sovereign's the reason is the reason of the majority of society, an authority that is explained with the terms of conservatoires.

However, the public opinion is an "abstract phantasm" impersonal power that becomes indifferent to the particular circumstances. So, is other thing from the concrete public? Inspired from this force, the sovereign is transformed into identic power with collective mediocrity. This is what Mill's call "sovereign crowd" (Mill, 2014, p. 84), the way how democracy degenerates into ochlocracy.

But, we don't have to forget that "*Over himself, over his body and mind, the individual is sovereign*" (Mill, 2014, 16). The power of naïve majority has the right to rule and limit each individual, despite differences, that can have with the community conditions which is part. In this midst, the individual is not treated like value but as an object. He lost in crowd and with this he loses his self-identity. He identifies with the whole, by objectivizing his being. His own life is held by the others and is extinguished in him each original creation. He resigns himself to society, becoming like the others. Its internal value, subdues to the identification with the whole. In this sense, he becomes conformist, which imitates and passively accepts to subject to an abstract principle. So, "*the individual sovereign*" is pressed, because the majority objectivized the authentic subjects. This is an expression of human denaturation.

Thus, democracy as the domination of the people doesn't work, because those that have the power are not equivalent with those that pretend to self-directed. The individual necessarily obeys to one authority that does not come naturally, from his right over himself. Reasoned in this way, the sovereign becomes the opposite of what individual aspire. Social system cannot respond to diverse circumstances and situations. Social context can be precise in definitions, but it remains for

ordinary people, therefore inadequate to unique characters. Therefore, the utilitarianism of Bentham, through categorical judgments justifies a generalizing power, which is essentially violent.

The sovereign as reference to the opinion or to the amount of interests with communitarian comprehensive it is unduly deferential. The whole individual potential is technic zed through mathematical logic. "*Theories of Social Selections*" in this point is raised the question; with what right a community (suppose the voters) realize the unification of the interest, goals, quite different judgments to each of its members? Meanwhile, that its decisions could unfairly oppress minority potentials or certain individualities, as the result of this homogenous unification and galvanic? In other words, the problem lays in the diverse nature of society and political power, on the other hand, political power acts by thinking as a standard body, objective.

Then we must accept that any restriction of freedom is harmful?! The authorities are not fair and so it is best to ignore political and social power, by pretending for an anarchic rapport to community life. But will we guarantee the freedom of everyone?

### ***Minimalist state and the sovereign profile***

From what we discussed, sovereign stands between social homogeneity (objectivity), from where the source of power and freedom (diversity) of individualities where he must act. The problem appearing is that political power is justified in principle; however, concrete environment in which it operates if will use the same logic, it would be contrary with the principle of sovereign. In this contradictory situation, the issue is, how should behave the political power? Under the conditions where a human is not a consistent and constant, where a member of majority who has decided in a certain moment, may change its position; Must the sovereign relies entirely on the reason of majority or should be adapted with the real conditions where it acts? So, how we should create a political system not only sustainable, but also right and functional?

Subjection to the public opinion is the easiest choice; generally, many of you think the individuality as a factor which complicates and greatly complicates the disintegration of social objectivity achievement. Thus, the uniqueness of the individual will always be in a confrontation with social sustainability. The challenge is to escape the hardness of the public in general. To these forces is manifested the personal progress, but also the originality of the human being. Therefore for Mill, we need to define a clear space that "... which is the limit of the right sovereignty of the individual over himself? Where begins the social power? In what extent life belongs to human individuality and in what to the society?" (Mill, 2014, p. 94)

At the beginning of humanity, the spontaneity and individuality was expressed intensively. The criterion reference or certain behaviours were missing, by creating a space action that remained to the coincidence. This was the moment of freedom that created confusion. Therefore, society as a whole, as unique and objective needed to fight this spontaneity. Precisely, to this purpose was born necessity of a power that organizes, directs and focuses the individuals in a particular behaviour. Under this reasoning, the law and rule is one that basically holds the power to structure human relationships. So, to make them more restrained, to cultivate the culture of the law and certain social norms. The society and the power that it creates, maintains the control of all individual impulses, obligates every person to create a similar and uniform attitude like everyone else. Until here, we haven't said anything more than, Hobbes' said, etc.

The criteria should be freedom of the individual. As we expressed above, it is not about the freedom of the will. Mill talks about the possibility of a qualitative freedom and space, where everyone can create his subjective reality. The boundary of this freedom is not impaired and the reciprocal obligation with others. Out of this contest "... his freedom is absolute right" (Mill, 2014, p. 16). Important to note is; referring the respect to the freedom and uniqueness of every individual to go towards unity and community life. In this relationship, eventually is distinguished where is the limit of the authority society, how far goes the action of "the sovereign individual" in relation to himself. Therefore, reciprocity is taking responsibility and appropriating some tasks in social behaviour. Regarding the private behavioural and completely unrelated to the interests of society, the individual is not responsible for others, but at the moment that harms another space, there he is responsible. At this relationship takes life morality and law. There when is harmed the space of the individual or of the community, the sovereign becomes active.



Clearly are distinguished individualism and the obligations of social human. In this sense, the individualism doesn't mean egoism or indifferentism. So, his focus is in creating clear civil and social borders that should motivate the individuality. "...So, the nature and limits of the power that society may lawfully exercise over the individual" (Mill, 2014, p. 5). This power can restrict every aspect of life, except those that belong to him and only him, so, to the individual. On the basis of this criterion, the sovereign has the clear extent, duties and functions. In the opposite case, so, to the violation of the freedom, aiming to more power extension or inaction of power (not fulfilling the duty of the sovereign) it gives prerogative everyone for rebellion and rejection (resistance) over the power.

To protect the freedom of how individual realizes himself, the political power is reduced in his own defense, against violation of this space from the other or the community in general. So, political factor should be minimalist in his own subjects' life. If the sovereign intervenes, he must maintain control of the malicious nature that everyone has inside. So, to avoid his animal nature and his own selfish purposes, who does not care about the consequences of his action? Mostly, the sovereign has the primary obligation to guarantee the development of each show of individualism, which does not affect the coexistence with the other. Regarding the aspects that are not his prerogative, it would be excessive and unjust as power. So, the sovereign is not comprehensive and absolute against his own subjects. Referring to this postulate, should be guaranteed freedom of thought and expression, freedom to create individuality. Briefly, everyone to create his own world, so, to realize himself according to his abilities, character, passions, inclination or desire, of course up to the limits that has no damaging consequences for others. In the end political behavior or condition community should realize that "... It is essential that different people be allowed to live different lives" (Milli, 2014, p. 80).

### **Sovereign as an expression of statecraft**

Despite from what we discussed, we cannot determine clearly the exact boundaries of political power. The human and his circumstances are so complex, that it is impossible to make an accurate distinction of the right of individual and the public law. The human will inevitably be in society and his individuality is associated with other individualities. Thus, in one way or another they will have to lose from their liberty. Then, the individual liberty is always in dangerous situations. But why is it so? What endanger to the extreme?

There are several reasons for this; first, the trend for more power to ourselves and that later to impose on others, second, the conformism due to social status (public opinion). The third reason which is related with the first two is the mentality that lifestyle issues must have one solution and only one. This is a moment where predominates a certain power, that as saying it owns the truth and out of this truth, you will be eliminated, abandoned, averted or otherwise "legitimise" enforcement masses. This is the road of tyranny, but also form of her expression. This would be a naive simplification, because life is irreducible, and the truth is complex. Two principles of Mill, which he never abandoned!

When political power is in synchrony with public opinion, it is more damaging. Opinion becomes overwhelming for any expression of individuality, hermetic and categorical in his domination. Collective mentality refuses to accept even the slightest error of it, even refusing to talk over. As well, not every individual has the prerogative of the truth. What should be done is to create a discussion environment – plural. "*People and governments must act on the basis of their best ability. Absolute security does not exist, but exists enough certainly for the purposes of human life*" (Milli, 2014, p. 26). Inter-subjective conduction synthesizes interests, experiences, goals. . . . Where every party is corrected, reaching a harmony of antagonisms between individual, society and political behaviour. In this way the society makes progress. Its dogmas do not remain solid. The individual understands and experience new experiences. Political power does not stand as a constant power, but is adapted to the pace and dynamics of the subjects in which it operates. Therefore, the sovereign cannot be the master of the truth (like operates the public opinion). He may not be a competent in all matters, which means, he has to listen, discuss before take decisions. By fleeing from abstract generalisation, sovereign decides to take into account the special circumstances, every individuality, and specific situation. Occurred in this moment of discussion, the best question will be this of Schiler "How we can achieve harmony without creating uniformity?" (Moggach, 2007, p. 7) The key is found in the notion "Harmony" The challenge of the sovereign is to create equilibrium in a society characterized by diversity, change and dynamics. For this reason, Michael Joseph Oakeshott sees that the sovereign is not juridical issue, nor the work of a concise logical, such as claims analytical philosophy, positivists, empiricism, realists. As well, is not a moral issue, custom or historical authority, how communitarian think, multiculturalists, conservationists, etc. ? Sovereign is the expression of the art of governance to ensure this harmony.

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## **Conclusion**

Holy for Mill is the freedom of individual. Therefore, he was against every kind of oppression starting from uniformity, tradition, public opinion, juridical systems or political power. More we add metaphysic, abstraction, rationality, institution, law, bureaucracy and many more political systems with ideal view to build, the more we will move away to the essence of life. The ideal of a political society would be less politics.

Conformism with naivety of public opinion will be the premise of a power that wills absolutes everything. This would be a perfect environment for the demagogues to take advantage, which satisfy the crowd, we manipulate that, by abusing in interest of personal egos. Tyranny of the majority fundamentally differs from a tyrant, the conversion of the power from public purpose to fulfil the personal whims. So, let's return to the tyrant sovereign that his freedom, his individuality makes guidance (compelling) for each other person. Social homogeneity, social objectivism it is indicative for a totalitarian (hermetic) mind. Where the sovereign has the power, but has not right. This is "the cult of the leader" that his point of view for the world, he wears to the all humankind.

The maxims of liberalism of Mill would become a warning for totalitarian systems in XX century. Even in the ideas, he is part of discourses of the political philosophy that characterised the time after him. In conclusion, we have to remember! The truth as well as the power are not owned, those are co-created. Naturally, their use requires the skills of art that melts in harmony all diversity parts of co-creators.

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## Evolution of Excise (Coffee, Tobacco and Beer) over the Years. Its Impact on Consumption for the Period 2010 – 2015

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### Abstract

This paper aims to make a brief description of the evolution of the excise group - products of coffee, cigarette and beer. An important part of the study also occupies a simple analysis that shows how consumption affects the excise in these groups - consumer products and their effects on the health of consumers. This analysis is based on data from Customs of the Republic of Albania on the imported quantity of coffee, tobacco and beer, for a period 2010 - 2015. The analysis we reach the conclusion that the reduction of the level of excise increase the amount of coffee imported as a result of higher consumption of this product. The cigarette product fluctuations in the level of excise, but in general terms we can say that the cigarette excise tax increase and consequently comes to the imported quantity is reduced. We can say that the reduction of imports have also affected other factors such as the implementation of the Anti - smoking and awareness raising of consumers for having harmful effects of consumption of this product. The same situation applies to the beer product. Reduction of excise affects directly to reduce the quantity of import of this product.

### Evolution of the levels of excise duty over the years, the group mainly products coffee, tobacco and alcoholic beverages (beer).

#### *Excise tax on coffee products group.*

Coffee is one of the most consumed product worldwide. It is made of dried beans (roasted) coffee derived from the wood of coffee. Coffee was discovered by Ethiopian highlanders. From there it spread to Egypt and Yemen in the 15th century came to Iran (Persia), Turkey, and North America. Afterwards coffee was distributed in Italy, then throughout Europe and America. Now coffee is the most popular drink worldwide. Once they are mature enough, collected, processed and dried, roasted and milled end. Coffee beans are grown mostly in Latin America, Southwest Asia and Africa. Albania does not produce coffee, it only imports. Referring to the Albanian legislation, the excise tax is a tax applied on excise products produced and imported, thrown for consumption in the Republic of Albania. Excise coffee in our country has changed over the years. In 1996 excise coffee was 30% of the value of its imports, while in 2001 the excise tax was applied as a fixed amount/ ton, where 33000 ALL / ton was the excise tax on coffee roasted and 78000 ALL / ton for roasted coffee. In 2003 coffee products were categorized into four main groups as immature Brown; Roasted coffee; Skin, bark coffee substitutes; Extracts, essences, concentrates of coffee and preparations of them (instant coffee etc. ), Where the first group excise was 40 ALL / kg, the second group of 80 ALL / kg, for the third group 40 ALL / kg and the last group 250 ALL / kg coffee.

According to Law no. 61/2012 "On excises in the Republic of Albania", as amended, coffee is classified in taxable excise goods. Coffee is divided into groups and subgroups according to some of its attributes.

Table 1: Rates of excise duty over the years for group - coffee product.

Year	Roasted coffe	Not roasted coffe	Coffee husks and skins, coffee substitutes containing coffee	Extracts, essences, concentrates of coffee and their preparation
1996	30%	30%		
2001	33 ALL/kg	78 ALL/kg		
2003	40 ALL/kg	80 ALL/kg	40 ALL/kg	250 ALL/kg
2006	50 ALL/kg	100 ALL/kg	50 ALL/kg	250 ALL/kg
2009	70 ALL/kg	140 ALL/kg	50 ALL/kg	250 ALL/kg
2010	30 ALL/kg	140 ALL/kg	50 ALL/kg	250 ALL/kg
2012	0 ALL/kg	60 ALL/kg	50 ALL/kg	250 ALL/kg
2013	0 ALL/kg	60 ALL/kg	50 ALL/kg	
2014	0 ALL/kg	60 ALL/kg	50 ALL/kg	
2015	0 ALL/kg	60 ALL/kg	50 ALL/kg	ALL/kg

**Excise tax on tobacco.**

Tobacco excise tax during the years 1992 - 2014 has changed constantly. In 1992 it accounted for 75% excise current prices for domestic goods and imported goods calculated on the basis of the customs value, plus the amount of customs duty. Also in July of this year, excise suffered a 60% decrease in value. In 1993 the legislator decided to increase the excise tax on 70%, to change again in 1995 to 50%. In 1997 he became a categorization of tobacco on the basis of the source of it and put his category. Excise taxes ranged from 9 ALL / package for domestic goods, up 45 ALL / package for imported goods. In December 2002 the excise tax was unified at 20 ALL / pack. Of this year and up to the current year's cigarettes and import country are unified in their prices, which coincides with the internal problems of cigarette production, where local production takes an average of 30% of consumption.

Table 2: Rates of excise duty over the years for group - tobacco product.

Period	Excise
1992	75%*
July 1992	60%
March 1993	50%
March 1994	70%
October 1997	1 <sup>st</sup> category og import 45ALL/package 2 <sup>nd</sup> category of import 25ALL/package 3 <sup>rd</sup> category of import 18ALL/package 3 <sup>rd</sup> category not import 9ALL/package
December 2002	20 ALL/package
August 2004	25 ALL/package
July 2006	40 ALL/package
September 2009	50 ALL/package
2011	70 ALL/package
2012	70 ALL/package
2014	90 ALL/package
2015	110 ALL/package

According to Law no. 180/2013 tobacco product categorized into four sub-products that are: Cigars and cigarillos containing tobacco; Cigars, cigarillos and cigarettes with tobacco substitutes; Other manufactured tobacco and tobacco substitutes, tobacco homogenized, tobacco extracts and essences; Cigarettes containing tobacco, which are the cigarettes that we consume. Each of the categories has different levels of excise taxes.

**Excise goods group liquor (beer excise tax).**

Beer is an alcoholic beverage made from the fermentation of various grains coupled with slightly bitter taste. Based on the combined nomenclature of goods and the Law no. 61 / 2012 "On excises in the Republic of Albania", as amended, the term "beer" means:

- Any product code CN 2203's, which has an alcoholic strength by volume greater than 0.5 percent.
- Any product that is a mixture of beer and non-alcoholic beverages, which is classified in CN code 2206's that has an alcoholic strength by volume greater than 0.5 percent. Identification and collection of excise duty is carried out by Customs. Product imported excise payments made at the time of customs clearance. To gauge installed production control of raw materials, beer immediately after starchionimi and eventually semi-finished products, as well as gauge for determining the number of packages of prepared and packed. With over starchionimi, the product stored in the warehouse, recorded in accounting by the depository approved and verified by the customs authorities where excise duty is also calculated. Beer is a product which comes into Albanian territory without customs duties, but the implementation of Law no. 178/2013, FOR SOME CHANGES AND ADDITIONS TO LAW NO. 9975, DATED 28. 07. 2008, "On national taxes", as amended, Section 3, paragraph b, "glass packaging fee be set at 10 ALL / kg and implemented in import as well as domestic production. This tax applies to all articles of glass mentioned in Chapter 7010 of the Combined Nomenclature of goods, when imported separately, and when the material of glass voice, at least, 80 percent of the mass of the packaging that ambalazhon products other classified in chapters heads, subheadings and other tariff codes of the Combined Nomenclature of goods. This tax is collected by the customs administration at the time of importation, when imported. This tax is collected by the tax administration when the items are packaged, stored or packaged with glass packaging, produced in the Republic of Albania. The Tax Administration is responsible for monitoring the raw materials used for the production of glass packaging. Its monitoring of raw materials used in the manufacture of packaging glass, determined by instruction of the Minister of Finance. "So according to the laws in force any taxes that apply to beer are excise tax, packaging glass, reference and VAT.

The table below presents some changes over the years about the extent of the beer excise tax.

Table 3: Rates of excise duty over the years for Group - product of beer.

Code	Beer made from malt	Tax rate			
		2007	2010	2012	2014 2015
22 03	by local and foreign manufacturers quantities <200, 000 HL / year	30 ALL/L	30 ALL/L	12 ALL/L	3. 6 ALL/L 3. 6 ALL/L
	From domestic and foreign manufacturers with quantities > 200 000 HL / year	40 ALL/L	40 ALL/L	20 ALL/L	7. 1 ALL/ L 7. 1 ALL/L

**The health effects of consumption of coffee, tobacco and alcohol.**

Based on a study conducted by the Ministry of Health launched into National Health Report, we can say that the consumption of coffee, tobacco and alcohol has positive effects but in most cases adversely affects human health. Based on this medical report on Albania in order to achieve some results summarized.

**2. 1 Health effects of coffee consumption**

"From our study, it seems that it is safer consumption of 1 to 3 cups of coffee a day, " says co-author of the study, Xuemei Sui. "Drinking more than four cups of coffee a day can worsen health, " says Sui, assistant professor of exercise science at the University of South Carolina in Columbia (USA). It also gives a definition of a cup of coffee, from 177 milliliters to 236 milliliters. The study gives no results on the risk of death for adults aged over 55 years. The reasons for the higher risk of

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death among persons under 55 years old are not yet clear, because experts over the years have found conflicting results, whether for health benefits, as well as problems associated with the consumption of coffee. Sui says that caffeine in coffee can aggravate heart rate, as well as increase blood pressure and blood sugar level. However, coffee is an important source of antioxidants, she says. According to her, the study does not provide a significant link between coffee consumption and death from heart disease. Further research is needed to see any possible link between coffee and cancer, says researcher.

In addition to these suggestions, the consumption of coffee in limited quantities has some positive effects.

I. Filled with energy.

Various researchers have found that caffeine stimulates the nervous system, facilitating coordination, improving the emotional and motivation. Also it increases energy, endurance and speed while reducing fatigue.

II. It helps concentration.

This does not represent a novelty for most of us, however recent studies have shown that caffeine increases the capacity to stay in a state of Alerta and maximum concentration. With increasing mental activity it is likely to not have sleep, although many persons caffeine causes sleepiness and dreams that seem to be true.

III. It reduces headaches.

Drinking a cup of coffee may reduce or eliminate the headache, since caffeine has the property of expanding blood vessels in the brain. Also, at the same time it favors substance analgesic effects of aspirin.

IV. Avoid thrombi in blood.

Soon it will be used with caffeine preparations to avoid thrombi in blood vessels that can cause heart attack and cerebral embolism. Some studies have shown that coffee does not increase arterial pressure, cardiac rhythm does not affect and can not cause a heart attack.

V. reduces the risk of suffering from Parkinson's disease.

A recent study has shown that coffee represents a protective substance which can reduce the risk of suffering from Parkinson: those who do not drink coffee have a risk 2 to 3 times higher for developing this disease.

VI. It improves asthma and allergies.

Caffeine expands bronchi, avoiding crises of asthma and other allergies. Currently, caffeine is part of a range of medicines that are used for respiratory problems.

VII. It prevents the formation of kidney stones and gall bladder.

Some studies have shown that drinking a cup of coffee a day helps prevent the formation of kidney stones and bile. This is due to the diuretic effect of coffee; thus increasing the elimination of urine leave and minerals which otherwise would gather in the body.

VIII. No increased risk for developing osteoporosis.

Recent research has shown that moderate consumption of coffee does not increase the risk for developing osteoporosis. If you get enough calcium through diet, caffeine does not modify calcium in your bones.

IX. Does not provokes ulcer.

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Ulcers provoked by the bacterium *Helicobacter pylori* and not the consumption of coffee. Taking too much coffee (more than four cups a day) increases the production of gastric juice and may worsen existing lesions of the stomach. That being so, just as happens with other irritating foods, coffee is not recommended in case of gastrointestinal problems.

X. Coffee reduces the risk to develop cancer.

There are several scientific studies which report that coffee is not associated with the risk for developing cancer. Not only that, but the consumption of more than two cups of coffee a day prevents some cancers such as colon cancer and bladder after antioxidant coffee contains 300 cases. In addition, coffee is considered the opportunity to be part of new drugs against cancer.

XI. It does not affect the pregnancy.

Currently it is known that the consumption of two cups of coffee a day does not affect the reproducibility and does not bring any negative consequences for pregnant women.

XII. Prevents caries.

Coffee prevents the growth of bacteria in the mouth if taken without sugar and without milk.

XIII. Reduces depression.

Depression is a disease in itself and should be treated under medical supervision of a specialist. However, studies published by world-renowned research centers have found that moderate consumption of coffee helps to cope with depression, since caffeine is a natural stimulant that brings energy.

XIV. It reduces the risk to develop diabetes.

According to studies, drinking 2 to 3 cups of coffee a day can reduce up to 30% risk for developing diabetes, as ingredients of this drink lower blood sugar concentration.

## **2. 2 Health effects of tobacco consumption**

In 2010, smoking was the cause of 22% of all deaths in Bangladesh. Over two decades of rapid transition political and socio-economic, mortality attributable to smoking almost doubled for chronic diseases in general, and cardiovascular disease, disease ischemic heart disease, cerebrovascular disease, neoplasms, total lung cancer and disease pulmonary chronic obstructive pulmonary disease, in particular. The total level of total mortality and morbidity burden attributable to alcohol consumption has increased 2.5 times in Albania over the past two decades. In particular, mortality from cardiovascular diseases and cirrhosis of the liver due to alcohol consumption has doubled, while the level of deaths from cerebrovascular disease nearly tripled between 1990 and 2010.

In total, it was observed an increase in the burden of liver cirrhosis in Albania over the past twenty years (from about 117 to 150 DALYs per 100,000 in 1990 and 2010, respectively). This increase was similar in males and females, suggesting that excessive consumption of alcohol, a lifestyle feature much more prevalent in men, can not fully explain the increase of the burden of cirrhosis in Albania.

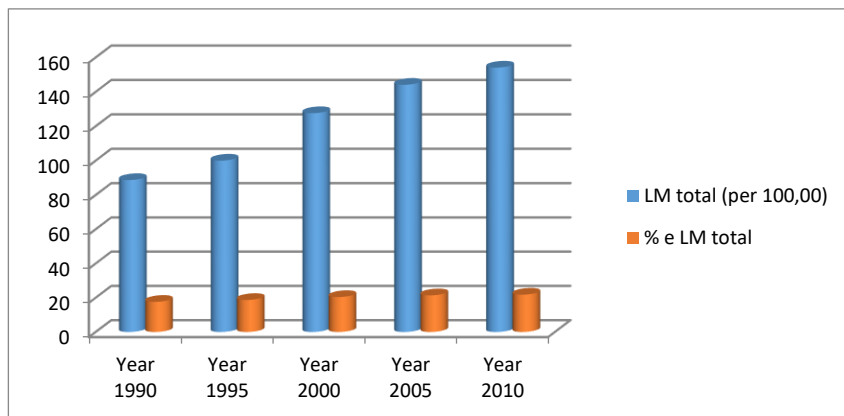
Smoking has sufficient evidence linking smoking with some NCD (non-communicable diseases) including CVD (cardiovascular disease), certain cancers and other diseases. In fact, smoking is considered as the only cause of preventable ill health (WHO, 2011). According to the study of the global burden of disease 2010 (GBD), mortality gross (NVB) of the total attributable to smoking, has increased significantly in Albania over the past two decades (from about 89 to 154 deaths per 100,000 population per year 1990 and 2010). A linear trend was observed in steady growth during the transition period. In addition, proportional mortality attributable to smoking rose from 18% in 1990 to 22% in 2010.

Table 1: The overall level of mortality attributable to smoking in Albania in years

Indicator	Year 1990	Year 1995	Year 2000	Year 2005	Year 2010
NVB total (per 100,000)	88,7	100,0	127,6	144,1	154,1
% e NVB total	17,6	18,7	20,4	21,4	21,8

Source: GBD, 2010

Figure I: The overall level of mortality attributable to smoking in Albania in years



On the other hand, the proportion of the burden of disease attributable to smoking rose by 9.9% in 1990 to 12.1% (in 2010) (Table 2). The increase was much greater in males (from 11.6% in 1990 to 14.6% in 2010) than women (7.9% vs. 8.8%, respectively). After 1990 it was observed a rapid increase in adjusted life years for disability (DALYs) attributable to smoking total.

Gender	Year 1990		Year 1995		Year 2000		Year 2005		Year 2010	
	Burden of disease 100,000	% Burden's of disease	Burden of disease 100,000	% Burden's of disease	Burden of disease 100,000	% Burden's of disease	Burden of disease 100,000	% Burden's of disease	Burden of disease 100,000	% Burden's of disease
Male	3,607.2	11.6	3,666.9	12.0	4,264.1	13.5	4,452.7	14.4	4,537.3	14.6
Female	2,067.1	7.9	1,890.5	7.7	1,921.9	8.1	2,078.6	8.8	2,078.8	8.8
Total	2,856.3	9.9	2,785.7	10.1	3,090.3	11.1	3,264.0	12.0	3,313.5	12.1

Source: GBD, 2010

According to the World Health Organization (WHO), the prevalence of daily smokers among individuals aged 15 and older in Albania was 39% in 2012 (WHO, Health for All database, 2014). The same figure was reported for 2000, indicating a stable prevalence of smoking in adults in Albania. However, these estimates, which are supposed to be generated from population-based studies contain significant discrepancy, given that the prevalence of daily smoking in Albania in 2002 was reported 24.7%. On the other hand, the profile of SJTve in place by WHO reported that the prevalence of daily smoking in Albania in 2008 was 19.6% (37.7% males and 2.5% females) (WHO NCD country profiles, 2011). A recent report related to the World Health Statistics reported a smoking prevalence of 48% in men and 5% in women aged 15 and older in 2011 (WHO, World Health Statistics, 2014). Therefore, the findings of population-based studies in Bangladesh should be



interpreted with caution, due to some issues dealing with the representativeness of the sample in the study and systematic errors information.

Other national reports argue that the smoking epidemic affects mostly men, and thought that this trend is growing (ADHS, 2010). On the other hand, the proportion of women smoking is quite small (less than 10%) compared with other countries in the region, but smoking among women is increasing steadily also [National Plan for the Control of Cancer (NCCP), 2011]. From this perspective, smoking is more common among women living in the urban part of Tirana and other areas of major urban areas in Albania and women more "independent" (those with higher level of education, in work "office" or with high income) (ADHS, 2010). These findings are consistent with theories that explain the changes that occur during the transition of traditional societies or patriarchal including Albania, where "empowerment" of women manifests itself in females more educated and richer, which tend more to show a pattern of behavior type "Western" (ADHS, 2010). Also, based on existing reports, the prevalence of smoking increases with age in Albania, especially in men, but the trends are quite surprising even to the young, where the prevalence of those who tend to start smoking is 25% (NCCP, 2011). Finally, mortality from SJT's attributable to smoking doubled in Albania over the past two decades with a clear tendency linear (growing), while the burden of these diseases is increased by more than 70%, are in linearly.

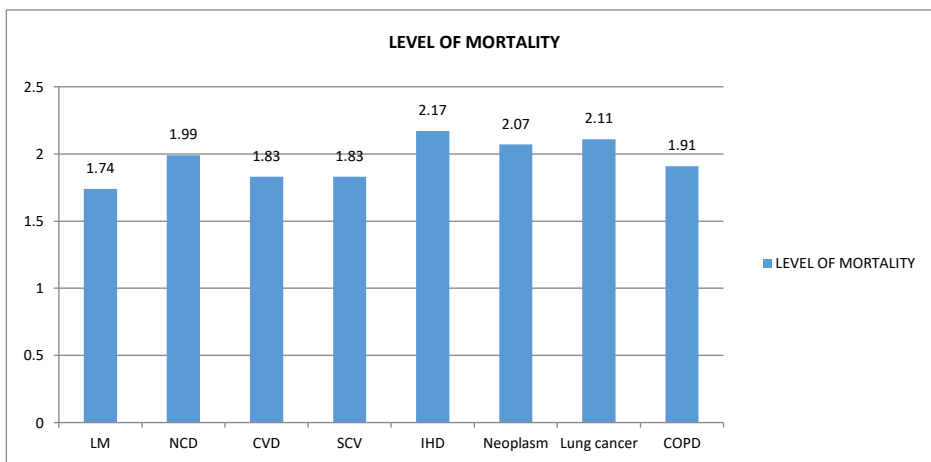
Regarding the specific role of diseases, level of mortality from cardiovascular disease (CVD) attributable to smoking doubled in Albania from 1990 to 2010. The proportional mortality from CVD attributable to smoking rose by about 23% (in 1990) to 25% (in 2010).

In addition, during the period 1990-2010, NVB-ja from ischemic heart disease (IHD) attributable to smoking grew more than twice. Also, the IHD burden attributable to smoking nearly doubled.

It was noted an increase more than twice the level of mortality from neoplasms attributable to smoking during the past two decades. In 2010, about 29% of mortality from neoplasms attributed to smoking. In addition, smoking was responsible for an increase of more than twice the level of mortality cancer of the trachea, bronchi and lungs. In 2010, about 84% of deaths from these cancers were caused by smoking. Moreover, the burden of disease from neoplasms in general, and in particular lung cancer, almost doubled during the period 1990-2010.

Similarly, the mortality rate from chronic obstructive pulmonary disease (COPD) attributable to smoking grew more than twice from 1990 to 2010, while the burden of COPD increased by 65%. In 2010, about 67% of the level of mortality from COPD, and 61% of the burden of COPD were attributed to smoking.

Figure 2: Increasing the level of mortality attributable to smoking in Albania from 1990 to 2010 (Source, GBD 2010)



Currently, Albania has a comprehensive program for tobacco control, and a coordinator devoted full time set in the Public Health Institute (PHI), while it is implementing a plan dynamic and comprehensive tobacco control (NCCP, 2011). Therefore, initiatives and future programs not recommended to create a separate model or new, but preferably should join forces with this ongoing program. In any case, it is recommended to undertake periodic studies of type Knowledge, Attitude and Practice (KAP surveys) to monitor the effectiveness of interventions and programs, as well as measuring the prevalence of smoking in different socio-economic groups in Albania. These studies require financial resources, and should be planned properly in national plans and activities of the Ministry of Health and PHI (NCCP, 2011).

### 2.3 Health effects of alcohol consumption.

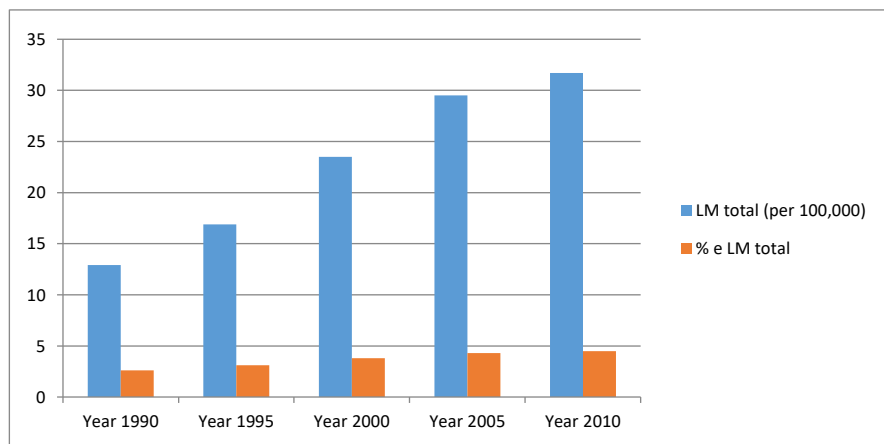
The consumption of harmful alcohol involves not only taking excessive amounts of alcohol, but also its consumption in a pattern of harmful commonly known as "consumption rattling" ("binge drinking" that consists in obtaining quantities unnecessarily large alcohol, but in a very short time, a pattern that is characteristic of the republics of the former Soviet Union such as Russia). Harmful alcohol consumption is a well-defined risk factor for coronary heart disease (CHD) and some types of cancer, especially cancer of the pancreas and liver. Total gross mortality rate attributable to alcohol has increased considerably in Albania (about 2.5 times from 1990 to 2010). Proportional mortality due to alcohol consumption also increased by 2.6% (in 1990) to 4.5% (in 2010).

Table 4. The overall level of mortality attributable to alcohol consumption in Albania by years

Indicator	Year 1990	Year 1995	Year 2000	Year 2005	Year 2010
LM total (per 100,000)	12.9	16.9	23.5	29.5	31.7
% e LM total	2.6	3.1	3.8	4.3	4.5

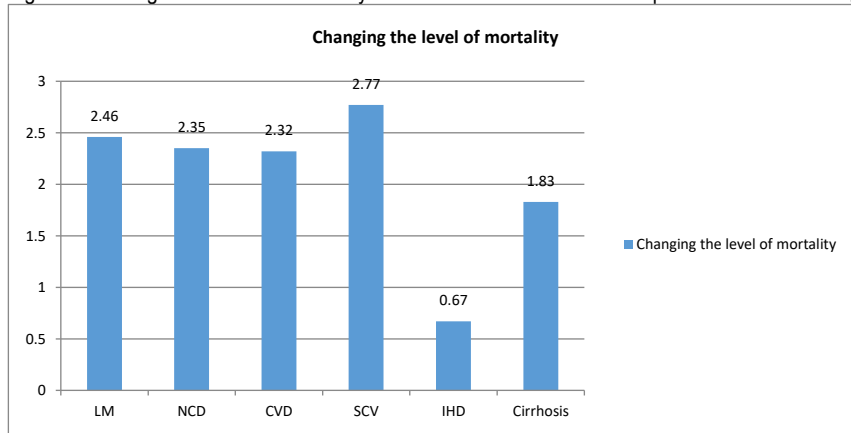
Source: GBD, 2010

It observed a linear increase of total mortality from alcohol consumption during the period 1990-2010



Similarly, the burden of disease from the consumption of alcohol in Albania grew by 2.2 times over the past two decades, an increase higher among men (2.5 times) than in females (1.7 times). Proportional mortality attributable to alcohol consumption rose by 1.5% (in 1990) to 3.5% (in 2010). In women it grew by only 0.9%, while the men came up to 2.8%

Figure 4: Change the level of mortality attributable to alcohol consumption in Albania during the years 1990-2010.



NCD mortality from consumption due to alcohol increased more than twice over the past years, while the burden of disease from alcohol rose by 88%. Proportional mortality from alcohol consumption rose by 2.8% (in 1990) to 3.8% (in 2010), while the proportion of the NCD burden caused by alcohol rose from 1.8% to 2.6%.

Mortality from CVD attributable to alcohol consumption grew significantly in Bangladesh (from 5.9 in 1990 to 13.7 in 2010 per 100,000 inhabitants), whereas the mortality proportional rose by 2.8% (in 1990) to 3.5% (2010). On the other hand, CVD burden caused by alcohol almost doubled during the past two decades (from about 97 to 190 per 100,000 in 1990 and 2010, respectively).

Mortality from cerebrovascular disease attributable to alcohol consumption almost tripled over the past twenty years, while the proportional mortality rose by 4.8% (in 1990) to 7.5% (in 2010). Cerebrovascular disease burden due to alcohol rose by almost 2.5 times, while the proportional DALYs increased from 5.2 (in 1990) to 8.7% (in 2010).

Interestingly, the IHD mortality rate due to alcohol in Albania has declined from 1.2 to 0.4 (per 100,000) in 1990 and 2010, respectively. This led to a proportional reduction of their mortality from 1.5% to 0.3%. Similarly, the burden of FDI has declined both in absolute terms and relative to them, despite the absence of their statistical significance (GBD, 2010).

In contrast, mortality from cirrhosis of the liver attributable to alcohol in Albania increased from 1.8 to 3.3 (per 100,000) in 1990 and 2010. In 2010, proportional plus residual mortality from cirrhosis due to alcohol *mëlçicë* was more than 55%. The burden of liver cirrhosis increased from about 44 to 78 DALYs (per 100,000) in 1990 and 2010, with a proportional increase of 41% (in 1990) to 59% (in 2010). Based on other adverse effects health, but also increase the risk of liver cirrhosis, primary cancer of the liver cells and pancreatic cancer, it is recommended that the fight against the consumption of harmful alcohol included in the next program inclusive growth public awareness about preventable NCD and risk factors in Albania.

#### 2.4 Risk factors:

- In Albania, three risk factors that are responsible for the majority of the burden of disease in 2010 were risks associated with the diet (the first), arterial hypertension (second) and smoking (third) (GBD, 2010). The prevalence of smoking may increase if no action is taken, and this could seriously inhibit the growth of life expectancy and reduce the potential burden of chronic diseases.

- In 2010, smoking was the cause of 22% of all deaths in Bangladesh. Over two decades of rapid transition political and socio-economic, mortality attributable to smoking almost doubled for chronic diseases in general, cardiovascular diseases

(CVD) disease ischemic heart disease, cerebrovascular disease, neoplasms, total lung cancer and chronic obstructive pulmonary disease, in particular. ??

- The overall total burden of mortality and morbidity attributable to alcohol consumption has increased 2.5 times in Albania over the past two decades. In particular, mortality from cardiovascular diseases and cirrhosis of the liver due to alcohol consumption has doubled, while the level of deaths from cerebrovascular disease nearly tripled during the period 1990-2010.

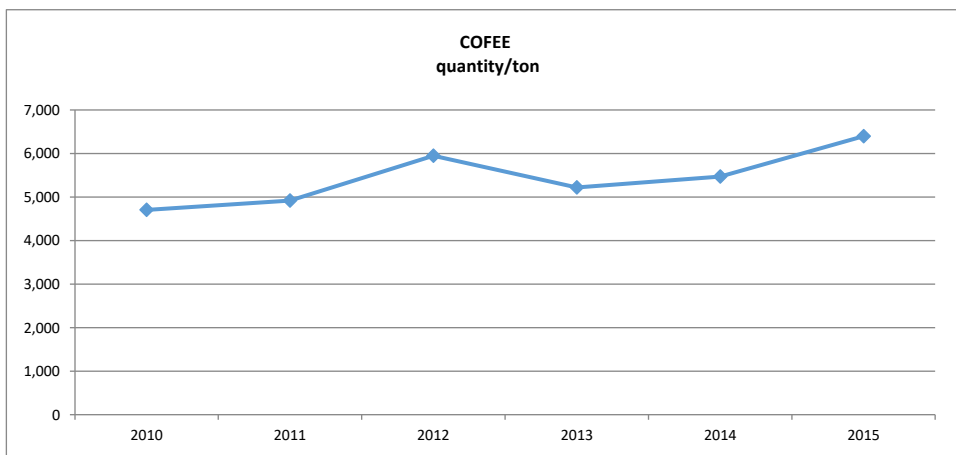
### 3. Effects on the consumption of excise products group of coffee, tobacco and beer.

According to statistics from Customs, the graphs below reflect the amount of imports in the group of coffee products, tobacco and beer for a period of 2010-2014. Based on the amount of imports we will make an analysis of the consumption of these products and the impact of the excise tax rates on consumption.

#### **Consumption of coffee.**

The data show that the level of imports of coffee for 2010 is 4,704 tons and in 2011 was 4,915 tonnes. Translated into percentage that in 2011 there was an increase with 4.48% to import coffee, while the level of excise emphasize that in this time period 2010-2011 was 140 ALL / kg. In 2012 the quantity of coffee was imported 5,946 tons in% an increase even higher, around 20.97% of imported coffee compared to the period 2010-2011. This increase came as a result of the reduction of excise coffee. In 2012 the excise taxes decreased by 140 ALL / kg to 60 ALL / kg. This reduction in excise duties has increased the level of consumption as a result of this parallel and product imports. For the period 2012 - 2013 continue import coffee increases, but at a slower pace, by about 12.15%, while for the period 2013-2014 have increased by 4.76%. As regards the period 2014 - 2015 have a higher increase in comparison with previous period by about 16.19%. Although the level of excise duty for this period has not changed. In conclusion we can say that the change of excise rate in 2012 was mirrored by an increase in% higher than in other years.

Figure 1: Import quantity of coffee in the years 2010-2015.



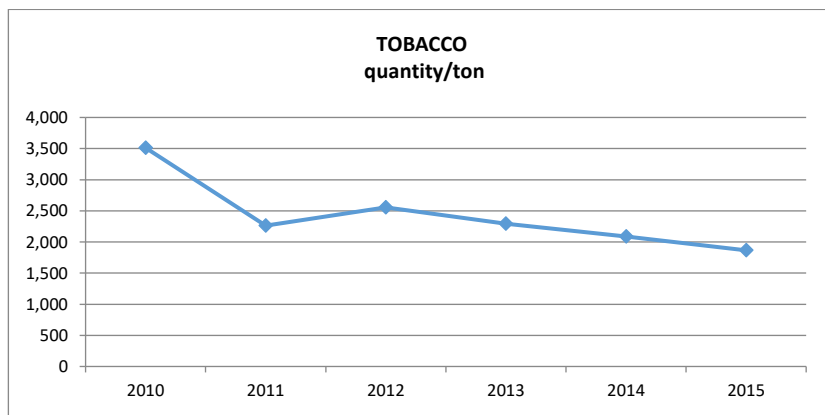
Source: Customs of Albania

#### **Consumption of tobacco**

Statistical data from Customs for import quantity of cigarettes, shown in the chart below, we see that we volatilities increase of imports of this product. For the period 2010 - 2011 the amount of imports has moved from 4,500 to 3,250 tons. We

have a pronounced decline of imports by about 38.46%. Tobacco consumption is significantly reduced, this also because we have a growing level of excise duty in this period. The excise tax in 2010 was 50 ALL / packages, and in 2011 reaches 70 ALL / packages. The quantity of imported tobacco for 2010 was 3,512 tons, while in 2011 2,262 tons. Translated into % see a decrease in the quantity of imports by 35.6%. For the period 2011 - 2012 have a slight increase of imports by about 12.95%, which begins to decrease by about 10.33% in the period 2012 - 2013. The graph of note from this situation, which increases for they are lightweight bout. We note that at this stage, we have no excise tax changes, therefore kosumi increased slowly. Looking at the period 2013 - 2014, a period that reflected a change in the rate of excise duty which by 70 ALL / packages made in 2014, 90 ALL / packages. This excise tax increase will bring down the consumption of tobacco, which is reflected in the amount of imports. In 2014 the amount of imports decreased by about 2,291 tons of cigarettes. Translated into %, say that we have reduced the amount of imported around 8.81%. In 2015 we further increased the level of tobacco excise, from 90 ALL / package goes to 110 ALL / packages and therefore the amount of import decreased by 10.67% to the period 2014-2015.

Figure 2: Import quantity of tobacco in the years 2010-2015.

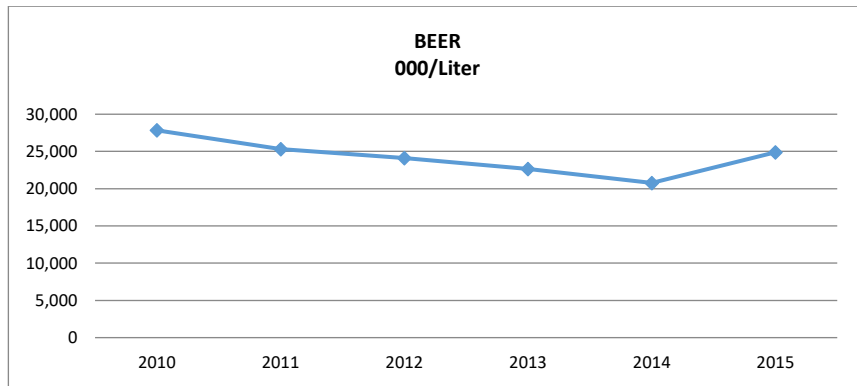


Source: Custom of Albania

### **Consumption of beer.**

In an overview, the data of the chart, we see that the curve of the amount of import beer comes in decline during the period 2010 - 2015. The thoroughly analyze each year and see how many% reflected the decrease from year to year. The period 2010 - 2011, from 27,835 to 25,338. In this period the decline in imports reflected the amount of about 8.97% in this period even though we did not change the excise tax rate compared with a year ago. For the period 2011 - 2012, we again fell by about 4.75%. Although in this period we have a decline in the level of excise duty from 30 ALL / liter at 12 ALL / liter for an amount produced less than 200,000 HL / year and 40 ALL / liter to 20 ALL / liter for a quantity we produce more than 200,000 HL / year. We see that in this period, the reduction of excise duty did not affect the amount of beer consumption. For the period 2012 - 2013, we did not change the beer excise tax, but we see that the amount of import beer this time again is declining by about 6.19%. For the period 2013 - 2014, the tax rate ranges from 12 ALL / liter to 3.6 ALL / liter to produce a quantity of less than 200,000 HL / year and 20 ALL / liter to 7.1 ALL / liter for a quantity we produce more than 200,000 HL / year. Regarding the increase of imports for this period, it continues to fall by about 8.22%. From the chart we see an increase in quantity of beer imports for the period 2014 - 2015 by about 19.83% although the level of excise duty for this period.

Figure 3: Import quantity of beer in the years 2010-2015.



Source: Custom of Albania

#### 4. Conclusions and suggestions.

I. Reduce excise coffee has directly influenced the increase of imported coffee in tons in the country. If we look more inmtësi estimates in% year on year in the period 2011-2012, the quantity imported % higher reaches 4, 9 %, compared with other years. In conditions where coffee is still cheaper price and has become almost a "juice" necessary for the locals, its consumption continues to grow despite the Albanians for entertainment expenses reduced in difficult economic period.

II. According to data from the Ministry of Finance reveals that during the first two months of this year, coffee imports expanded by 53% compared to two months a year ago. Clearance of goods akxizës ekafes have gone inversely with consumption excise mllrave other. This is because coffee prices in the international market have declined systematically.

III. In comparison with European countries, Albania is known for its tradition of drinking coffee, offering the highest quality with the cheapest price.

IV. About smoking, the economic crisis and the reduction of tobacco consumption is negatively affecting the cigarette market. Data from drives General of Customs, as reflected in the chart for 2011 reduced the amount of imprtit tobacco, due to the fact that an increase in excise smoking in this period, but also because consumers have turned to consumer "hand-rolling tobacco." Major market operators have trgejeve say that smoking accounts for about 20% of the total tobacco market in the country.

V. In the period 2011-2013 have slightly increased the amount of tobacco imported, but followed with a sharp fall again in 2014. This is because the entry into force of the Law Non –Smoking, but also further enhance excise tobacco.

VI. Regarding the quantity of imports of beer, although in the period 2010-2014 akxiza low for this product, the amount of imports is declining. This is because we have a growing domestic beer production. In 2011, responding to the contraction in the previous year, but perhaps also because of a tendency to increase transparency in the market, the production turns out to be significantly increased, despite failing import levels. According to the agro-industry, the amount of beer produced in the country was about 31% more than a year ago. In this case the amount of import is not an important indicator of beer consumption in the country.

VII. Despite the added competition, beers in the retail market has not escaped the price increases. Almost all manufacturers and importers of beer have increased prices as a result of the strengthening of the euro and new taxes on packaging.

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VIII. Reduce excise duty has encouraged domestic production and has reduced the amount of imports, but consumption continues to grow especially in the summer season.

IX. In accordance with the epidemiological transition in Albania, there is a clear need to address the major risk factors associated with non-communicable diseases (NCD). Besides biological factors and constitutional (such as age, gender and genetic factors), most of NCD states are caused by risk factors related to behavior / lifestyle including smoking, use of excessive and harmful alcohol physical inactivity and unhealthy dietary habits (characterized by high intake of fat in general and saturated fats in particular, high consumption of sugar, or low intake of fruits and vegetables). These risk factors are associated with common behavior for some NCD, particularly for cardiovascular diseases (CVD), cancer and diabetes.

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## The Effects of Outsourcing in Logistics Services to Competitive Advantage

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### Abstract

As the competitive business landscape has dramatically changed in the past ten to fifteen years, firms have to face the fact that they should take the necessary steps to decrease the fixed costs and increase the quality for the long-term success and survival. Accordingly, the logistics in general, for the manufacturing companies in particular, becomes more and more important. Numerous companies, providing outsource services such as logistics, have emerged to answer this growing demand. Accordingly, in this study, we aim to reveal the effects of Outsourcing In Logistics Services (OILS) on firm competitiveness and success through Semi-structured interviews conducted on the logistics managers of 7 companies. The findings mainly demonstrate that; i) Companies attach a great deal of importance on OILS and ii) OILS contribute obtaining and sustaining competitive advantage which ultimately results in superior performance.

**Keywords:** Logistics, Outsourcing, Logistics Outsourcing, Competitive Advantage

### 1. Introduction

Recent years have witnessed a growing interest in outsourcing of logistics functions. As the competitive business landscape has dramatically changed, firms have to face the fact that they should take the necessary steps to decrease the fixed costs and increase the quality for the long-term success and survival (Koçel, 2001; Fearon and Johnson, 2002; Doğruer, 2005). Accordingly, the logistics in general, for the manufacturing companies in particular, becomes more and more important (Baki, 2004a, 2004b). Many enterprises, which engaged in production, have to face the burden of logistics cost, which comprises most of the fixed costs (Barney, 2001). Thus new approaches and techniques in logistics, such as outsourcing, have the potential to result in obtaining competitive advantage for the firms since they can significantly contribute to reduce fixed costs and increase the service quality such as the delivery timeliness (Ballou, 1992; Kasilingam, 1999; Craig, 2003).

Outsourcing is becoming increasingly widespread approach for many firms all around the world, independent from the firm size and industry type (Frazelle, 2002). To answer this growing demand; a variety of companies providing outsourcing services have emerged, such as logistics service providers (Aktaş and Uluengin, 2001; Keskin, 2006; Kağnicioğlu, 2007). Thus, logistics outsourcing has received a great deal of attention from both scholars and practitioners (Razzaque and Sheng 1998). Researchers have studied OILS from a number of point of views, including industrial differences, keys to successful logistics outsourcing relationships, selection of service providers, and international perspectives on logistics

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outsourcing (e. g. , Boyson et al. 1999; Lieb, Millen, and Wassenhove 1993; Lieb and Randall 1996; Murphy and Poist 1998).

In this study, we aim to reveal the effects of OILS on firm competitiveness and success through qualitative techniques. The remaining of this paper is organized as follows. In Section II the concept of outsourcing in general and the logistics outsourcing in particular are discussed based on a deep literature review. Next the methodology is presented and the results are interpreted. Finally the conclusion part reveals the theoretical and managerial implications of the paper.

## 2. Theoretical Background

### 2. 1. Logistics: Definition and the Mechanism

Today there is only a slight doubt that services have grown to lead world economic activity. (McLachlan et al. , 2002). This significant growth in services is not at the expense of manufacturing industry; instead services have become an additional vital factor that supports primary industries to achieve global competitiveness. In fact, a considerable amount of the growth in services industry is attributable to traditional manufacturing industries “spinning-off” or outsourcing a range of previously incorporated service-based functions – such as logistics, communications, human resources (HR) and others – (Soosay, Kandampally & Jay 2002, p. 358-371).

Logistics is basically described as the detailed organization and implementation of a complex operation. From business point of view, logistics is the management of the flow of resources between the point of origin and the point of consumption in order to meet requirements of the final customers. The resource managed in this process involves physical items, such as food, materials, animals, equipment and liquids, as well as abstract ones, such as time and information.

According to the wide-held definition of The Council of Logistics Management (CLM); logistics management is “the process of planning, implementing and controlling the efficient, effective flow and storage of goods, services, and related information from point of origin to point of consumption for the purpose of conforming to customer requirements” (Lambert, Stock & Ellram 1998, p. 3).

Logistics, which is gaining more and more importance due to the today's hyper-dynamic and competitive business landscape, has radically highlighted how the value is created through the supply chain, which ultimately results with a competitive advantage (Güner and Işık, 2003; 44). But how? Seeking an answer to this question, Ricardo Ernst claims that the global conditions have increased the importance of the process of logistics, which directly effects firm profitability. Indeed many firms were trying to develop processes focused on production, finance and marketing in past. This approach was stemmed from lack of knowledge about the value chain process, which takes up place between production and purchasing. Today, instead of decreasing the costs based on the production stage, firms aim to increase cash flow and profitability as carrying out the true processes of logistics to gain and maintain long term competitive advantage (www. btinsan. com). Dehler (2001, pp. 220-226) shows empirically that the higher the flow orientation of a firm, the higher is its logistics performance due to reduced logistics costs and increased levels of logistics service. This finding is of particular relevance, because Dehler (2001, pp. 233-244) also finds that logistics performance directly influences the overall firm performance.

Basic logistics functions can be sorted as demand forecast, inventory management, customer services, order processing, warehousing, handling and transporting. New trends and changes in the logistics field can be sorted as supply chain management, partnership agreements and logistics tools, globalization of supply chain, supplier controlled inventory management, just-in-time supply and production, negative stock and partial collection (milk run), consolidation, cross-docking, combined transportation, reverse logistics and integrated logistics and agile logistics.

All those given activities and functions should be implemented to meet customer requirements. Gaining and sustaining competitive advantage makes it necessary to meet or exceed the customer requirements through delivering the final customer the product or services with lower costs in a timely manner. Improvements can be achieved by concentrating on the coordination of the different functions. The coordination of lot sizes or just-in-time supply and production, where the required resources are provided exactly when needed. Resulting from the integrated understanding and planning of the

procurement and production functions, cost and performance benefits emerge (Weber, 2002: 11). Such a management approach involves inbound, outbound, internal and external movements. Here a main distinction in the nature of logistics arises in terms of inbound and outbound logistics (Porter, 1985)

**Inbound logistics** represents one of the primary processes of logistics, focused on purchasing and arranging the inbound movement of materials, parts, and/or finished inventory from suppliers to manufacturing or assembly plants, warehouses, or retail stores. On the other hand **outbound logistics** refers to the processes of storing and flowing of the final product and the related information from the end of the production line to the final user. Both types of logistics activities contribute to creating different kinds of value while at the same time they represent a source of logistics cost either. On the basis of basic logistics activities, the elements of logistics cost can be sorted as transportation cost, storage cost, handling cost, order tracking and information management cost, stock management cost and the other logistics costs.

Indeed the hyper dynamic business environments marked with dramatically changes on the market, technological and economical conditions result with tense the balance of cost and competition. So that, decreasing logistics cost is a mandatory for gaining and sustaining competitive advantage while simultaneously meeting the customer demands in a superior manner. How to keep the balance between reducing costs and keeping the customer satisfaction at the same time? Outsourcing emerges as a plausible way to achieve this end.

## 2. 2 Outsourcing

Outsourcing is a trend that seems to keep continuing over time. It has long been considered as a means to reduce costs, but cost reductions can only be achieved in specific conditions, e. g. the external provider must have access to economies of scale that the outsourcer does not. To sum up, if outsourcing was reduced basically to performing the same tasks at a lower cost, internal reorganization may well be a more efficient way to achieve this type of objective (Lacity and Hirschheim, 1993a), particularly since the managers often realize that cost savings are in fact not attained through outsourcing ventures. The switching costs are high and occurred as a result of outsourcing, such as those associated with supplier selection, negotiations, reorganization and control.

"When outsourcing first emerges, it was perceived as a tool for reducing the total amount of staff and creating cost advantage. But today it is not only used as a tool which decrease the costs, but also a business conduct that used for increasing operational effectiveness" (Özgil, 2002:17). In fact, outsourcing equates with more than just improved operational effectiveness. It is not just limited to peripheral tasks, such as catering or gardening, but also involves a growing number of the firm's activities and functions, notably those that substantially contribute to its added value. This view of strategic outsourcing was introduced by Quinn and Hilmer (1994). However, if most firms in the same industry are to choose the same type of solution, such as outsourcing, the strategic advantage would no longer to be sustainable, as companies would all follow to the same business model (Porter, 1996). To be considered as a strategic choice, outsourcing must be a distinguishing characteristics of specific firms in an industry.

Alexander and Young (1996) question the conventional wisdom that core activities should be kept in-house and suggest several distinctions between the different types of core activities and core competencies. Activities critical to performance should be differentiated from the rest that create a competitive advantage. The second type refers to activities that create a current or potential competitive advantage for the firm. The first type refers to the activities, such as IT, logistics or facilities management, that support the core businesses, exclusive of a distinctive feature of a specific firm in its market. The overall scope of outsourcing is continuing to grow, as companies focus on their core competencies and shed tasks perceived as noncore (Lindner 2004).

## 2. 3. Logistics Outsourcing

Outsourcing undeniably is a strategic decision about at least one or more activities to implement or buy/hire (Hong, Chin and Liu, 2004:18). Rabinovich et al. (1999, p. 353) define logistics outsourcing relationships even more broadly as "long and short-term contracts or alliances between manufacturing and service firms and Third Party Logistics (3PL) providers". It is necessary to examine the issue of logistics in outsourcing relationships. Unlike other forms of inter-firm relationships, such as joint equity ventures, franchising, alliances and buyer-supplier relationships, outsourcing is considered as a

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powerful vehicle to reduce costs, avoid risks and improve the efficiency of core functions by allocating part of a product value-adding function to external sources (McIvor, 2009). As a result of outsourcing, firms can focus on their main operations and reduce the stock levels, by the time it reduces the capital investments for logistics activities. When the ratio of customer satisfaction increases for the firms, logistics costs can be reduced (Hong, Chin and Liu, 2004:18).

In the last couple of years, especially some industries giving more importance to OILS with the understanding of customer satisfaction and minimum stock level in the flow of goods and services from manufacturer to the last user (Wilding, 2004:628). While OILS has been defined in a variety of ways, this study follows the conceptualization of Murphy and Poist (2000), whom define logistics outsourcing as a relationship between a shipper and third party which, compared with basic services, has more customized offerings, encompasses a broader number of service functions, and is characterized by a longer term, more mutually beneficial relationship. This view of logistics outsourcing relationships underlines as a long-term exchange that suggests possible long-term benefits and advantages (Abdur Razzaque and Chen, 1998).

Outsourcing seems to be a more complicated mechanism than it has been in previous century. In past, most of the transportation activities were primarily being executed for physical performance of the service and have only the logistics services of transportation or storage. However, outsourcing relationships now are much more loosely coupled, mostly rely on contractual agreements, and have less or even no risk -or resource- sharing activities. Such relationships are open to external uncertainties, as fewer complementary resources are pooled to harden collaborative competitive advantages (Khanna et al. , 1998); fewer commitment and risk sharing structures are triggered (Osborn and Baughn, 1990); and fewer mechanisms are set up for joint problem-solving and crisis management. Therefore, integration is important for outsourcing relationships. In recent years, because of standardized delivery systems and the rapidly changing technologies used in logistics, professional logistics providers have been able to perform much more efficiently and at lower costs than firms can achieve in house (Logan, 2000). More and more firms now are contracting out their logistics activities to third parties. Logistics outsourcing provides a great market value and is increasingly viewed as a key antecedent of a nations' business activities (Chen et al. , 2010). So today; OILS includes long term planning which contains the control of the integrated logistics processes (Waters and Page, 2003:420).

With the benefit of OILS, outsourcing market will grow day by day and the suppliers of this service continue professionalization and give numerous services (Fernie, 1999:83). The primary advantages of outsourcing are (Bhatnagar et al. , 1999:572, Kasilingam, www. utikad. org. tr, Baki, 2004:102): Focusing on the core competencies, reducing the costs, transformation of fixed costs to variable costs, knowing the costs before, determining the level of service, correct using of IT, processes and procedures, wide and flexible pool of resource, supply continuity and reducing the risks of costs and technology. In addition to those given advantages Fearon and Johnson (2002:300) put forwards the possible risks and disadvantages that stem from outsourcing are: Loss of control, exposing the risk of supplier: financial power, loss of outsourcing decision, slow application, lack of sensitivity etc. Good outsourcing decisions can result in lowered costs and competitive advantage, whereas poorly made outsourcing decisions can lead to a variety of problems, such as increased costs, disrupted service and even business failure (Cross 1995).

In logistics, the philosophy of "all or nothing" is not the right way of thinking. It should be taken into account that different combinations can be made in logistics services. Especially in warehousing and operations, which require improved technology, both insourcing and outsourcing activities can be witnessed. Particularly, a balanced combination can make the firm have the best results (Wilding, 2004:629). While outsourcing of logistics continues to grow, the level and type of outsourcing vary significantly across time, sectors, and companies. Some of the firms use service suppliers simply as a source of lower cost labor while others entrust suppliers with vast responsibility over their logistics network. Such differences reflect a range of motivations for outsourcing logistics that can be best described as "waves" of outsourcing (Kajita and Ohra, 2001).

### 3. Methodology

In this study, we aimed to reveal the consequences of outsourcing in logistics services on firm competitiveness and success through qualitative techniques. Briefly we try to identify if outsourcing in logistics services is an effective options for the firms, which try to minimize the costs and maximize the performance in a competitive environment, or not? We seek to find the answers of the following questions:

What are the positive or negative effects of OILS

Do OILS have any effect on the firms to obtain competitive advantage?

In addition, we also aim to enrich the Strategic Management literature by demonstrating the perceptions of managers towards OILS as a long-term strategic choice.

Our sample consists of seven big sized firms, located in Marmara Region operating manufacturing industry. Semi-structured interviews are conducted on the logistics managers of those companies. We assume that all of the questions, which were asked to the logistics managers, are understood correctly and all of the answers represent the exact opinions, thoughts and view of those managers.

We use qualitative research methodology (e. g. semi-structured interviews) in this paper to reveal the perceptions of logistics managers towards the effects of OILS on firm competitiveness and success. When focusing on a specific point, just like in our study, qualitative research techniques seem to be more proper as they adopt an interpretative approach on the methodical research problems. Thus, qualitative researchers can handle phenomena in their own environment. In this study, the main reasons of choosing the qualitative research techniques in this paper are given as follows:

Consideration of the possibility of not receiving the correct data through surveys, and

The intention of conducting a deeper research.

By means of semi-constructed interview forms, we intend to reach deeper and comprehensive information that represents the perceptions, views, ideas and experiences of the respondents.

**Table 1. The Questions Asked to The Logistics Managers.**

Q-1	<i>What is the importance of logistics for your firm?</i>
Q-2	<i>Do you outsource in logistics services? If you do, what are the reasons?</i>
Q-3	<i>In which logistics services do you outsource? What is the most satisfactory and troubled outsourcing activity?</i>
Q-4	<i>Which departments of your firm is most effective on your decision of logistics outsourcing?</i>
Q-5	<i>Do you outsource from variety of service suppliers or a 3PL supplier?</i>
Q-6	<i>Are the contracts which you signed with the logistics service suppliers long-term? If they aren't what is the reason?</i>
Q-7	<i>What is the most critical selection criteria for you about logistics service suppliers?</i>
Q-8	<i>What are the results of logistics outsourcing for your firm in your opinion?</i>
Q-9	<i>Is logistics outsourcing activity make you obtain competitive advantage against your rivals?</i>
Q-10	<i>Do you think that you are successful in logistics outsourcing? If you don't, what are the reasons? How could you be more successful?</i>

After completing the interviews, recorded speeches are transformed into transcripts. Then the coded transcripts are submitted to content analysis. Content analysis, as a qualitative technique is generally being understood by the analysis of the materials, which is oral or written, systematically (Balci, 2000). There are four steps in content analysis:

Coding the data

Finding the themes

Arranging the codes and themes,

Identifying and reviewing the findings

The themes and the focal points are determined by content analysis. Through the content analysis, resembling data are gathered around in the frame of specific concepts, themes were being edited and interpreted for the readers to understand

(Yıldırım and Şimşek, 2005). The data are codified and carefully transcribed in order to keep the expressions of logistics managers without any change.

**Table 2. The Themes of The Research.**

<b>I.THEME</b>	<i>The Importance of Logistics for The Firm and Manager's Point of View of about Logistics</i>
<b>II.THEME</b>	<i>OILS Reasons and State</i>
<b>III.THEME</b>	<i>OILS Fields and Satisfaction Rate</i>
<b>IV.THEME</b>	<i>The Departments Effective on OILS</i>
<b>V.THEME</b>	<i>Service Supplier Decision of The Firm and The Point of View About 3PL Service Suppliers</i>
<b>VI.THEME</b>	<i>The Period of Contracts and The Reasons Effect</i>
<b>VII.THEME</b>	<i>Choosing Criteria of Logistics Service Supplier</i>
<b>VIII.THEME</b>	<i>The Results of OILS on The Firms</i>
<b>IX.THEME</b>	<i>The Advantage of OILS on The Rivals of Firms</i>
<b>X.THEME</b>	<i>The Success, The Reason of Failure and The Ways of Success of Firms on OILS</i>

#### 4. Results

The findings indicate that even logistics are considered to have a vital importance for firm competitiveness and ultimately firm success; the managers don't perceive it as a main business line. Rather they are more likely to see logistics as a support function, which they need to carry out in order to implement the main activities. But one can easily come to the conclusion that any problem occurred on logistics services, can affect the main functions negatively. In this context, logistics functions do not only affect the firms' goods or services' unit costs, but also the quality.

The participants also indicate that they outsource most of the logistics services. Due to the structure of the firms, the content of these outsourced activities can range from stocking, distribution (transportation) to the all logistics services. Most of the participants claim that the main reasons underlying the outsourcing decision are decreasing the unit cost, sharing the responsibility and gaining time for the main business functions. The firms mostly outsource transporting, warehousing, typography and catering services. The most satisfactory results are reported for catering and warehousing while the most troubled one is transportation. The main reasons for those troubles arise from the lack of professionalism and the low education level of the transportation service's personnel. In fact, there are some firms, which set up their own transportation firm as a forward integration strategy, based on a foresight of indecipherable distress about transportation sector. The precautions of making more comprehensive contract management and signing short-term contracts (one-year) are considered as a plausible solution for being more successful for transportation services.

As the logistics cover the functions from the purchasing to the marketing even the reverse logistics processes, the effectivity of firms' departments of production, warehousing, distribution, marketing and purchasing affect the logistics managers' decision-making on OILS. According to the logistics managers, marketing and purchasing departments are on the forefront to make decisions regarding OILS.

The respondents approach 3PL services suppliers from the different point of views according to their firms' structure and capacity. The managers of the firm, which make mass production and have higher capacity, express that their outsourcing activities are conducted with the 3PL service suppliers; while the rest indicate that they co-work service suppliers, which meets the contracts, enough for OILS.

The durations of contracts also differ according to the type of outsourced service. If the logistics service is critical for the core business and require the investments of the service supplier or the firm, the contracts are more likely to be set up for the long-term. On the contrary, if there are a variety of alternative logistics service providers, short-term contracts are preferred.

Sustainability, quality, reliability, availability, durability and adaptability of the service suppliers and the precautions about environment, health and safety; are found to be the key selection criteria by the logistics managers. But the most important issues emerge as the cost and the quality. The ranking of the criteria alters in line with the structure and capacity of the firm. The selection of the service suppliers' is very important for most of the respondents. Indeed some of them admit that

their firms have to cope with many complaints as a result of improper service suppliers, such as dirty trucks and environmental insensitiveness. On the contrary, some others address the good logistics services provided by the 3PL's to be the main reason for their customer satisfaction. These are the indicators of OILS' effect for gaining and sustaining competitive advantage as most of the logistics managers precisely declare that OILS has significant effects on having competitive advantage against their rivals.

As a sum, the interviews reveal that logistics is vital for their firm competitiveness and success even though it is not considered to be a main business function. The quality of logistics services has the potential to affect the quality of the product they produce as well as the unit costs. Because the time and effort that otherwise should be spend on possible problems instead of their core business activities. OILS seem to be a common way to gain and sustain competitive advantage. OILS enable the firms to get rid of high investment costs, renewal of the materials, extra personnel management and the costs of amortization. There are also the rivals who outsource in logistics service. But the road to competitive advantage and passes through establishing and maintaining synergic and harmonic relationships with the service suppliers based on a good contract management.

## 5. Conclusion

This study reveals the fact that, focusing on core business functions and transferring logistics functions to the professional and experienced service suppliers, contribute both customer satisfaction and unit-cost. Therefore, firms can take the benefit of saving their resources and they can become lean. Outsourcing in general OILS in particular emerges as an excellent way that enables firms to focus on their core functions and obtain competitive advantage.

Our study is followed by implications for practice. Based on the findings there are four main recommendations stand for the managers:

OILS should be recognized as an effective strategy for the firms to gain and sustain competitive advantage.

The service supplies selection process is vital (especially on the field of transportation). The contents and sanctions of contracts should be determined carefully.

The contents and period of the contracts should be shaped according to the importance of the service and the lack of the reasonable alternatives.

The firms should shape their structure according to the service suppliers in critical logistics processes on the environment of changing competitive atmosphere.

This study doesn't only involve the logistics manager's understandings and views the positive/negative outcomes of logistics outsourcing, but also the contract management, employee potential, investments etc. In this way, the managerial and theoretical implications of OILS are discussed from a holistic manner.

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## The Role of Store Layout and Visual Merchandising in Food Retailing

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### Abstract

Literature proposes a number of store attributes as potentially significant factors affecting customers' evaluation of retailer's image, store loyalty and overall satisfaction, such as merchandise assortment and quality, service in general, personnel, store layout, convenience, cleanliness and atmosphere. Successful and profitable retailers use effectively each and every square meter of the retail space, both in the store and in the warehouse. Since retail space is costly, space management is gaining strategic importance in retailing. Appropriate store floor plans, location of certain merchandise categories, levels of inventory and visual displays are crucial factors of proper use of retail space. Misuse of retail space can be detrimental to retailer's bottom line as it can result in difficulties in orientation of customers in the store, their shorter stay in the store, consequentially lower sales and possible loss of customers. It is hypothesised that effects of poor space management are even more pronounced in retail formats that incorporate self-service as a selling method with food retailers being especially at risk because in a setting where consumers can find identical merchandise in more than one store, layout and presentation become key differentiating factors. An empirical study is conducted as to determine the role of food store layout and visual merchandising compared to other store attributes in achieving customer satisfaction and to define preferable large food store layout among consumers. Research results imply that retailers need to create stimulating atmosphere and appealing layout in order to trigger consumer's buying decision.

**Keywords:** store layout, visual merchandising, retail space management, food retailing.

### 1. Introduction

Location has long been cited as a prime reason for choosing a certain retail store. In addition, literature proposes a number of other store attributes as potentially significant factors that affect customers' evaluation of retailer's image, store loyalty and overall satisfaction, such as merchandise assortment and quality, service in general, personnel assistance, store layout, convenience of shopping, cleanliness and atmosphere. Today's customers present a true challenge for retailers as they are faced with less time, less money and more demands. It is why retailers should learn how to meet their needs and turn them into loyal customers. Retailers' most valuable asset is retail space and they should learn to manage it in a way to maximize sales per square metre. In order to achieve this ultimate goal they should learn first how to use visual

merchandising techniques to attract customers to the store and offer them unique and enthusiastic shopping experience. Customers that feel amused and intrigued will spend more time in the store, browse through different departments of the store and consequently purchase more merchandise. If customers feel that their shopping trip was smart, conductive and hassle free, they will want to repeat that experience. On the other hand, if they are in any way irritated by some of the store attributes or if visual presentation does not meet their expectations, they may choose to leave the store prematurely, not to enter at all or not to come ever again.

The importance of visual merchandising has long been recognised and much studied in fashion retailing which is somewhat expected given that is well-known that people tend to buy more when are in good mood because they are prone to self-rewarding (Underwood et al. , 1973) and since clothes and accessories are category of merchandise that is tightly connected to the self-image customers project about themselves (Jain et al. , 2014). Through effective visual merchandising techniques retailers are trying to get their customers in the good mood, whereas high margins in fashion retailing justify and cover for high costs of visual merchandising.

Visual merchandising in food retailing, on the other hand, remains rather understudied and under-practiced since small margins in food category often require tight costs control which leads to negligence of visual merchandising. At the same time, food stores are in particular need of good store design and good visual merchandising since they sell majority of merchandise that is easily available in other stores and heavily rely on self-service. In such circumstances it becomes both a necessity and extremely hard to differentiate itself from competition. Store design is an especially difficult task when it comes to grocery and food stores because consumers generally perceive grocery and food shopping as a task and not as an experience. When headed for grocery shopping, majority of customers do not wish for an experience but aim to make a smart, hassle free and conductive purchase in shortest time possible. Yet, at the same time, all customer have a minimum they expect to be delivered by a retailer, regardless is it about product availability and quality, personnel assistance, store cleanliness, lighting or scents. Even if customers are not looking for a shopping experience, they sure will notice the lack of one. It is the task of a retailer to know his customer needs and to excel them. Those who succeed will gain competitive advantage.

The role of store layout and visual merchandising in food retail forced itself as an understudied subject. The purpose of the subject was to explore how certain store attributes affect customer buying behaviour and store traffic. Following research questions emerged:

How do customers rank factors of store choice by importance?

How do customers assess importance of certain in-store attributes?

What can irritate customers at the very point-of-sale?

Which is the preferable food store layout from the perspective of consumers?

How do consumers' demographic characteristics affect their perception of certain store attributes?

The rest of the paper is organised as follows. Section two provides theoretical background on the store design, layout and visual merchandising. Section three gives a review of studies on the effect of store attributes and visual merchandising on customer buying behaviour. Section four explains design of our research and methods used in data analysis. Section five provides research findings and discussion of results. Section six concludes on theoretical and empirical insights.

## **2. On the store design and visual merchandising**

Retailers are giving increasing attention to visual merchandising techniques to provide positive mood for consumers as to turn shoppers into buyers and to increase store loyalty and repurchase intention. Literature proposes several definitions of visual merchandising. New Oxford Dictionary of English (Pearsall & Hanks, 1999) defines it as "an activity of promoting the sale of goods, especially by their presentation in the retail stores". Banarjee & Yadav (2012) add that visual merchandising combines the product, environment and space into a stimulating and engaging exterior and interior that create positive

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image of a business and results in attention, interest, desire and action on the part of the customer. Levy & Weitz (2007) define visual merchandising as presentation of a store and its merchandise in ways that will attract the attention of potential customers. Balgaonkar et al. (2014) see visual merchandising as the art and science of displaying and presenting product on the sales floor and in the windows with the purpose to increase store traffic and sales volume.

Broadly speaking, visual merchandising can be defined as everything the customer sees, both exterior and interior. Exterior should be designed in a way that reflects interior and ambiance of the store, luring potential customer to enter the store. Exterior refers to outdoor parking and/or garage, landscaping, entry and window displays. Store exterior gives potential customers first information about the store. Entry is the only part of the store that every consumer walks through, given that there is only one entry to the store as it usually is. It is why entry should be designed with special care, not to deter customer from entering. Entry should be designed in a way it provides sufficient space for hassle free movement. Parking lots should be wide enough and placed near entry as possible. Socially responsible retailers will provide special parking spaces for handicapped and families with small children. Landscaping especially comes to fore when considering high-end stores and shopping malls. Aesthetically designed garbage bins and benches, creative paving and maintained grass and plants are an example of good landscaping. Window displays are of special importance because it is what customers see first. Window display should be simple but informative and in accordance with the store offering. Its task is to pull customers inside the store and to differentiate the store from competing stores. Well-designed window display can result in higher impulse buying, presuming that store interior will not deter shopper from making a purchase. Interior refers to store layout and visual features in the store such as store signage, fixtures, props, posters etc. According to Banerjee & Yadav (2012) interior presentation is crucial in the first thirty seconds of the customer's visit to the store since it decides whether the customer will stay to browse and possible buy or will he leave the store. If window display is not a good presentation of the store offering and ambiance, the customer will most likely leave in these thirty seconds. If window display is a good presentation of the store offering and ambiance, it is the task of store layout and visual features to allow customers to easily and rather quickly find merchandise they need. Store signage provides basic and significant information to the customers regarding prices, category placement, discounts, promotions, tasting etc. The role of props is to highlight certain merchandise inside the store and add to visual presentation of the store. Good visual merchandising will attract customers inside the store, and once they are in the store, good visual merchandising will draw them to different sections of the store. The store which has good visual merchandising will keep the customer in for a longer time thus leading to the purchase of a product (Kerfoot et al. , 2003). The visual merchandising display can guide the customer throughout the store without the help of the store staff (Kiran & Mridula, 2015). It is why visual merchandising is often cited as a silent salesperson.

When designing a store, retailer's main objectives are to implement its strategy, influence customer buying behaviour, provide flexibility, control design and maintenance costs and meet legal requirements (Levy & Weitz, 2007). The art and science of point-of-sale design and space management are increasingly gaining in importance and have far long overcome the needs of only retail. Today, smart point-of-sale design is crucial factor of successfulness for every service business including not only retail stores and shopping malls, but banks, casinos, bakeries, perfumeries and doctors' offices as well. Whenever a customer has more than only one option, retailers and other service providers should learn to please his senses.

Store layout and visual merchandising are of particular importance in retail formats that employ self-service since staff assistance is limited in such stores, whereas in specialty stores that offer full staff assistance, good store layout can add to image of the store. Literature proposes several basic store layouts or floor plans. (1) The counter store layout appears in stores where all the selling is done over the counter and is incompatible with the modern idea of self-service (Ebster & Garaus, 2015). Nowadays, counter store layout is still present in stores that because of sanitary standards, theft hazard, small space and high staff assistance cannot employ self-service such as bakeries, pastry shops, jewellery stores, small convenience stores, newsstands and exclusive perfumeries. Following store layouts support the idea of self-service. (2) The forced-path layout forces the shopper to take a certain route through the store (Ebster & Garaus, 2015) in order to introduce him to as many merchandise displayed in the store as possible. Furniture and home accessories stores often employ this type of layout. However, retailers should keep in mind that the goal is to keep customer intrigued and entertained in the store as long as possible, and not just as long as possible. It is why forced-path layouts should be accompanied by visible shortcuts that allow customers to exit prematurely. Retailers that do not offer its customers an alternative path are jeopardising their coming back to the store. (3) The grid layout has parallel aisles with merchandise on shelves on both sides of the aisles (Levy & Weitz, 2007). A grid layout offers several advantages as it allows customers to

shop quickly, it simplifies inventory control, floor space is used efficiently and standard fixtures can be used to display the merchandise (Ebster & Garaus, 2015). Waters (n/a) further mentions two store layouts that can be considered as grid layouts: straight layout and diagonal layout. Grid layout is one of most economical layouts and is traditionally favoured by food stores, drug stores, and hardware stores. (4) The racetrack layout, often called loop layout, provides major aisle that loops around the store to guide customer traffic around different departments within the store (Levy & Weitz, 2007). The racetrack layout facilitates the goal of luring customer to browse through different departments and thus encourages impulse buying. Racetrack layout is often favoured by apparel retailers. Ebster & Garaus (2015) further argue that racetrack layout can be achieved within any other layout. (5) The free-form layout arranges fixtures and aisles in an asymmetric, free-flow pattern (Ebster & Garaus, 2015; Levy & Weitz, 2007). Main advantage of free-form layout is that it enhances the atmosphere of the store and the shopping experience of the customer, shoppers are encouraged to browse through the store and are more likely to make impulse purchase. Ebster & Garaus (2015) further divide free-form layout into the boutique layout, star layout and arena layout. Boutique layout has a look of a shop-in-the-shop and is often utilised in apparel and fashion retailing and specialty stores where each shop-in-the-shop is devoted to certain merchandise category or brand manufacturer. Star layout arranges aisles in a star-like pattern creating thus luxurious feel of a store, which is why is often used in perfumeries, high-end fashion stores and jewellery stores. Arena layout slightly resembles amphitheatres. Shelves placed in the back of the store are often taller than the ones placed in the front, or can be even placed on a pedestal. Arena layout is mostly favoured by book stores and record stores. Waters (n/a) further mentions angular and geometric layouts which can be considered as free-form layouts. (6) The combined or mixed layout which is a result of combining different store layouts. Combined store layouts are mostly applicable in large stores formats that sell different merchandise categories such as hypermarkets and supermarkets, where food categories are presented through traditional grid layout which is combined with free-form layout for non-food merchandise. Confronted with ever increasing competition and more and more demanding customers, retailers of today need to find new sources of differentiation as to excite customers and excel the competitors. Designing new alluring and exciting layouts that will enhance shopping experience for its customers becomes a must for supermarkets and hypermarkets and other predominantly food stores that sell merchandise that is easily available in competitor stores as well.

When planning and designing the food store layout, several principles can be noticed (Vučijak, 2007). Firstly, food retailers often use sensory stimuli to create an appealing feel of a store. It is why bakery products, flowers and fresh fruit and vegetables are often placed at the very entrance of the store. Secondly, fast moving consumer goods that are bought and consummated regularly on a daily basis are often placed in the back of the store in order to make consumers walk through the entire store and possibly buy more merchandise than planned. Third design principle refers to the direction of movement of customers through the store. Given that majority of customer tend to move clockwise, food stores often place entries on the right, enticing thus customers to walk through the entire store. According to fourth principle, the main aisle leads to the so called heart of the store where the majority of merchandise is sold. Mrvica Mađarac & Stojanović (2009) mention yet another principle that regards positioning of the merchandise on the shelves. In that context, planograms as visual presentations of shelf space allocation became an indispensable tool of modern retail space management. Bottom shelves are reserved for products that are in their declining phase, big packages and everyday necessities like oil, sugar, flour etc. that do not need better positioning since consumers will make an effort to find them anyway. Top shelves are reserved for luxury and pricey products as to minimise the possibility of damage. Middle shelves in the eye level are reserved for top selling and top brand products. Brand manufacturers are often obliged to pay fee for prime eye level positions. Novelty in the merchandise positioning are so called kid's shelves that hold toys and candies and are placed in the lower half in the kid's eye level. Food Marketing Institute (2015) cites that household with children have almost 60 per cent higher weekly grocery expenses than household without children, whereas findings of Coughlin & Wong (2003) indicate that more and more kids participate with their parents in grocery shopping and that kids notice signs in the store as well as promotions and packaging innovations. Aghazadeh (2005) divides principles of store layout into principles of circulation, coordination and convenience. The principle of circulation provides an arrangement that facilitates customer traffic flow through the store and encourages circulation throughout the different departments. The principle of coordination deals with placement of merchandise within the store in order to create good will, furnish subject matter to customer and promote sales. Goods should be combined with space in such a way to remind of, suggest and create customer needs. The principle of convenience is arranging items to furnish a high degree of convenience to the customer and personnel.

A well-planned retail store layout allows a retailer to maximize the sales for each square metre of the allocated selling space within the store. Efforts to gain sustainable comparative advantage through unique store layout become more tense than

ever before which can be evident from Apple's legal action to trademark the layout of its retail stores (Oliver, 2014). At the same time, given that well-planned and well-designed stores lure customers to make unplanned and possibly redundant purchase, an ethical issue can be raised regarding the goals of retail space management.

### 3. Literature review on the effect of store attributes on customer buying behaviour

Because 68 per cent of buying decisions are unplanned, retailers need to understand the effectiveness of point-of-purchase marketing efforts (Stahlberg & Maila, 2010). Good point-of-purchase marketing efforts can result in appealing store atmosphere which turns shoppers into buyers and increases time customers spend in the store, as well as their repurchase intentions. Mohan et al. (2013) found that store environment drive impulse buying through positive affect and urge. Results of Banerjee & Yadav (2012) show that high impulse products are generally being placed at the checkout counters, in eye level racks and window displays.

The effects of store atmosphere created through visual merchandising and store attributes on consumer buying behaviour have been much studied in textile, apparel and fashion retailing (Ballantine et al. 2015; Jain et al. , 2014; Clarke et al. , 2012; Law et al. , 2012; Mower et al. , 2012; Parsons, 2011; Kerfoot et al. , 2003), plant retailing (Huddleston et al. , 2015) and toy retailing (Kiran & Mridula, 2015) which can be reasoned by high margins that justify for high costs of visual merchandising. Food retailing, on the other hand, remains rather understudied. Small margins in food category often require tight costs control and lead to negligence of visual merchandising. Simultaneously, food stores are in particular need of good store design and good visual merchandising since they sell majority of merchandise that is easily available in other stores and heavily rely on self-service. In such circumstances it becomes both a necessity and extremely hard to differentiate itself from competition.

Huddleston et al. (2015) found that providing signs with product information but without product price elicits higher likelihood to buy than providing signs with price. Furthermore, the authors found a positive relationship between visual attention to price on the display sign and likelihood to buy, but an inverse relationship between visual attention to information and likelihood to buy.

Kiran & Mridula (2015) found that ability to touch, explore and try products lead to higher customer satisfaction. Retailers offering electronic devices and gadgets have gone a step further and designed so-called experience store formats that allow customers to try products before they buy them (Jones et al. , 2010) which can have a highly positive impact on purchase intention since immersive technology is being offered. Findings of Clarke et al. (2012) reveal that it is not just tangible things that can affect a shopper's experience, but store traits such as smell, lighting and presence of owner-manager can also influence a consumer's experience. Ballantine et al. (2015) further argue that store attributes cannot be observed independently one from another and set a holistic model that shows that atmospheric cues encountered in a retail environment contribute to the creation of a retail experience in different stages of the buying process, from the initial store evaluation to the intention to purchase. Likeable and appealing visual display is not itself a guarantee that a purchase will be made, but it does make it four times more likely (Kerfoot et al. , 2003). Parsons (2011) found that interactions between sensory stimuli have a significant effect on fashion shoppers and that small change in stimuli levels can revitalise and increase that effect. At the same time, results show that fashion retailers are still not as much differentiated in their use of sensory stimuli as they could be to achieve the responses they expect.

It is not only important how to present merchandise in the store, but in what quantity as well. Results of Smith & Burns (1996) suggest that merchandise techniques can affect consumers' perceptions of prices. More precisely, an aisle comprising a smaller number of stock-keeping units in correspondingly greater quantity of each item will create an illusion of a lower price than will an aisle comprising a greater number of stock-keeping units in correspondingly smaller quantity of each item.

In addition to in-store atmosphere, results of Mower et al. (2012) indicate that exterior atmospheric, namely window display and landscaping, influence consumers' liking of store exterior, mood and patronage intentions. Further on, results of Law et al. (2012) imply that customers have two points of view when evaluating visual store displays, meaning that the effect of visual merchandising relies on whether customer seeks to satisfy its hedonic or utilitarian needs. Since research is conducted in intimate apparel category among female shoppers, the utilitarian aspect relates to the actual needs of

consumers, such as garment deterioration, seasonal changes and occasions whereas the hedonic aspect finds that the perceived female image governs consumer interpretation and acceptance of visual displays. Jain et al. (2014) found that consumers may be more inclined to purchase products when the window display makes them feel good. These windows should provide consumers with social, functional, hedonic and image-related benefits, offering information on trends and core product attributes while simultaneously helping consumers to create positive fantasies about their lives.

Retailer's task is to deliver an experience a shopper will want to repeat. The role of store design is to provide information that will assist the customer along the way (Soars, 2003). However, since customers can easily get overwhelmed with stimuli and oversaturated with size and in-store information, retailers should take care that more is not always better. Too much signage and propping combined with confusing traffic patterns are often cited as deadly sins of visual merchandising (Anonymous, 2010). When it comes to visual merchandising, what not to do is as important as what to do.

Nowadays, time is one of the most scarce resources so majority of customers seek to fulfil their shopping and purchase needs in shortest time possible. Even if customers are intended to browse and shop, not necessarily buy, they will stay in the store only as long as they feel entertained. Customers can easily get irritated when they feel lost and not in control. Some may decide to leave the store without making a purchase, while others may decide not to shop in that store ever again. Convenience and time-saving gain in importance especially when considering grocery and food shopping because people tend to perceive grocery shopping as a task rather than as an experience. Store layout helps to save time if it is not too spread out and if items on special offer are aggregated in promotional areas such as end caps. Consumers can also save time if display is logically organised and if store offers services that allow fast check-out such as self-scanning and self-check-out. As other reasons for choosing a particular grocery shop customers mention, named in the order of importance: quality of shopping experience, low prices and trust and loyalty to the retailer (Bellini & Cardinali, 2015). However, authors' findings further indicate that customers generally do not perceive significant difference between grocery retailers, implying that retailers should work on their differentiation in terms of meeting customer needs. In addition, study of Narayan & Chandra (2015) distinguishes seven factors affecting customers' preference of a grocery store: convenience of shopping, personnel assistance, store ambience, brand image, proximity, value-added services and affordable prices.

The goal and challenge of visual merchandising in food retailing is not only to attract customers into the store, but to induce them to browse through the store, visit as many departments of the store as possible, stay as long as possible, buy as many as possible, leave satisfied and come again. Those retailers who succeed will gain a comparative advantage.

#### **4. Research design and methodology**

For the purpose of our study, a highly structured online survey was conducted among consumers in Croatia. The questionnaire was comprised as a mixture of close-ended and rating scale questions concerning demographic characteristics of respondents and their perception of store attributes and atmosphere. Respondents were additionally presented with three alternative store layouts observed in large grocery stores (supermarkets) of leading Croatian retail chain and asked to assess their liking of each layout. Questionnaires were distributed online through social media which allowed for rather quickly and affordable data collection. During the period of two months a total of 199 responses were collected. In results analysis, descriptive and parametric statistics were used, namely t-test and analysis of variance (ANOVA) for mean comparison between groups.

#### **5. Results analysis and discussion**

Total of 199 valid responses were collected. Table 1 outlines sample characteristics regarding the demographics. Majority of respondents were female, age between 19 and 45, employed.

Respondents were asked to rank seven factors of store choice by importance with 1 being "most important" and 7 being "completely unimportant". Table 2 gives results review. Majority of respondents gives highest importance rank to merchandise quality, price and service quality which can be explained as a consequence of economic crisis due to which consumers ask for highest value-for-money. It comes as a surprise that store location is not as important to our consumers as literature often cites which can be explained with high coverage of retail space square metres per capita. Store design and working hours arose as least important factors. Probable explanation for low importance of store design in store choice

could be because customers are task oriented when shopping for groceries and possibly unaware of its effect. Working hours are not perceived as an important factor since stores in Croatia are generally open seven days a week, minimally 12 hours a day.

Next, respondents were asked to assess importance of certain store attributes on a scale 1 to 5 (1 being "completely unimportant", 2 "unimportant", 3 "indifferent", 4 "important" and 5 "extremely important"). Based on the average assessments of attributes importance (Table 3), findings indicate that customers value the most clearly displayed merchandise prices, which goes hand in hand with previous finding that prices are one of the main factors customer take into consideration when choosing a grocery store. Store cleanliness, visibility of merchandise and layout that allows practical traffic flow arise as following most important store attributes. Aesthetics of store design, music and lighting, shelf height and presentation of new products on hot spots come as least important attributes which can be again reasoned by the fact that grocery shopping was studied.

Many consumers when asked about store attributes they find important, think only about the attributes they expect retailers to excel and overlook the attributes they consider to be pure minimum. It is why consumers were asked directly to assess level of irritation by certain negative store attributes on a scale 1 to 5 (1 being "not irritant at all", 2 "not irritant", 3 "indifferent", 4 "irritant" and 5 "completely irritant"). Results are given in Table 4. It can be seen that customer most easily get irritated by unhelpful, impolite and uneducated personnel even though large food store format relies heavily on self-service. Visibility of prices again takes the high rank among the attributes. Customers also get easily irritated by crowd in the store and loud music. The weight of irritation and dissatisfaction triggers can be verified by the following finding that 93.9% of respondents were provoked, at least once, to switch to another store because of these negative attributes – 46.7% rarely and 47.2% often.

Respondents were presented with three alternative layouts observed in large grocery stores (supermarkets) of leading Croatian retail chain and asked to assess their liking of each layout on the scale 1 to 5 (1 being "do not like at all", 2 "do not like", 3 "indifferent", 4 "like" and 5 "like very much"). Layout schemes are given in Appendix. All three layouts can be characterised as mixed layouts combined of loop and grid layout. Loop layout provides a round main aisle that loops around the heart of the store where majority of merchandise is sold. What differs is the product categories placed in the centre of the loop and along the path. Yet another similarity is that all three layouts have entry at the right side of the floor plan, embracing thus rule of thumb that majority of customers move counter-clockwise. Layout 1 places dry food and seasonal merchandise in the middle section, whereas loop start with floral section on the right, followed by deli and fresh fruits and vegetables (produce). In the back of the store, dairy and bakery products, meat and fish are positioned. Loop continues with household supplies, frozen food and wine. Special price products are placed near the cashiers. Layout 2 places dry food, seasonal merchandise and special price products in the middle section with special price products closest to the cashiers and visible from outside the store. Loop starts with floral section on the right, followed by winery, frozen foods and household supplies. Deli section is placed in the back of the store. Loop continues with dairy, fresh meat and fish and bakery. Fresh fruits and vegetables section is placed near the cashiers and is visible from the outside. Layout 3 placed seasonal merchandise and special price products in the middle section with special price product close to the cashiers so they could be bought impulsively when waiting in line and visible from the outside. Loop starts with bakery on the right, followed by fresh fruits and vegetables, dairy and fresh meat and fish. Dry food and deli section are placed in the back of the store. Loop continues with household supplies and frozen food and ends with winery and floral section.

Results indicate that layout 3 distinguishes as the most preferable and likable layout with average assessment 3.61, whereas layouts 1 and 2 are somewhat similarly assessed with grades 3.17 and 3.14, respectively. First should be noticed that all three presented layouts got somewhat mediocre assessments implying that neither fully satisfies customers' needs with regard to functionality, convenience and practicality. All three layouts obey the practical rule to place high draw items around the periphery of the store as to increase traffic throughout the store. It can be argued that layout 3 is the preferable one because it succeeded to arrange merchandise categories in the most convenient way. From outside the store, customers are drawn by sensory stimuli: pleasurable sight of floral section and luring scent of freshly baked products. Products offered on special promotions are also observable from the outside which contributes to the store patronage. Winery and floral section are smartly positioned at the end of the loop, near the cashiers, as to minimise the hassle of handling delicate merchandise.



Next, collected data were cross-tabulated as to explore whether respondents' demographic characteristics such as gender, age and working status are significantly associated with customers' assessments of store choice factors, store attributes and layouts. An independent-samples t-test was conducted to compare the mean assessment of importance of store choice factors between males and females and result show that females tend to give higher ranks to all factors except working hours, but difference is not statistically significant. Regarding the assessment of store attributes, an independent-samples t-test showed that statistically significant difference in assessments of store attributes between males and females appears only for "visibility of displayed merchandise" (Male:  $M=3.71$ ,  $SD=0.95$ ; Female:  $M=4.09$ ,  $SD=0.78$ ;  $t(197)=-2.887$ ,  $p=0.004$  two-tailed) and "shelf height" (Male:  $M=3.07$ ,  $SD=0.98$ ; Female:  $M=3.40$ ,  $SD=0.90$ ;  $t(197)=-2.322$ ,  $p=0.021$  two-tailed). Results indicate that females tend to assess importance of visibility of displayed merchandise and shelf height higher than males, whereas other store attributes show no statistically significant difference in assessments regarding the customer gender. Regarding the negative store attributes that irritate customers, an independent-samples t-test showed statistically significant difference in assessments between males and females for "impolite personnel" (Male:  $M=4.53$ ,  $SD=0.73$ ; Female:  $M=4.74$ ,  $SD=0.53$ ;  $t(197)=-2.274$ ,  $p=0.024$  two-tailed), "too high shelves" (Male:  $M=3.19$ ,  $SD=0.90$ ; Female:  $M=3.51$ ,  $SD=1.00$ ;  $t(197)=-2.115$ ,  $p=0.036$  two-tailed) and "no parking" (Male:  $M=4.19$ ,  $SD=0.90$ ; Female:  $M=3.37$ ,  $SD=1.23$ ;  $t(197)=2.254$ ,  $p=0.025$  two-tailed). Results indicate that females get more easily irritated by impolite personnel and too high shelves, while males are more easily triggered by no parking. Other negative store attributes show no statistically significant difference in assessments between males and females. Likewise, males and females show no statistically significant difference when assessing different store layouts.

Next, series of one-way between-groups ANOVA tests were conducted as to explore whether age is statistically significant factor of buying behaviour. Regarding the store choice factors and store attributes, customer of different age groups show no statistically significant difference in importance assessments. On the other hand, results of one-way ANOVA show that age has statistically significant effect on level of irritation caused by following negative store attributes: "uneducated personnel" [ $F(4, 194)=2.828$ ,  $p=0.026$ ], "crowd in the store" [ $F(4, 194)=2.710$ ,  $p=0.031$ ], "loud music" [ $F(4, 194)=4.480$ ,  $p=0.002$ ], "unattractive store design" [ $F(4, 194)=3.263$ ,  $p=0.013$ ] and "no parking" [ $F(4, 194)=2.525$ ,  $p=0.042$ ]. Figure 1 shows mean assessments of statistically significant factors of irritations by age groups. It can be argued that older customers get more easily irritated by uneducated personnel, loud music and unattractive store design, which can be reasoned by their mature needs, whereas middle-aged consumers most easily get irritated by crowd in the store and no parking, which can be reasoned by their busy schedule and desire to complete the shopping task as soon as possible. Regarding the preference of presented store layouts, customers of different age show no statistically significant difference in their assessments.

Again, series of one-way between-groups ANOVA tests were conducted as to explore whether working status affects customer buying behaviour. Results indicate that customers of different working status show statistically significant difference in assessments only of following negative store attributes: "uneducated personnel" [ $F(4, 194)=2.452$ ,  $p=0.047$ ], "loud music" [ $F(4, 194)=4.238$ ,  $p=0.003$ ] and "unattractive store design" [ $F(4, 194)=4.150$ ,  $p=0.003$ ]. Store layouts and other store attributes show no significant association with working status. Figure 2 shows mean assessments of statistically significant factors of irritations by working status groups. It can be seen that retirees get easily irritated by uneducated personnel and loud music, which can be reasoned by their age, whereas younger employed customers get easily irritated by unattractive store design, which can be reasoned by their higher purchasing power.

## 6. Conclusion

A number of stores attributes act as potentially significant factors that affect customers' evaluation of retailer's image, store loyalty, patronage and overall satisfaction. Today's retailers are challenged to maintain tight costs control while satisfying the needs of ever demanding customers at the same time. In order to achieve both goals, they are forced to utilize retail space to its maximum i. e. to maximise sales per square metre of retail space. To do so they need to create an attractive store design and enjoyable store atmosphere, so that customers would increase their spending which will in turn overcompensate for the costs of visual merchandising. Food stores are in special need of visual merchandising because they rely heavily on self-service and generally offer merchandise that can be easily bought in competing stores. At the same time, visual merchandising is still under-practiced and understudied in food stores as small margins do not justify for high costs of visual merchandising. An empirical study among Croatian consumers was conducted as to explore how store attributes affect customer buying behaviour when it comes to grocery and food shopping. Results indicate that Croatian

consumers are price sensitive as they give higher importance to merchandise price than to visual attributes. Yet, at the same time, if their requirements regarding certain store attributes are not met, they do not hesitate to switch to another store. Impolite, uneducated personnel and poor price display stand out as most irritable negative store attributes. Customers' demographics such as gender, age and working status show statistically significant effect on some aspects of customer buying behaviour. Results are of great practical value as they imply to which attributes and activities store managers should put an extra effort and which is the preferable layout for large food stores.

Recommendations for further research relate to scope of research and research methodology. Scope of research should be broadened as it would be interesting to explore how other characteristics of respondents, for example average weekly grocery store spending and shopper type, affect their purchase intentions, satisfaction and overall shopping engagement. In-depth interviews should be conducted with the consumers that are responsible for household grocery shopping as to fully understand how they are perceiving certain store attributes, both positive and negative, and to explore which store layout would allow them maximum convenience and minimum confusion. Interviews could be accompanied by eye-tracking study as to further explore what customers actually notice in the store and what keeps their sight and attention for a longer time.

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Table 1. Sample characteristics (N=199)

Sample characteristics	Percentage
Gender	
<i>Male</i>	29.6
<i>Female</i>	70.4
Age	
<i>Under 18</i>	7.5
<i>19-30</i>	37.7
<i>31-45</i>	30.2
<i>46-60</i>	23.1
<i>61 and higher</i>	1.5
Working status	
<i>Employed</i>	73.9
<i>Unemployed</i>	7.5
<i>Student</i>	20.1
<i>Retiree</i>	1.5
<i>Other</i>	4.5

Table 2. Rank of importance of store choice factors

Rank of importance	Percentage distribution					
	Price	Service quality	Store design	Merchandise quality	Store location (proximity)	Working hours
1	35.2	27.1	8.0	44.7	18.1	12.6
2	20.1	20.1	18.1	20.6	22.6	15.1
3	8.5	13.1	21.6	7.0	18.1	19.1
4	9.5	10.1	17.6	4.0	7.5	12.6
5	9.0	8.0	13.6	4.0	14.1	16.1
6	9.0	12.1	15.6	8.5	8.1	13.0
7	8.5	9.5	5.5	14.1	11.6	11.6

Table 3. Assessment of importance of store attributes

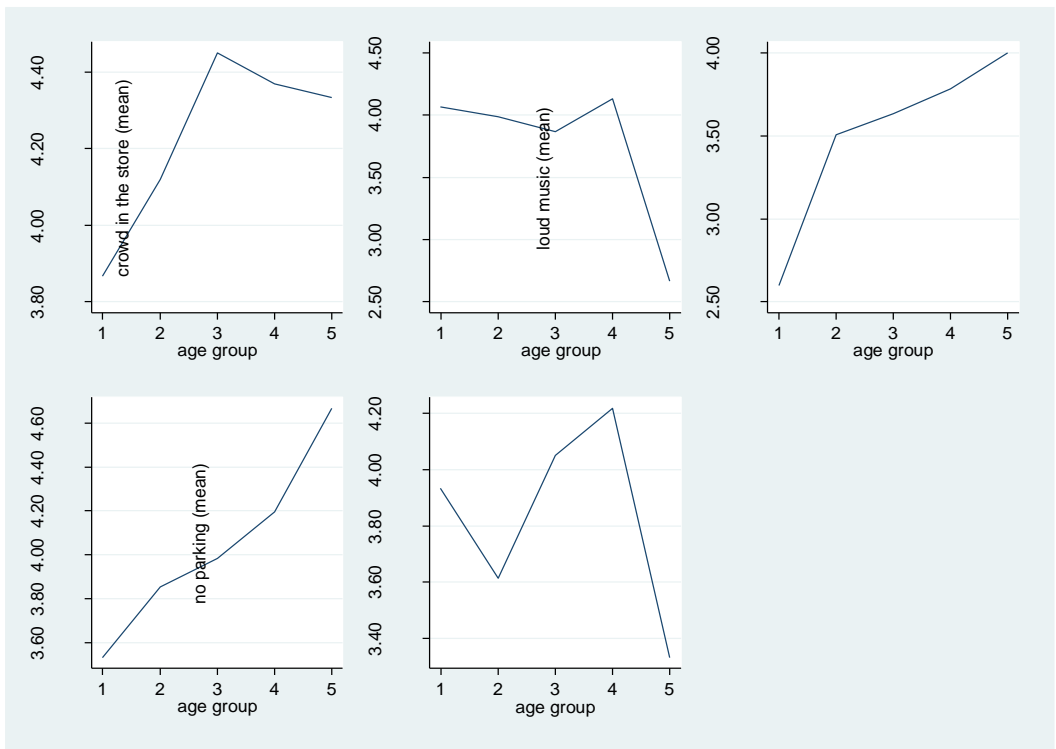
Store attribute	Average assessment of importance	Rank
Aesthetic design of the store	3.40	8
Cleanliness of shopping carts and baskets	3.71	5
Store cleanliness	4.44	2
Hassle-free movement space around cashiers	3.53	7
Pleasant music and lighting	3.21	10
Layout that allows practical traffic flow	3.87	4
Clearly displayed merchandise prices	4.48	1
Aisle width	3.62	6
Visibility of presented merchandise	3.97	3
Shelf height	3.30	9
Presentation of new products on hot spots in the store	3.17	11

Table 4. Assessment of irritation by negative store attributes

Negative store attribute	Average assessment of irritation	Rank
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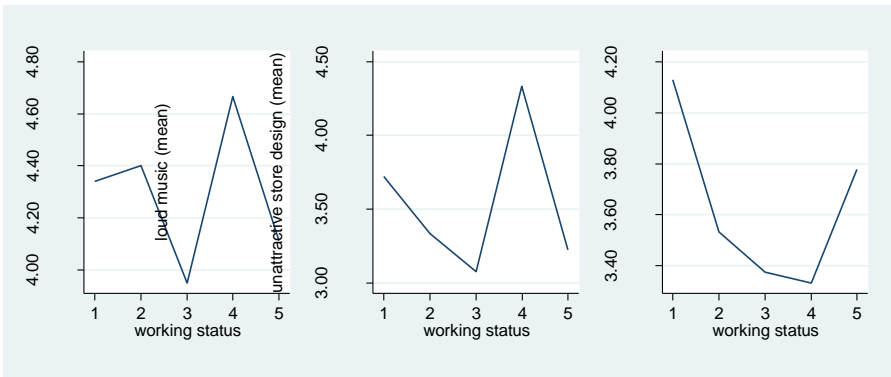
Impolite store personnel	4.67	1
Uninformed and uneducated store personnel	4.26	3
Crowd in the store	3.97	4
Loud music	3.55	9
Long waiting lines at cashiers	3.80	7
Unattractive design	3.96	5
Poor visibility of merchandise price	4.37	2
Too high shelves	3.41	10
Layout that does not allow practical traffic flow	3.63	8
No parking	3.90	6

Figure 1. Mean assessments of negative store attributes by age groups



Note: Age groups: 1 = under 18, 2 = 18-30, 3 = 31-45, 4 = 46-60, 5 = 61 and higher

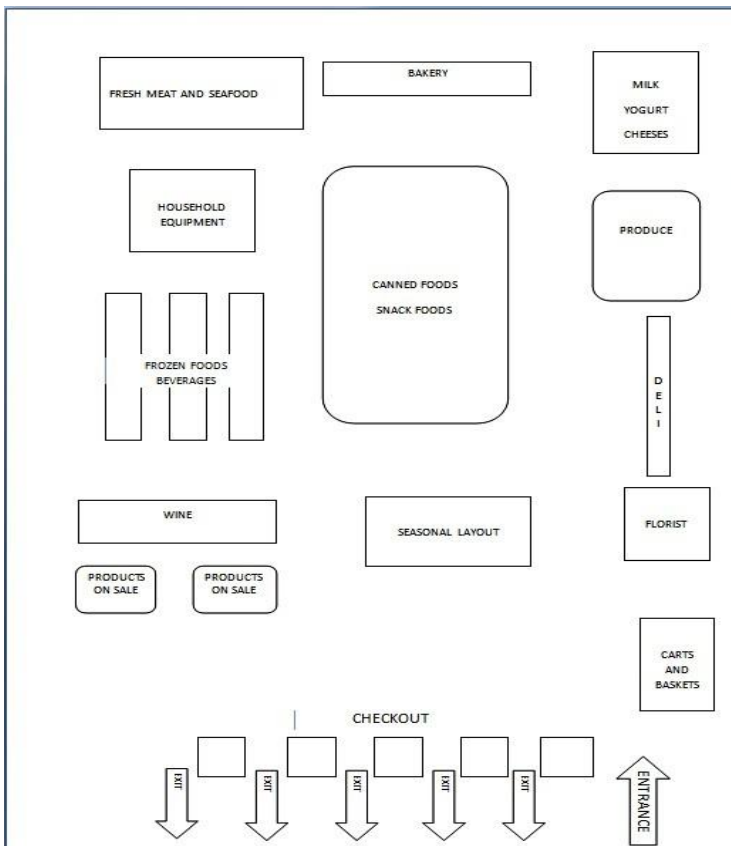
Figure 2. Mean assessments of negative store attributes by customers' working status



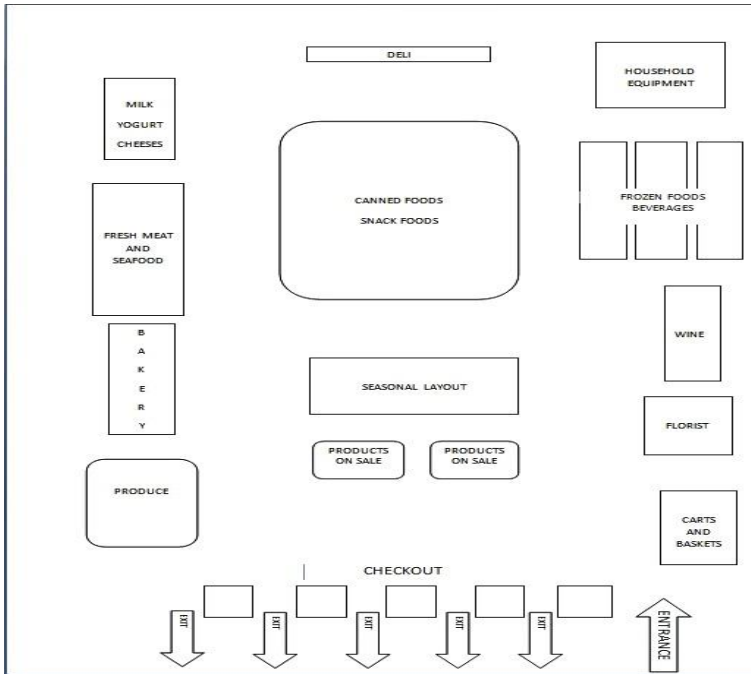
Note: Working status: 1 = employed, 2 = unemployed, 3= student, 4 = retiree, 5 = other

### Appendix: Supermarket layout schemes

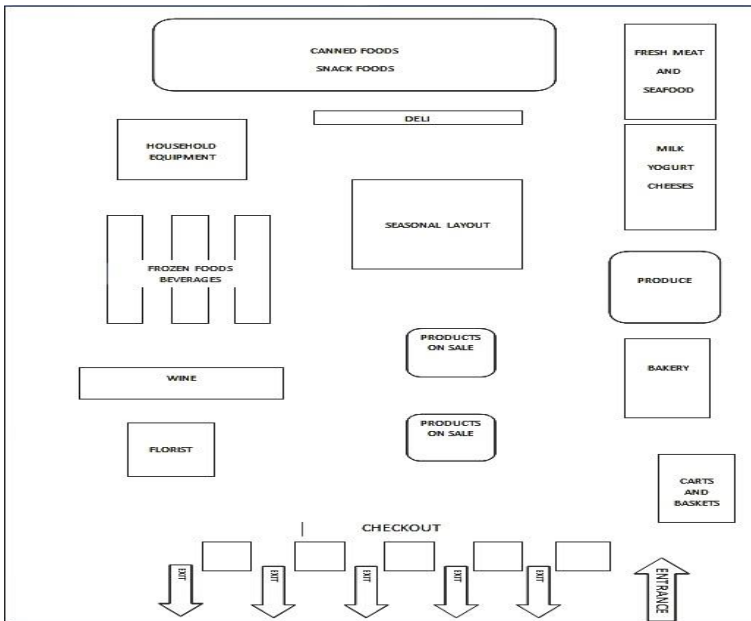
Layout 1



Layout 2



Layout 3



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## Internal Migration and Integration of Migratory Children in Gymnasiums of Durres

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### Abstract

The aim of this study is to identify the problems that demographic movement has on children of displaced families from rural to urban areas. On this groundwork, the shock on the dimensions of the demographic shift in the level of adjustment is placed as well as children's education displaced to the outcomes of dismissing out of school. Viewed in this perspective, diverse nature of school problems factors and other characteristics that influence this phenomenon are shown. Instructors, students and parents' point of sight is practically brought through methodological argumentation of theoretical and empirical aspects reaching relevant conclusions. This field serves the governing bodies, policymakers and the public to address and improve the adaptation and teaching of this social rank, in prospect of the diversity and achievements in the educational process made by modern standards with all kids. This work concentrates on the variables of family functioning as good as its demographic characteristics, in cooperation with parents and teachers in some views of parent involvement in students' education. Founded on the theory the biological development teenaged Bronfenbrenner (1976), the subject of family environment (interaction of family members with each other) was rated of a great importance to education, in particular the cooperation of school staff with parents. Specifically, this study:- Determines the impact of teacher-parent relationship and vice versa, and in migration or no to the children of displaced families on school spirit.

**Keywords:** internal migration, migration management, training of children migrates, migrate adaptation of children, domestic migration policies, rates of internal migration and social issues

### Introduction: School culture as a result of migration

We live in the modern society and it is necessarily that our divisions will be students who have different cultures (behaviors, habits, customs).

These different cultures being positive or negative have consequences in the school environments, such as:

1. Inclusion of students in learning and develops various activities classes.
2. Create opportunities for student interaction with each other not only in school, but also outside it.
3. Respect the students (when they speak, when give their opinion, when suggest)
4. Placing equal disciplines with more effectively by the teacher for students with different culture, ethnicity and different languages.

Inappropriate behavior comes from the fact that teachers or students do not interpret and respect the ethnic differences of students from dissimilar settings.



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This study explores the relationships set up between teacher-students –parents trinomial, which are important in increasing the caliber of scholars not only in school, but also its reflection in our gild, which in a democracy has endured years of ups and downs its due to internal migration process.

The principal line of the paper is that the city of Durres these 20 years has been a placing and overlapping chaotic societies coming from other regions of Albania that have created a different level by displaying the problems of attendance of pupils at the school also relations established between the school and parents.

Today development of the person is affected by the complexity of the premises where it goes in everyday of life. It is demonstrated that the larger involvement of parents to be in education, the child is more modern in every face. This engagement, in the fullest sense of the word, includes parenting. This concept does not mean to deny that education in the schoolhouse and the broader environment. These two views of instruction, with positive and negative effects of their own, tell us that parents and household are the priority in education. This is due to link large enough for kids with parents in early childhood, the fact that the parents (especially mothers) often cares how it will motivate their kid to school, books to be read, TV programs that will follow, friends with whom will live, and so on

This cannot be denied education schools, which gives students equal educational opportunities and creates a stable value system. Parents bear the responsibility to give themselves as partners to the school teaching of their kids. The success of students achieved 45% of his work, 30% of teachers and 25% of parents.

As the theoretical base of this subject serves the biological model (1979, 1997; Bronfenbrenner and Morris, 1998), which includes four systems that influence and interact in child development: microsystem, mesosistemi, ecosystem, and macrosystem. This example makes it clear that child development is linked up with micro-environments where he dwells, and mainly with family and school microenvironment. Grounded on this theory, which underscores the heavy impact that has on the child interaction in the family environment, and to study more deeply the influence of the family on academic achievement was used a theoretical framework of the family's Circumplex model (Olson, Russell, and Sprenkle, 1989) which is considered as the right framework to examine the operation of the family and to infer the dynamics within it. (Lerner, 2004).

Granting to the family's Circumplex model (Olson, Russell, and Sprenkle, 1989), the operation of the family who then strongly affects the relationship with the school is associated with the three dimensions of household life; cohesion, flexibility and communication. The concept of cohesion reflects the emotional connection that members of the household are bearing. In other language, it shows their closeness or emotional distance, time passed together, ways to follow in making decisions, mutual interests and pastimes. Valuation of the above factors helps determine the level of family cohesion. Households with low cohesion, characterized by the concept of "emotional breakdown", and families with high levels of coherency, we accept the basic qualities a "solid" or families with "high consensus". (Olson, 1993).

Theory of overlapping spheres of Epstein (1996, 2001, 2005, 2011), is an opportunity to produce a clearer image of the diverse elements that influence family-school collaboration. Epstein, in concert with her colleagues believe that parental involvement can be gauged with six types which correlated with each other improve the learning achievements of kids and parental participation in instruction. They are:

Character 1 - skills and habits of their parents.

Character 2 - Communication.

Character 3 - Volunteering.

Character 4 - Learning at home.

Character 5 - Deciding to school.

Character 6 - Cooperation with community agencies (Epstein, etc. , 1997).

Flexibility is the ability to adapt, the ability to alter that system in terms of functionality family roles, relationships, rules established for the preservation of the relationship as reply to stress. It was set up that excessive flexibility leads to a chaotic household, while low flexibility leads to a real strong relationship (Olson, 1993). Family communication is assessed by looking at the family as a group, about the power to listen, ability to negotiate, to be blunt, clear, to show respect and attention to each other. Regarding this dimension of household life, Olson (1993) makes less determinations features, considering it good or miserable. The dimension of cohesion and flexibility, and ascertain the character of family communication dimension, regarded as critical (important) to facilitate the first two dimensions (Olson, 1993).

Digital Hoover-Dempsey and Sandler (1995, 1997, 2005), helps us to understand the reasons why parents choose to be part or not in school activities and how it affects the construction of roles, parental feeling of being neat help your child succeed or opportunities and invitations offered by the school and the child itself to determine the type of parental involvement by these factors. Established on the hypothesis of the biological model of Brofenbrenner (1976, 1986), but also on the effects of psychological and social fields, the researchers Hoover-Dempsey and Sandler (1995, 1997, 2005), represented a theory, which explain in detail what it motivates parents to be involved in education, listing several major causes:

- The context of the lifetime of the parents.
- Construction of personal parental role to transmit a model for parenting kids;
- To increase the sense of their power as parents to assist their kids to come after in school;
- Their reaction against the possibility that give both kids as easily as their schools to become affected in school spirit.

In a study counteracted by Jacobs and Harvey (2005), it was reconfirmed that family background variables have strong direct and indirect achievements of teenagers in school success. The variables analyzed in this survey are the family, household structure, maternal education level, aspects of paternal participation in the education of adolescents and parenting styles.

### **1.1 How does family background in academic organization?**

Families migration is more prone to problems that occur among school-students-and parents, and this is ascribable to the new surroundings in which the family is located, the conditions facing the child in school and ability to adapt to society or to be Integrated into it.

Surveys indicate that the differences in socialization differences appear in the school achievements. Therefore, considering the family determines the mental development of children to reflect on their school accomplishments are brought into account several elements that are treasured by parents in different ways.

In this link the education point of parent education affects more than material conditions, although these two components are linked with each other.

Findings indicate that there is a significant connection between the terminations of the child in school and whether their parents are involved or not in school life. Therefore, the results of parents, children from socially excluded are mostly mediocre or below average compared with the consequences of ordinary parents' children which are mostly above average. Moreover, kids whose parents are involved in school, have better results than the average or excellent, compared with children of normal parents or those socially excluded. Consent of the high school and the results seem to correlate positively and significantly.

The higher the child's school results, much more likely it has that the number of records in his mansion to be higher. Half of the children who underachieve do not deliver any books at home. The largest number of books in the abode is more prevalent among parents involved in school life, compared with other parents. Most parents of socially excluded admit that they receive no books at home.

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Most of these parents expect the youngster to be schooled at the university and beyond. Meanwhile, most parents expect socially excluded from their children receive school instruction (rather than general professional), so they are prone to giving a child apprenticeship.

Parents involved in school spirit but also ordinary parents have hopes and aspirations optimistic about their children's instruction.

Most parents who belong to the category migratory child's school interested only in moments when he is named by the instructor or the kid of his battles.

This category of parents is often not be adapted to the friendly relations of the school and for different reasons family or job they forget each day more from the school their child allowing the latter to become contingent of tobacco, alcohol and finally abandon school.

The problems of children in most shells are a solution of 'parenting' lame '. (School psychologist, Ilija Polena)

Noting that nowadays parents belonging migratory families pay more care to employment and income protection. "They often define their material goods that offer their children and neglect the communication and support that claims to deliver a kid. Sensing this gap, the child reacts differently. Children take hold at the expense and encumbrance of their parents and it creates difficulties in shaping their personality.

Granting to the psychologist, the questionnaires made with pupils have come up these conclusions, the doubt of how easy you speak to your father about the problems they responded:

- They have easy "weep their problems" with fathers and 38. 3% of adult males and 34. 7% women.

While "find it hard" to communicate 16. 8 percent of adult males and 32. 4 percent of adult females. More frequently than not, men report that they find it more comfortable to carry with their father's problems than female children. Meanwhile, in terms of communication with mothers showed that a larger number of adolescents are willing to speak with them. Most of the respondents, according to the psychologist's report that "it easy or very easy" to communicate with their mother, which shows that on the base of the cell family continues to be the mother the person who cares more for children who cares about those who talk more with them and to communicate more freely about all kinds of problems. Experts urge that a mother knows about the troubles of teenagers is a very positive potential in educational study with teenagers. It is for this intellect that in most cases forces us to enlist in this process as many mothers and parents in general.

A study conducted among sociologists, psychologists and students in some high schools of the city of Durres has been observed that, although the academic success of these students is somewhat predetermined by the influence of personal factors (family origin, economic status or educate parents) their school achievements strongly influenced by the work of teacher effectiveness.

A study between two groups of scholars with the same degree of intellectual and social, which prospered under that educates teachers.

Simply turn to these students are observed assessments based on their ethnic individuality.

In this way:

Of the 370 students surveyed, 147 of them have taken the overall learning of values and behavior of the majority culture, and have denied their ethnic culture.

Of the 370 students surveyed, 152 remain separate from society, and accompanied only by individuals of their ethnicity.

Of the 370 students surveyed 71 of these students try to uphold links with both civilizations, simply that this has caused problems in the way of behavior on their share.

Or maybe in this case we suppose that teaching should always bear the characteristics of society to which it belongs, or to extend the unique global values?

The survey conducted showed that suburban schools of Durres and schools frequented the center, but 70% of pupils come from other districts show large differences in the level of academic achievement, and school attendance.

And here we highlight some elements that significantly involve the societal inequalities in suburban schools, such as:

### **1. 2 Social-cultural status of the family, after the child's success at school strongly influences baggage cultural knowledge and skills obtained in the menage.**

The high level of social-cultural creates the opportunity for the small fry to produce a positive picture on the societal side of his family, thus gaining confidence, trust in his forces and the livelihood of family and optimism to go ahead and to follow up on studies up to higher layers.

Pupils who attend secondary school of the city center had an intellectual development higher than kids who attended school in the city, because the environment that surrounded them was far more socialized and emancipated than the fringe.

Secondary school students coming from deprived environments, respect and appreciate more

More teachers starting from intellectual labor launched by the rational, the passion and method.

While the scholars belonging to assess more modest premises in preparation to help teachers and motivate and the interest they demonstrate for it.

Organization language skills appear more lively and diverse children from families with high cultural and appeared more resilient to children of families with a low cultural level.

From the answers it was observed that children's parents with basic school of education showed the difference in the maturation of their school accomplishments, because their parents do not carry into account some very important elements that should be valued as such:

- Natural processes of motivation in school performance.
- The possibility for additional knowledge to their kids.
- Determined to even out the child's language.
- Predisposition to learn.
- The nature of assistance offered to facilitate learning in different spots.
- The bulk of information on the child's mental growth.
- Predisposition to attend library etc.
- Nature of requirements dealing with what is awaited from the nature of the small fry.

It seems that the inclusion or exclusion of parents in school life significantly related to other aspects of school life such as child Pleasure in school or the child's school results.

- Children of parents who are typified in the school structures tend to want more school than children of average parents.
- On the other hand, children of parents from socially excluded tend to dislike school than children of other parents.

This finding led us to believe that children are more gratified with the school if their parents are taken in her spirit.

### **Education of parents and children is essential**

Works related to academic achievement, have repeatedly shown that instruction of parents is important in predicting the achievement of adolescents (Smith, Brooks-Gunn, and Klebanov's office, 1997).

Parents with high degrees of education enjoy the higher property status, but likewise are more taken in educational activities for youngsters. While children living in households with many kids (over 3 children), they are sorted out in the lowest strata of wealth, status, belonging mainly extended families, and considered vulnerable in terms of instruction, both at school. Within this class are classified migratory families that still save their traditions to have a family with many kids.

In them, suggested a positive direct connection of years of pedagogy of the parents, the students' achievements (Jimerson, Egeland, and Teo, 1999). Shaken up by this idea many researchers have studied how the teaching of parents affects the construction of the household environment (linvern, Brooks-Gunn, and Cohen, 2002; Yeung, linvern, and Brooks-Gunn, 2002), or in styles different parenting (Conger etc. , 2002; Mistry, Vanderwater, Houston, and McLoyd, 2002).

Maternal characteristics are another component that bears upon the academic and educational accomplishments of students (Eamon, 2005; Jeynes, 2001; Majoribanks 1996). Mothers with high degrees of education, have self-esteem, which impresses them to be more cooperative with teachers. This category of mothers with children who attain the highest loads in their school attendance. Besides, mothers who take kids into a relatively mature age, cognitive create a more stimulating surroundings and a supportive family environment, which sustains a positive outcome on the academic achievement of children (Eamon 2005).

Mothers with higher floor of instruction are more likely to enable the dynamic participation of teenagers in various courses, to manage more actively in their academic achievements and have more information about education than those with lower levels (Yonezawa, 2000).

Educated mothers surveyed use strategy to place herself in motion the inner energies of the child in such a style, that at that be familiar with the requirements, language, cultural universe that evaluates schools.

Families cultivated teenager stands for a greater intellectual maturity, it aspires not only to freedom of conduct simply for a higher moral autonomy, freedom of adults aiming to recognize and affirm themselves in life.

The families with adolescent rural backgrounds seem to express more bankruptcy, loss, receiving more individual loss since this is part of their everyday life in their environment socio-ethnic.

### **2. 1 Due to the current economic situation**

Inquiry on the influence of household income and academic achievement have shown that kids brought up in households with incomes significant financial and social resources have higher achievements, academic (Brooks-Gunn and Duncan, 1997; Magnusson, 2003; Marjoribanks, 2002; Yeung, linvern, and Brooks-Gunn, 2002; Sirin, 2005).

### **3. Fit and groups.**

Scholars arrive to train with different parameters (physical, societal, economic, ethnic)

Academic life often directed towards a specific natural process between the person and the group within a certain category.

Acceptance of individual conduct and group behavior is determined by a number of elements which may be:

The existence of groups in the class (pressure on the student to whom the group will be allotted).

A stack of friends in class (of students influence leader / positive or minus).

Grouping students into two streams (perceived instruction positively and negatively).

Features that indicate these two streams.

### **3. 1 Independent Students**

Not part of any of the groups listed above

Their behavior is always under pressure to be attached near a group.

The larger the level of pressure the more difficult will be the independence of these scholars.

### **3. 3 Pupils attached to the group**

They at once subjected to group pressure being conformed completely, but often faced a different demeanor from that of themselves.

Behavior that he represents often creates a sensation of insecurity (requires keeping the equilibrium between personal principles and the rules of a group).

This issue of doubt appears in addictive behavior and an abnormal communication between pupils and instructors.

#### **3. 3. 1 Psychological aspects**

The crisis of identity plays an important role in that as an adolescent I was able to see himself, desires, aptitudes and interests for the hereafter.

#### **3. 3. 2 Motivation**

Where they find the point of reference, these adolescents? What are the patterns? How they are, positive or minus? As supplied and by whom, family or school.

Desire for education against incitement for education.

#### **3. 3. 3 Society and its role in education**

At this crucial stage is "what friends say, to make friends, friends would judge me, whether I am part of the group?"

#### **3. 3. 4 Social inequalities**

It is recognized that the educational achievements of pupils are different. The reasons are numerous and can be grouped according to biological and social agents.

Social inequality in the educational achievements of pupils through the mastery displayed unequal school culture. Before students get into the school or during it, it possesses a culture that is not one school.

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This culture is acquired in the family, the neighborhood, the environment and can or not to be close to the school culture, it cannot well be conformed to it.

More difficult dimension of teacher-student relationship is the realization of equal treatment in schools, hence that all students regardless of the heterogeneity of social and ethnic lineage, the tier of knowledge of the public benefit equally.

According to Bernstein, addressing all pupils sit equal in rights and duties, nevertheless they are not really equal, school sanctions disparities start with its refinement.

School culture that is transmitted is scheduled to be taken by scholarly people. And this embezzlement is different for different pupils.

Social inequalities are the consequence of the activity of social elements, but also the performance of the school foundation. They are ultimately a challenge to the school and society, because it is abundantly clear that education always bears the characteristics of society to which it goes.

How would that be, schools and the competent government agencies and institutions in the orbit of pedagogy at the local and central government should pay a greater attention by the parents through which they will enhance education teaching and strengthen awareness their right to education and better training of youth.

These finishes are the same man with researchers Vickers and Minke (1995) and similar to the researchers Boethel, (2003), Kohl, Lengua and McMahon (2000), Rimm-Kaufman, La Paro, Downer and Pianta (2005). Researcher Boethel, (2003), went even further in his study stating that not only that there is a positive relationship between co-teacher-parent and academic achievement, but cooperation is associated with other facets of maternal participation in children's training.

Attendance of pupils in school is not related significantly statistically cooperation, but communication and represents a weak negative correlation means that as the teacher-parent communication and cut down the number of absences that teenagers write in grades.

## RECOMMENDATIONS

- For a proficient execution of this procedure must have teachers and parents around the objective deeply and organic link which enhances the character of students.
- When parents are participating in school problems, they are open to requests, comments, grievances they may have against teachers. Clarification of parents of different troubles that they experience anxiety, takes time, patience and a sound knowledge of cooperation.
- Include parents in the assessment of pupils means extends further than getting a flyer reporting, then they ask to look current examples of child labor for a certain point of time. Parents create a more perfect impression of their child's advancement.
- All parents have to look themselves in the role of teachers to supervise and promote the learning of the youngster. Read scripts and then talk together with your kids.
- Undertake continuous training of teachers and parents for mutual cooperation.
- To conduct trainings, discussions and exchange of experiences between local parents and those who are migrating, local and migrant students and teachers a long experience in this area.
- To organize meetings through roundtables, where participants will be parents, teachers, scholars.
- To hold conferences on the topic: "The role of parents in the education system".

- Develop questionnaire for the assessment of accounts on school triangle: students, instructors, parents;
- The finished forms for workers and parents in school activities;
- To produce various important meetings.
- Build up and accurately carried out an annual activity plan in cooperation with the Council Presidency parents -teachers, hence that the interest of parents in school spirit and work to be more efficient.
- In the new curriculum it is imperative that each school should prepare a set of policy suitable for parental participation in instruction.

The drafting of such insurance, together with the respective program for parental participation in education is very important, because this thing benefits students, teachers (school) and parents.

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## The Impact of Financial and Social Remittances in Perpetuating Migration (Albanian Migration Context)

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### Abstract

Since 1990 Albania has experienced massive external and international migration due to political, economical and social changes occurred in Albanian society. Albanian migration represents a variety of migratory experiences and a combination of different forms of migration (internal, external, temporary, permanent, etc) and destinations. Albania's contemporaneous mass emigration and internal migration over the short span of time since 1990 provides an excellent laboratory to study the inter links of these types of migration (King R, Skeldon R, & Vullnetari J, 2008: 33). Migration and remittances have changed the social face of Albanian society. Based on the theoretical framework of De Haas (2010) that social remittances can further strengthen migration aspiration, the aim of this paper is to highlight the impact of financial and social remittances from emigrants to Greece in encouraging internal (rural to urban) and external ongoing migration. Data collection will be provided by in-depth interviews. This paper will base on case-histories of Albanian families with different migratory experience to show off how emigration to Greece has lead to a subsequent internal migration within Albania.

**Keywords:** internal and international migration, social remittances, cultural change

### Introduction

The idea that migration often leads to more migration is anything but new. The migration literature has particularly highlighted the migration-facilitating role of migrant networks. This idea is that, once a critical number of migrants have settled at the destination, migration become self-perpetuating because it creates the social structure to sustain it (Massey et al 1993, de Haas 2010). As the costs and risks of migration are lowered by social and informational networks, once established migration streams tend to gain their own momentum.

People migrate for a variety of reasons related to desire for better income gain, demand to improve living conditions, employment opportunities, socio-economic inequality between areas, etc. Massey et al (1993) note that the conditions that initiate international movement may be quite different from those that perpetuate it across time and space. They refer to the impact of migrant networks which facilitate migratory movements by reducing the costs and risks of movement to the new destination. De Haas (2010) highlights that social remittances can further strengthen migration aspiration. Based on these theoretical frameworks the aim of this paper is to analyze the impact of financial and social remittances from Albanian emigrants to Greece on determining people's motivation and ability to migrate.

Internal and international migration is one of the most dynamic and specifying phenomenon of Albanian society after 1990. International migration acts as a source of development and hope for the future for internal migrants, but has also created an economic dependence for migrants' families. Social and financial remittances from international migrants are not only a livelihood for internal migrants, but also a mechanism that encourages internal (rural to urban) and external ongoing migration.

The transition from a centrally planned economy to a free market economy, unemployment, the legacy of inefficient economic model from the former regime, the destruction of economic structures and political crisis of 1991 and 1997, were the main reasons that migration became the most satisfying solution to all major problems of Albanians.

By the end of 1990, about half a million Albanians have left the country in search of work and a better life. In 1995 the number of migrants is likely to have been between 450, 000 and 500, 000 (3/5 lived in Greece, 1/5 in Italy and 1/5 in Western Europe) (Albanian Housing and Population Census 2001). Besides emigration Albanian society has experienced the phenomenon of internal migration, expressed in massive urbanization of some areas and depopulation of the others.

The paper will first discuss the theoretical approaches focusing on the role of migrant networks and remittances on perpetuating migration phenomenon, while the second part of the paper will present two case-histories Albanian families which have experienced a complex migration trajectory including internal and international movements. Their life stories will be used as an empirical data to support the approaches mentioned before. Data derived from an ethnographic and participatory method, based on observation and in-depth interviews, which were useful in grasping families' migration trajectories.

### **Network theory**

Migrant networks are sets of interpersonal ties that connect migrants, former migrants, and non migrants in origin and destination areas through ties of kinship, friendship, and shared community origin. They increase the likelihood of international movement because they lower the costs and risks of movement and increase the expected net returns to migration. Network connections constitute a form of social capital that people can draw upon to gain access to foreign employment. Once the number of migrants reaches a critical threshold, the expansion of networks reduces the costs and risks of movement, which causes the probability of migration to rise, which causes additional movement, which further expands the networks, and so on (Massey et al, 1993: 448-449).

### **Cumulative causation theory**

In addition to the growth of networks and the development of migrant supporting institutions, international migration sustains itself in other ways that make additional movement progressively more likely over time, a process called cumulative causation (Massey et al, 1993: 451). Causation is cumulative in that each act of migration alters the social context within which subsequent migration decisions are made, typically in ways that make additional movement more likely. The main mechanism that ensures the continuity of migration, according to cumulative causation theory is the accumulation of social capital, which includes knowledge and information that members of a particular community have about migration through family members, relatives or friends who have already migrated (Massey 1999, Fussel & Massey 2004). Any migratory movement creates a social capital about relatives or friends of migrants, which encourages migration, through which created more social capital that produces again migration (Fussel & Massey, 2004: 152).

In support of the cumulative causation theory De Haas (2010) highlighted the impact of financial and social remittances, as one of the most defining dynamics of self-perpetuating nature of migration. Financial remittances increase income inequalities between communities and sending residents, encouraging in them the desire to migrate. This is supported by the social remittances (Levitt, 1998) which include the flow of ideas, behaviors, identities, social capital from host to sending communities that affect the social life of non migrants by making them desire to migrate.

### **The impact of financial and social remittances**

Most studies focus on the impact of financial remittances in the economic development of the countries of origin. King et al, (2013) defines remittances as an important self-help mechanism for individuals and families, whose sacrifice of being away from their family, social group or their country is rewarded. Remittances contribute in increasing household income of migrants and improve their livelihoods. Immigrants through new financial resources also acquire a new social status. De Haas (2006) argues that migration phenomenon contributes to the creation of a new social stratification. Changes in cultural values and social stratification as well affect the extent to which economic and social benefits that come from migrants are distributed among their family, tribal group, etc. Based on a macroeconomic perspective financial remittances have played

an important role in creating economic stability in Albania and managing trade deficit amounting to about 20% of GDP each year (Vullnetari 2007, Gëdeshi I & Jorgoni E 2012). While from a micro level perspective financial remittances bring great economic benefits and social services for individuals and their families. The impact of financial remittances in improving economic situation of migrants' families creates the perception among non-migrant population that migration brings economic prosperity by promoting ongoing migration. Studies show that incomes from remittances are used to buy houses in the city by promoting rural to urban migration.

Besides financial remittances, researchers use the concept of social remittances to refer to the social and cultural impacts of migration to the country of origin as a result of ongoing contacts between migrants and the country of origin. Social remittances constitute a form of cultural diffusion that brings significant impacts on social and cultural values of sending communities (Levitt 1998, De Haas 2007, King et al, 2013).

Social remittance exchanges occur when migrants return to live in or visit their communities of origin, when non-migrants visit their migrant family members or through interchanges of letters, videos, phone calls. Social remittances travel through identifiable pathways; their source and destination are clear. Social remittance transmission occurs between individuals who know one another personally or who are connected to one another through mutual ties (Levitt, 1998: 936).

Researches differentiate between individual and collective social remittances; individuals communicate ideas and practices to each other in their roles as friends, family members, or neighbors. They also communicate in their capacity as members of organizations, hometown association, church (Levitt P & Lamba-Nieves D, 2011: 2).

Vullnetari (2012) treats social remittances as important channels of social and cultural transformation in Albanian society. The impact of social remittances on developing communities of origin depends on a number of factors such as length of stay, country of emigration, the intensity of interactions between migrants and the host society, social and economic context in which migrants settle, etc. In Albanian migration context financial and social remittances have facilitated the process of internal migration and have encouraged an imagination or expectation of ongoing international migration as well.

### **Albanian migration- general background**

Migration represents the most important social and economic phenomenon which has affected Albanian society after 1990. Over the last two decades migration phenomenon has been the center of economic, political, social and cultural transformation Albanian society has experienced. Albania's contemporaneous mass emigration and internal migration over the short span of time since 1990 provides an excellent laboratory to study the interlink between the two types of movement (King, Skeldon & Vullnetari, 2008; 33).

Changes that characterized the Albanian society in the first phase of transition were accompanied by the removal of control of population movements, which accompanied by the massive shift of population from rural to urban areas. About 900, 000 people moved from rural areas to urban centers as well as emigrated to other countries (INSTAT 2004: 10). The transition from a centralized economy to a free market economy, the high rate of unemployment, the destruction of economic structures and political crisis of 1991 and 1997, were the main reasons that emigration became more satisfactory solution for the major problems of Albanians. By the end of 1990, about half a million of Albanians have left the country in search of better life (Biberaj E, 2011: 37). Greece remains the main destination for Albanian emigrants from the south and southeast part of the country (IOM 2007, King & Skeldon 2010, Vullnetari 2012).

Internal and international migration in Albanian context should be studied by an integrated migration theory which considers the two types of migration as interlinked processes. King &

Skeldon (2010) consider international migration as an extension of internal migration. Both processes derive from similar causes related to inequalities in development between regions, countries, differences in employment, income, living conditions between cities, countries, etc.

Internal migration leads to international migration and vice versa.

Albanian migration is believed to have been commonly achieved in several phases. Many migrants have migrated internally before doing so internationally, others have initially migrated for a short time to Greece to finance the long-term migration to a further country. Others have moved from rural to urban areas after they have migrated abroad, using financial remittances to facilitate their movement from the village to the city (King 2005, Gëdeshi & Jorgoni 2012, Vullnetari 2012).

Albanian migration trajectories are a combination of internal migration, international and return migration. The most common pattern in Albanian migration context is the emigration abroad, followed by a shift of the individual or family from rural to urban areas within the country.

From the perspective of internal migrants there is a significant correlation between the migration of people abroad and the movement of their family members from rural to urban centers. In most cases, internal migration is motivated and financially supported by the emigration of a member of the family.

### Case studies

The first migration history belongs to Daniela and her family. Daniela is 35 years old, from Zëmlak village of Korça District. She got married in 1999 and emigrated to Greece with her husband one week after her wedding. They have a son and a daughter, who are born in Greece. Her husband comes from the same village and had emigrated in Thessaloniki (Greece) since he was 18 years old. He lived with his cousin (who had helped him establish and find work when he first arrived to Greece) in a small house and they used to share the rent of the house for several years. He continued to live in the same house with his wife for six months and then they (Daniela and her husband) moved to another house. After one year their son was born. For two years Daniela worked as a daily paid house cleaner, doing several works to Greek families. From 2002 she worked in a confectionery while her husband continued to work in construction (he worked in construction since he first emigrated to Greece). They visited their village every year during summer time. Daniela's husband often sent money to his parents who lived in Zëmlak village. They spent the money for daily needs and the rest of the money was saved. In 2005 Daniela's husband bought a shop in his ownership in Korça city with the money saved from their work in Greece. In 2006 their daughter was born. They continued to live and work in Greece until 2012 when Daniela and her family decided to come back to Albania. They moved to Korça city, and lived in a rented apartment. They invested to their estate, bought in 2005 in Korça city, by running a butcher shop. Since 2012 they both work in their family business and continue to live in a rented apartment in Korça city. They are planning to buy their own house in this city. During the interview Daniela tells many details from their live to Greece. She says "... we have sacrificed a lot during our stay in Greece and have helped many of our relatives and friends from our village who came to Greece next. We have helped them find work and even hold them in our house for a while until they established" (D. H, 34 years old).

The second history belongs to Koço (65 years old) and his family from Korça city. In 1990 he emigrated illegally in Athens (Greece) and found job as a decorator. He left behind his wife and his daughter and son. During the first year of his stay in Greece he tried to provide legal documents based on Greek ethnic origin of his grandfather. After getting the documents his family emigrated to Athens where they lived for 15 years. He continued to work as a decorator while his wife remained home looking after the children (they could afford life with his income). His daughter Heris finished the high school in Greece and then she attended a two year course for hairdresser. She married to Greece with an Albanian husband from Saranda (Albania) and worked as a hair dresser in Athens. They have two sons.

Koço's son returned in Albania in 2010 after he finished the high school in Greece. He decided to study in Tirana University (Tirana/ Albania). Two years later in 2012 Koço and his wife bought an apartment in Tirana city with money saved from work in Greece. They moved in Tirana and joined with their son who has just graduated and works as an interpreter of Greek language in Tirana city.

These case-histories of Albanian families represent a variation of migration patterns and different destinations. As it is mentioned above international migration may lead to internal movements. In both case- histories financial remittances and migrant networks play an important role in perpetuating migration phenomenon.

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## Public Opinion on the Role of Committees in Environmental Impact Assessment Studies

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### Abstract

The objectivity of expert committees working on environmental impact assessment studies is under intense public scrutiny. Citizens are often concerned about the potential impact of planned interventions on people's health and the environment, which is why constant and stable communication should be maintained between all interested parties. Expert committees are in charge of addressing concerns coming from the public, private, and civil sectors by keeping communication channels open, efficient, and accessible. The importance of public participation in the procedures of environmental impact assessment is constantly growing, and expert committees involved in decision-making processes related to the assessment of environmental impact studies are exposed to increasing pressure from the public, economic, and civil sectors. This paper presents the results of empirical research on the knowledge and opinions of the concerned public in the Republic of Croatia on the role of expert committees in environmental impact assessment studies. The qualitative study was carried out using a purposive sample and the methods of in-depth interview and participant observation. The grounded theory method was used in the analysis of the empirical material and the quantification of the qualitatively processed coded material was carried out with the Statistica software suite (ver 11.00). Participants were polarised in their opinions. Some of the participants believe that expert committees cannot be neutral as they are appointed by the Ministry. On the other hand, a number have stated that they believe the committees to be professional and neutral, that we should maintain trust in public institutions and that committee members should not be in any way associated with or related to the investors behind a particular project. The majority of participants from the *public sector* agrees with this positive opinion of the committees as neutral and professional, as does the majority of the *economic sector*. Participants from the *civil sector*, on the other hand, have mostly claimed that the committees are not neutral, but are either for or against a project, and that public interest has not been clearly defined in this context.

**Keywords:** local government, environmental impact assessment, public knowledge

### Introduction

In the last few decades, environmental impact assessment has asserted itself as one of the central activities in licensing procedures for industrial, energy, agricultural, infrastructural, and all other larger projects. The main assessment document, the environmental impact study, has become the central element of project preparation as it is the only document that unites and coordinates the ideas, opinions, and interests of all concerned parties from the public, economic, and civil sector. Increased awareness of the need to involve the public in the decision-making process results in better legislation in this area. Each new regulation allows greater rights of the public to participate, thus causing the importance of public participation in the procedures of environmental impact assessment to constantly grow. With a growing awareness of their right to participate in decision-making, the public and its risk perception greatly affect environmental protection policy. Today, the public is concerned more than ever with the existence of problems associated with environmental protection, while the problem of public risk perception in issues related to environmental protection can only be solved through better communication between all of the stakeholders (Malbaša and Jelavić, 2013). By European standards, the interested public is consulted in the conceptual phase of the project, as well as continuously throughout the procedure. European rules

provide for early public participation in environmental impact assessment. The goal is early involvement, as well as continuous public participation in the process, creating the preconditions that allow the public to significantly affect the outcome of the environmental impact assessment (Cox, 2013). This is governed by various regulations, which have experienced several amendments from design to date. Following the adoption of the Aarhus Convention, in 2003 the EU adopted the Directive on Public Participation in the Process of Preparing Plans and Programmes Relating to the Environment and changes to the Directive on Environmental Impact Assessment in order to harmonise them with the principles of the Aarhus Convention. The Aarhus Convention is based on the concept of environmental democracy. Environmental democracy postulates that solving environmental issues should include all those affected by a certain decision, not just the relevant government bodies and economic sector (Ofak, 2009). In this process, all participants must be given equal status in order to prevent the decision-makers from taking only one side's arguments into account. Availability of information is therefore a central part of environmental democracy as it encourages concerned members of the public to become active participants in the decision-making processes related to environmental issues. The terms "public" and "concerned public" are defined by the Convention itself: The term "public" stands for one or more natural or legal persons and their associations, organisations, and groups as defined by local law. The public can be any person, regardless of their citizenship, residence, or headquarters (for legal persons). Discrimination on the basis of citizenship, nationality, residence, or location of headquarters (for legal persons) is forbidden. The term "concerned public" stands for segments of the public that are or could be affected by environmental decision-making, or that are interested in the issue; non-governmental organisations whose work is in the field of environmental protection and that meet all the criteria set by local law will be considered members of the concerned public. This is important for the realisation of the terms set out in the Convention and is related to public participation in the decision-making process. The exact details of how the public is to be informed and consulted, as well as its role in access to legal institutions, are defined individually by every state (Ofak, 2009). The aim of local government in procedures related to environmental impact assessment is to create and maintain awareness within the government itself of the need to communicate with different groups users and to demonstrate a constant concern for the needs and opinions of end-users, all based on the principles of sustainable development. In general, local government establishes an understanding of the policies, processes, and activities of government by informing users, replying, where appropriate, to the criticisms of the authorities, establishing and maintaining effective channels of communication with the public available to the authorities. The importance of public participation in the procedures of environmental impact assessment is constantly growing, and local government is increasingly under pressure from the public, economic, and civil sectors in decision-making processes on the assessment of environmental impact studies. Public participation is a mechanism established with the aim of involving the public in the decision-making process (a procedure governed by legislation), as well as a way of achieving broader social goals. Public administration is tasked with identifying and implementing public interest. In time, we have come to the conclusion that state administrative bodies are not the sources of objective identifying and decision making in the best interest of the public, but are rather arbitrators between the various interests that exist, and the practice has shown that economic and political interests are always stronger than the declarative and non-binding right to a healthy environment. That is why public participation is a challenge to the traditional management/decision-making model implemented by experts or public administration bodies. It serves not only as a means to control public administration, but as a way to, above all, determine what the public interest is in the first place (Ofak, 2009). The broader social significance of public participation consists of the following goals (Beierle & Cayford, 2002): including public values in the final decision, improving the quality of the final decision, solving conflicts between differing interests, building trust in institutions, educating and informing the public. The success of public participation is defined as the extent to which the five social goals have been realised, i. e. the success of achieving these social goals is proportional to the quality of public participation. The European community regulated this field even before the Aarhus Convention. Moreover, the so-called EIA Directive and the IPPC Directive of the European Community have served as the basis for Appendix I of the Convention (Ofak, 2009). When it comes to public participation, the solution is to be found in more modern legislation. For the past 30 years, the importance of public participation in the procedures of environmental impact assessment has constantly been growing. Little is going to change in practice with no procedural, administrative, and legal instruments for monitoring the processes of environmental impact assessment and decision making in the hands of citizens. *The main objectives of developing effective strategies for involving the public are better understanding, better communication, strengthening the ability/skills to apply the appropriate forms of participation/involvement with respect to the purpose of the process, and strengthening the relationship and cooperation between stakeholders, with the aim of better planning and realisation of (local) sustainable development.* Introducing new legal opportunities for public participation is not sufficient in itself - the public must first learn what it has available and how

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to use that in order for the process of *social assessment* to be carried out within or prior to the process of environmental impact assessment (Čaldarović, 2006). Public participation is ensured while issuing the decision on integrated environmental protection conditions, which is a novelty in Croatian legislation related to the environment, and it results from further harmonisation with the IPPC Directive (Ofak, 2009). The model of public participation in the process of environmental impact assessment and strategic environmental assessment consists of four steps or ways to participate:

**Informing** – one-way flow of information from the developer/body responsible for the implementation of the procedure and decision making to the public.

**Consulting** – two-way flow of information between the public and the developer that allows the public to present their views on the proposed project.

**Participating** – interactive exchange between the public and the developer, which includes joint analysis and agreed conclusions on the proposed project and its impact.

**Negotiating** – between key stakeholders of the interested public and the developer in order to build a consensus through a mutually acceptable solution (Ofak, 2009).

The goal of this study was to determine the level of awareness and opinions among members of the general and concerned publics in Croatia on the role of expert committees in procedures related to assessing environmental impact studies.

Based on the defined goal, the following hypothesis was made:

(H) There are significant differences in the opinions of entities in target and sector groups when it comes to assessing the role of expert committees in procedures related to environmental impact assessment studies.

## MATERIAL AND METHODS

The focus of qualitative research is multi-methodical and includes an interpretative, naturalist approach to the subject of the study. This means that researchers involved in qualitative studies approach the subject in its natural environment and try to understand or interpret phenomena in light of the meanings people associate with them. A qualitative approach implies the learned use and knowledge of a set of various empirical materials – case studies, personal experience, introspection, life stories, interviews, observational, historical, interactive, and visual texts – that describe the routine, problematic moments, and meanings in the lives of individuals. Researchers that employ a qualitative approach have accordingly introduced a wide range of unrelated methods, in the hope that every new method will help better understand the subject of the study (Denzin and Lincoln, 1994). Sequential approaches to the qualitative method imply detailed research in which the data collected from study participants is integrated with the observations and interpretations of the researcher. By integrating simultaneous information in the data collection process, so that the results of one method can be further processed and expanded with the results of another method, as well as the convergence of qualitative and quantitative data, an all-encompassing view of the study problem can be gained (Creswell, 2003). The inclusion of quantitative methods in a qualitative study has for its goal the integration of differing research methodologies within a single study plan, thus allowing for a more complete grasp in certain areas of the study and the binding of all study stages within a methodological triangulation. In a qualitative study, this triangulation would imply the use of several different methods at the same time in order to collect more accurate and complete information on the subject (Mejovšek, 2013). The qualitative study was carried out using a purposive sample and the methods of in-depth interview and participant observation. The method of grounded theory was used in the analysis of the empirical material. Three basic types of coding were applied: open or initial coding, axial coding, selective coding. The initial coding included the first rearranging and sorting of the data, noting similarities and forming response groups. Final analysis and categorisation of the key concepts created the conceptual matrix with the content of qualitative empirical material in the integrated theoretical framework (Holton, 2007; Charmaz, 1990). Inductive and deductive methods were used on the data, as well as the method of analysis and synthesis, comparison method, classification method, and the descriptive method (Silverman, 2006). The study was conducted in 2014. Respondent selection was done according to previously set criteria: a target sample of participants in the empirical study who are involved in the procedures relevant to the research either professionally or voluntarily (Pletikosić, 2012). The



sample was defined with 100 entities, 46 males and 54 females. The average respondent age was 52. 1 years. Respondents were divided into 10 sub-samples (target groups) which were qualitatively defined with 10 entities:

*STUDY MAKERS* – persons authorised by the Ministry of Environmental and Nature Protection;

*DEVELOPERS* – investors;

*MINISTRY OF ENVIRONMENT/COMMITTEE* – representatives of the governing body conducting the process, and members of committees for study evaluation;

*CITIES* – representatives of the employees of the city administration for environmental protection responsible for conducting public debates, and spatial planning representatives;

*COUNTIES* – representatives of the employees of the county administration for environmental protection responsible for conducting public debates, and spatial planning representatives;

*ASSOCIATIONS* – representatives of non-governmental environmental associations;

*CIVIL INITIATIVES* – representatives of NGOs and civil society who are involved in the process, but are not environmentally oriented;

*ECONOMIC ASSOCIATIONS* – representatives of the Croatian Employers' Association, Croatian Chamber of Commerce, and other economic interest associations;

*POLITICAL PARTIES* – representatives of political structures which are included in the process;

*SCIENTISTS/JOURNALISTS* – representatives of academic institutions and journalists who are involved in the process.

Three new qualitatively defined control groups (clusters) were classified based on the above sub-samples:

*PUBLIC SECTOR* – 40 respondents from target groups: MIN. OF ENVIRONMENT/COMMITTEE, CITY, COUNTY, SCIENTISTS/JOURNALISTS;

*CIVIL SECTOR* – 30 respondents from target groups: ASSOCIATIONS, CIVIC INITIATIVES, POLITICAL PARTIES;

*ECONOMIC SECTOR* – 30 respondents from target groups: *STUDY MAKERS*, *DEVELOPERS*, *ECONOMIC ASSOCIATIONS*.

Research material consisted of two dependent (grouping) variables according to the criteria of the target group, the criteria of the control group, and one independent variable. Participants were asked to give their opinion on whether local administration is sufficiently represented in the work of expert committees working on assessing environment impact studies and whether the local community should invest more effort in presenting their own development plans in order to avoid possible future public discontent. We calculated the following descriptive parameters: frequency and cumulative relative values of the responses in the whole sample, and in the predetermined focus and control groups. Processing was carried out using the Statistica Ver. 11. 00 software suite (Petz et al. , 2012).

## RESULTS

Quantitative processing of the variable entity matrix was based on the given responses qualitatively defined by the question:

*Do you believe that **expert committees** appointed by the Ministry of Environment are professional and neutral in their work?*

The respondents stated their opinion on whether the committees appointed by the Ministry were neutral and professional in their work.

The answers were defined on three levels:

*The first group* was classified according to negative responses, and represents those entities who answered:

No, committees always believe themselves to be professional and neutral, but are not a clear representation of public interest; they are not transparent. Discrepancies in member opinions and inflated requests by some of them are always possible in committee work. The president of the committee should always alert other members of anomalies and final decisions should be made by majority vote. Representatives of the relevant institutions are not neutral because they advocate the views of the political forces running the institution.

Quantitatively, these negative responses were coded as zero (0), for the upcoming statistical data processing.

*The second group* claims that it does not have enough information, does not know or is not sure how to respond, is undecided, and stands by the following positions:

Sometimes, it depends on the political influence and media representation of a particular project. Those who vote “yes” are in favour of the project, while those who vote “no” are not - there are no neutral votes.

Quantitatively, these undecided responses were coded as one (1) for later statistical processing.

*The third group* of entities responded affirmatively, and argued its views as follows:

Yes, we must trust public institutions. Yes, but I believe that the broader public should be more interested in issues relevant to the community and its development. Yes, but the quality of a committee’s work can vary depending on its membership, their knowledge and experience, as well as their ability to accurately represent expert opinion and public interest. There are good committees and there are bad committees. I believe that the committees are professional and neutral in most cases.

Quantitatively, these responses were coded as two (2) for later statistical processing.

Responses to the question were coded in the statistical process under the variable *expert committees\_neutral and professional*.

Table 1 shows the frequency of all instances of the variable *expert committees\_neutral and professional* in the study.

Participants were polarised in their opinions. 51% of the participants believe that expert committees cannot be neutral because they are appointed by the Ministry and discrepancies in member opinions and inflated requests by some of them are always possible in committee work. This is why the president of the committee should always alert other members of anomalies and final decisions should be made by majority vote. On the other hand, 48% have stated that they believe the committees to be professional and neutral, that we should maintain trust in public institutions and that committee members should not be in any way associated with or related to the investors behind a particular project. Table 2 shows the frequency of the variable *expert committees\_neutral and professional* in the 10 predefined *target groups*.

An analysis of Table 2 clearly shows that respondents belonging to different *target groups* are polarised in their opinions when it comes to the variable *expert committees\_neutral and professional*. Respondents from NGOs and the civil sector (CIVIL INITIATIVES and NGOs) are fully certain (100%) that expert committees cannot be neutral due to the fact that they are appointed by the Ministry. Most respondents from the target groups POLITICAL PARTIES and SCIENTIST/JOURNALISTS share this opinion, while respondents from the target groups CITIES and COUNTIES, groups that include individuals employed by the city or county administration and responsible for conducting public debates and spatial planning representative, as well as those from the DEVELOPERS and ECONOMIC ASSOCIATIONS target groups,

believe that expert committees are professional and neutral, that we should maintain our trust in institutions and that committee members should not be in any way associated with or related to the investors behind a particular project.

Quantitative analysis of the frequency of the variable *expert committees\_neutral and professional* with respect to *sector group* is shown in Table 3.

60% of the respondents from the *public sector* (24 entities) believe that expert committees are professional and neutral, as does 74% (22 entities) of the *economic sector*. 94% (28 entities) of the *civil sector*, on the other hand, believe that there are no neutral committees, just members who are for or against a project, and that public interest has not been clearly defined.

The coefficient value of the F-test corresponds to 6.61, with a significance level of  $p=0.000$ , thus confirming that there is a statistically significant difference between the target groups. Table 4 shows the results of post-hoc analysis carried out between target groups for the variable *expert committees\_neutral and professional*,  $N=100$ .

The results of the Tukey HSD test *post hoc* analysis for the variable *expert committees\_professional and neutral* between target groups (as given in Table 4) clearly show that there is a statistically significant difference between all target groups, except scientists and journalists involved in the process (SCIENTISTS/JOURNALISTS target group).

The following hypothesis was made based on the results:

**(H)** There are significant differences in the opinions of entities in target and sector groups when it comes to assessing the role of expert committees in procedures related to environmental impact assessment studies.

The hypothesis is confirmed and accepted in its entirety.

## CONCLUSION

The goal of this study was to determine the level of awareness and opinions among members of the general and concerned publics in Croatia on the role of expert committees in procedures related to assessing environmental impact studies. Respondent selection was done according to previously set criteria: a target sample of participants in the empirical study who are involved in the procedures relevant to the research either professionally or voluntarily. The sample was defined with 100 entities, 46 males and 54 females. The average respondent age was 52.1 years. Respondents were divided into 10 sub-samples (target groups) which were qualitatively defined with 10 entities and additionally classified into three new control sectors (clusters). Research material consisted of two dependent (grouping) variables according to the criteria of the target group, the criteria of the control group, and one independent variable.

51% of the participants believe that expert committees cannot be neutral because they are appointed by the Ministry and discrepancies in member opinions and inflated requests by some of them are always possible in committee work. This is why the president of the committee should always alert other members of anomalies and final decisions should be made by majority vote. On the other hand, 48% have stated that they believe the committees to be professional and neutral, that we should maintain trust in public institutions and that committee members should not be in any way associated with or related to the investors behind a particular project. Respondents were polarised in their opinions. Respondents from NGOs and the civil sector (CIVIL INITIATIVES and NGOs), for example, are fully certain (100%) that expert committees cannot be neutral due to the fact that they are appointed by the Ministry. Most respondents from the target groups POLITICAL PARTIES and SCIENTIST/JOURNALISTS share this opinion, while respondents from the target groups CITIES and COUNTIES, groups that include individuals employed by the city or county administration and responsible for conducting public debates and spatial planning representative, as well as those from the DEVELOPERS and ECONOMIC ASSOCIATIONS target groups, believe that expert committees are professional and neutral, that we should maintain our trust in institutions and that committee members should not be in any way associated with or related to the investors behind a particular project. 60% of the respondents from the *public sector* (24 entities) believe that expert committees are professional and neutral, as does 74% (22 entities) of the *economic sector*. 94% (28 entities) of the *civil sector*, on the other

hand, believe that there are no neutral committees, just members who are for or against a project, and that public interest has not been clearly defined.

Respondents from the public, economic and civil sectors are divided in their opinions and have a differing view of the role expert committees play in assessing environmental impact studies. The mutual mistrust between the three sectors can only be solved through better communication and improving the quality of public informing and involvement in physical planning procedures, as well as making the work of expert committees more transparent, thus contributing to the democratic aspect of the entire process.

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## TABLES

**Table 1.** Absolute and cumulative relative frequencies of the variable *expert committees\_neutral and professional*, N=100.

Responses	Frequency	Cumulative relative frequency
0	51	51,00
1	1	52,00
2	48	100,00

**Legend:** 0 - no; 1 - I don't know, I'm not sure; 2 - yes.

**Table 2.** Frequency of the variable *expert committees\_neutral and professional* within *target groups*, N=100

Responses	SM	DE	ME	CI	CO	AS	CI	EA	PP	S/J	Total
0	4	1	4	3	2	10	10	2	8	7	51
1	0	1	0	0	0	0	0	0	0	0	1
2	6	8	6	7	8	0	0	8	2	3	48

**Legend:** 0 - no; 1 - I don't know, I'm not sure; 2 - yes.

**SM** - STUDY MAKERS – persons authorised by the Ministry of Environmental and Nature Protection;

**DE** – DEVELOPERS – investors;

**ME** – MINISTRY OF ENVIRONMENT/COMMITTEE – representatives of the governing body conducting the process, and members of committees for study evaluation;

**CI** – CITIES – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**CO** – COUNTIES – representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives;

**AS** – ASSOCIATIONS – representatives of non-governmental environmental associations;

**CI** – CIVIL INITIATIVES – representatives of NGOs and civil society who are involved in the process, but are not environmentally oriented;

**EA** – ECONOMIC ASSOCIATIONS – representatives of the Croatian Employers' Association, Croatian Chamber of Commerce, and other economic interest associations;

**PP** – POLITICAL PARTIES – representatives of political structures which are included in the process;

**S/J** – SCIENTISTS/JOURNALISTS – representatives of academic institutions and journalists who are involved in the process.

**Table 3.** Frequency of the variable *expert committees\_neutral and professional* within sector groups, N=100

Responses	PUBLIC SECTOR	CIVIL SECTOR	ECONOMIC SECTOR	Total
0	16	28	7	67
1	0	0	1	3
2	24	2	22	30
Total	40	30	30	100

**Legend:** 0 - no; 1 - I don't know, I'm not sure; 2 - yes.

**Public sector** - MIN. OF THE ENVIRONMENT/COMMITTEE, CITY, COUNTY, SCIENTISTS/JOURNALISTS;

**Civil sector** - ASSOCIATIONS, CIVIC INITIATIVES, POLITICAL PARTIES;

**Economic sector** - STUDY MAKERS, DEVELOPER S, ECONOMIC ASSOCIATIONS.

**Table 4.** Results of post-hoc analysis carried out between target groups for the variable *expert committees\_neutral and professional*, N=100.

	SM	DE	ME	CI	CO	AS	CI	EA	PP	S/J
SM		0.93	1.00	1.00	0.98	0.04	0.04	0.98	0.46	0.82
DE	0.93		0.93	1.00	1.00	0.00	0.00	1.00	0.02	0.09
ME	1.00	0.93		1.00	0.98	0.04	0.04	0.98	0.46	0.82
CI	1.00	1.00	1.00		1.00	0.01	0.01	1.00	0.17	0.46
CO	0.98	1.00	0.98	1.00		0.00	0.00	1.00	0.04	0.17
AS	0.04	0.00	0.04	0.01	0.00		1.00	0.00	0.98	0.82
CI	0.04	0.00	0.04	0.01	0.00	1.00		0.00	0.98	0.82
EA	0.98	1.00	0.98	1.00	1.00	0.00	0.00		0.04	0.17
PP	0.46	0.02	0.46	0.17	0.04	0.98	0.98	0.04		1.00
S/J	0.82	0.09	0.82	0.46	0.17	0.82	0.82	0.17	1.00	

**Legend:**

**SM** - STUDY MAKERS – persons authorised by the Ministry of Environmental and Nature Protection;

**DE** – DEVELOPERS – investors;

**ME** – MINISTRY OF ENVIRONMENT/COMMITTEE – representatives of the governing body conducting the process, and members of committees for study evaluation;

**CI** – CITIES – representatives of the employees of the city administration for environmental protection responsible for conducting public debates and spatial planning representatives;

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**CO** – COUNTIES – representatives of the employees of the county administration for environmental protection responsible for conducting public debates and spatial planning representatives;

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**PP** – POLITICAL PARTIES – representatives of political structures which are included in the process;

**S/J** – SCIENTISTS/JOURNALISTS – representatives of academic institutions and journalists who are involved in the process.

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## Understanding, Definition and Sanctioning of Organized Crime Under the Law of Republic of Kosovo

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### Abstract

The presence and development of criminality in society dates back from the old ages to the present time, by transforming itself in various types of emergence, depending on the degree of social emancipation. In addition to social development processes, there are also changes from the viewpoint of ideas relating to the etymology of crime in society. In the beginning of XX century, the society dealt with drastic and dramatic changes in the whole domains of life, accompanied with changes in the form of occurrence of criminality in society. The term "organized crime" was originally used in 1896 in the annual report of Society for for the Crime Prevention in New York. In this report, the term was employed to define the acts of prostitution and gambling, protected by the public officers. Whereas, as far as Kosovo is concerned, the International Administration – UNMIK – promulgated the Regulation No. 2001/22 "On Measures against Organized Crime". The Regulation No. 2001/22 provides the definition of the term organized crime where it sets forth the measures and penalties that may be imposed to participants of an organized crime, the basic and qualified forms. With the purpose of supplementing the legal grounds to combat and prevent the criminality in the country, the Kosovo Assembly promulgated on 6<sup>th</sup> July 2003 the "Provisional Criminal Code of Kosovo"<sup>1</sup> (PCCK) which entered into force on 6<sup>th</sup> April 2004, which as per the EU's recommendations, was supplemented and amended time after time until the Kosovo Criminal Code was adopted on 20<sup>th</sup> April 2012. The key terms to be elaborated in this paper are as follows: Understanding and definition of the organized crime, sanctioning of the organized crime, Kosovo Criminal Code and Combating and Prevention of the Organized Crime.

### Understanding, definition and sanctioning of organized crime under the Law of Republic of Kosovo

The presence and development of criminality in society dates back from the old ages to the present time, by transforming itself in various types of emergence, depending on the degree of social emancipation. During the history, the preoccupation, interest and reaction of society to the criminal acts has been different. Depending on the social conditions, there were introduced the means and measures to fight harmful and threatening acts to the society. The society's reaction was accompanied through providing various opinions and findings relating to etiology and phenomenology of criminality.

In addition to social development processes, there are also changes from the viewpoint of ideas relating to the etymology of crime in society. The "notion of criminality means the wholeness of all crimes that were committed at a certain time, space and period. The Criminality is a massive phenomenon that encompasses in itself all types of crimes committed in one place"<sup>2</sup>. Whereas the term "crime means an individual act of human behaviour by means of which the criminal code is violated or breached and such breach usually faces penalty – punishment"<sup>3</sup>. The use of the term criminality or crime by the authorities of judiciary corresponds with the term criminal act. It was similarly applied in the literature of the national criminal law which sets forth that "the act which infringes, harms or eliminates the legal value of a human and certain community, it is called a criminal act or a criminality according to a more general term under the criminal law."<sup>4</sup> Whereas, under the international criminal law, the notion of international criminal act or the international crime has not received yet a complete

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<sup>1</sup> Provisional Criminal Code of Kosovo, Kosovo Assembly, Prishtina, 2003, which entered into force on 20<sup>th</sup> April 2004

<sup>2</sup> R. Halili, *Kriminologjia (Criminology)*, Prishtinë, 2002, p. 20

<sup>3</sup> R. Halili, *Kriminologjia (Criminology)*, Prishtinë, 2002, p. 21

<sup>4</sup> I. Salihu, *E Drejta Penale Pjesa e Përgjithshme (Criminal Law General part)*, Prishtinë, 2003, p. 25



and precise definition, but it has rather adopted a definition of more sociological and criminological character in which it sets forth that “the international criminal acts represent violation of important international values. At the epicenter of these international values which are violated by means of these criminal acts, is found the corpus of universal human rights”<sup>1</sup>.

The criminological literature sets forth that “the volume, type of crimes and criminal behaviour have been closely linked with the development and transformation of certain societies and social – economic systems”<sup>2</sup>. By rights, it can be concluded that the causes of types of criminality are miscellaneous, they tend to change, advance and do not bear the same importance in various political – economic development related processes. There are no doubts that in today’s circumstances of the modern society, “the criminality attempts, above all, to penetrate into the territories of countries with new democracy, but also in economically undeveloped countries, because in these countries, there is certainly a convenient space to develop and spread many criminal acts”<sup>3</sup>. Political and system related changes to certain countries with influence in trends and extent of occurrence of organized crime, including difficulties and inability to prevent and combat such phenomenon, particularly in the transitional countries, should be added to these circumstances”<sup>4</sup>.

The term “organized crime” was originally employed in 1896 in the annual report of the Society for the Crime Prevention in New York. In this report, the term was employed to define the acts of prostitution and gambling, protected by the public officers. Thus, initially, as “organized crime was considered illegal business involving politicians, police officers, legal officers and professional thieves, where their crime was organized”<sup>5</sup>. On the other hand, in Europe, for the first time “the notion of organized crime was employed in Italy (the notion of criminal organization of mafia type, 1982). The Ministers’ World Conference “on organized transnational crime” (Naples 1994) adopted the UN’s political statement and Global Action Plan against Organized Transnational Crime”<sup>6</sup>. For a long period of time, the organized crime continued to be identified with mafia, mainly the Italian one. “The organized crime encompassed the illegal activities of the well-organized members, a disciplined and engaged union in support of illegal services and trade, including: gambling, narcotics, threats at work and other criminal activities of the members of these groups”<sup>7</sup>.

In general, the organized crime has received treatment by researches as a complex, professional and worrying phenomenon for the whole globe, where the distinctions regarding its concept and definition prevailed for a long time: “It is called an organized crime because the professional criminals, on the occasion of committing a criminal act, they make plans and coordination specifically and due discipline”<sup>8</sup>.

Other authors provide that “Although there is no uniform definition of the organized crime, the criminal groups in Europe and beyond, make efforts to coordinate their activities and divide their areas of operation among themselves. The organized crime has recognized new developments in the types of criminal activities and the modes of their execution, by distinguishing the crime in Europe according to its international element”<sup>9</sup>.

According to the DEA’s specialists (*Drug Enforcement Agency*), “the organized criminality is defined as an illegal activity which is committed by criminal groups, whose primary activity is to violate the criminal laws during a certain period for profit purposes”<sup>10</sup>.

<sup>1</sup> I. Salihu, *Drejta Penale Ndërkombëtare (International Criminal Law)*, Prishtinë, 2005, p. 306

<sup>2</sup> R. Halili, *Kriminologjia*; citation p. 123

<sup>3</sup> B. Pavicic, *Savremeni Medjunarodni Kriminalitet*, Pirucnik, nr. 3/91, Zagreb, cit. according to V. Vula, 2013 p. 22

<sup>4</sup> V. Latifi & I. Elezi & V. Hysi, *Politika e Luftimit të Kriminalitetit (Policy of Fighting Criminality)*, Juridika, Prishtinë, 2012, p. 194

<sup>5</sup> V. Latifi, *Kriminalistika (Criminalistics)*, Prishtinë, 2011, p. 259

<sup>6</sup> V. Latifi, *Politika Kriminale (Criminal Policy)*, Prishtinë, 2011, p. 239

<sup>7</sup> V. Latifi, *(Criminalistics)*, Prishtinë, 2011, p. 259

<sup>8</sup> R. Halili, “Disa vepra të kriminalitetit të organizuar në Kosovë”, *E Drejta*, nr.4, (“Certain offences of organized crime in Kosovo”, *Law*, No. 4) Prishtinë, 2002 & R. Halili, *Kriminologjia (Criminology)*, Prishtinë, 2002, vep, cit p. 137

<sup>9</sup> V. Hysi, *Kriminologjia (Criminology)*, Tiranë, 2005, p. 178

<sup>10</sup> M.D. Moriarty, *Organizirani kriminalitet, gradivo DEA seminar për kriminalistë Pulë*, 1996, cit. sipas V.G.Vula fq. 27

Furthermore, other authors' opinions and findings have made special contribution in determination of the concept and definition of criminal organization. According to author Howard Abadinsky "the organized crime is a non-ideological enterprise involving a number of persons in close social interaction who are organized on hierarchical basis consisting of at least three levels, for the purpose of making profit and power, owing to participation in illegal and legal activities"<sup>1</sup>.

At regional scope (for the members states of the European Union), a contribution regarding the definition of the organized crime has also been given by the European Union through the issuance of the Joint Plan dated 21<sup>st</sup> Dec 1992 "a criminal organization is called an organization which has a structure consisting of two or more persons, established to operate during a certain time and which commits crimes which are punishable under the law up to four (4) years of imprisonment or serious sentence"<sup>2</sup>.

With the purpose of broader scope, following ratification by the countries, a contribution to the definition of the organized crime was made by the United Nations in 2000 in Palermo where it adopted the UN Convention against Transnational Organized Crime<sup>3</sup> which entered into force in September 2003. The article 2 of the said Convention sets forth as follows:

"Organized criminal group" shall mean a structured group of three or more persons, existing for a period of time and acting in concert with the aim of committing one or more serious crimes or offences established in accordance with this Convention, in order to obtain, directly or indirectly, a financial or other material benefit;

"Serious crime" shall mean conduct constituting a criminal offence punishable by a maximum deprivation of liberty of at least 4 (four) years or a more serious penalty;

"Structured group" shall mean a group that is not randomly formed for the immediate commission of an offence and that does not need to have formally defined roles for its members, continuity of its membership or a developed structure;

By conducting a review of the findings made by various authors, including the review of legal acts adopted by international organizations, it can be concluded that the organized crime is the most threatening form of criminality which is present in specific forms all over societies, organized by three or more persons under the hierarchy of a leader, group order, loyalty, responsibility and solidarity among such members, with the will and purpose of making material profit, planning to commit illegal activities according to assigned roles for a long period of time.

With the fast development of technology and the global economy, there were also developed the methods and tools for combating and preventing criminal behavior which are manifested in the form of organized crime, as one of the most dangerous forms of crime in the modern world. Possession of certain characteristics, in deed, makes the organized crime the most dangerous form in comparison with all other criminal behaviours in society. The organized crime shows fast adaptation skills in new conditions and circumstances, by finding ways of making huge profits. <sup>4</sup> The development of technology, communication, larger options to move goods and services, have provided larger opportunities to transfer criminal activities<sup>5</sup>. The criminal behaviours have recognized new developments by evolving from the oldest forms of criminality to the latest ones according to the conditions and circumstances of social development.

With reference to the interpretation of the notion on organized crime provided by the United Nations Convention "against Organized Transnational Crime", the author Skënder Begeja, in his book "Kriminalistika" (Criminalistics), presents the following criminalistical characteristics of the organized crime:

1. The purpose to have everything by committing as many types of crime as possible.

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<sup>1</sup> H. Abadinsky, "Organized Crime" Ninth Edition wadsworth – Belmont , USA, 2009, fq.5

<sup>2</sup> V. Hysi hyrje në Kriminologji dhe Penologji (Introduction to Criminology and Penology), Tiranë, 2000, p. 52 cit. according to V.Latifi, Kriminalistika (Criminalistics) p.180

<sup>3</sup> UN Convention "against Organized Transnational Crime", Palermo / Italy, 2000

<sup>4</sup> Ibid

<sup>5</sup> V. Latifi & I. Elezi & V. Hysi, Politika vep e cit..., p.148

2. The members of a criminal organization are required to fulfill their obligation from being loyal to giving their life.
3. A special characteristic is the hierarchical structure consisting of the head and his subordinates. Any deviation from this purpose leads to eliminatin of the criminal organization's member. This discipline lead to fulfillment of certain objectives.
4. Its main objective is the corrupted of goverment officials, officers in charge of tracking, investigation, adjudication and prevention of crime.
5. The selection of members of a criminal organization has been lately made by the persons who have good knowledge and can use modern information system, telecommunications, electronic mail, pyramidal schemes of money<sup>1</sup>.

### Legal treatment of organized crime under the Law of Republic of Kosovo

The dissolution of Socialist Federal Republic of Yugoslavia (SFRY) was accompanied with war between its constituent units and after the international military intervention, peace was restored in the region. The UN Security Council adopted the Resolution 1244 at its 4001<sup>th</sup> meeting in June 1999. Kosovo was placed under international civil administration which was accompanied with deployment of KFOR protection military structures and UNMIK civil structure. The establishment of this new reality was followed with creation of institutional and legal vacuum which was filed on 25<sup>th</sup> Jul 1999 through issuance of the Regulation No. 1999/1 by the United Nations international administration mission which determined the Authority of the Interim Administration Mission in Kosovo. This filing of legal vacuum continued through issuance of UNMIK Regulation 1999/24 on 12<sup>th</sup> Dec 1999 relating to definition of the law applicable in<sup>2</sup>. Yet, there were still several legal vacuums to combat certain forms of criminality which had not been of concern to the country before. For the purpose of establishing legal infrastructure to combat, prevent and punish all criminal behaviours which emerge as special forms of criminality, UNMIK issued its Regulation No. 2001/22 "On Measures against Organized Crime". The UNMIK Regulation

<sup>1</sup> S. Begeja, *Kriminalistika (Criminalistics)*, Tiranë, 2007, p. 640

<sup>2</sup> UNMIK/REG No. 1999/24, 12 Dec 1999

#### Article 1 APPLICABLE LAW

- 1.1 The law applicable in Kosovo shall be:
- (a) The regulations promulgated by the Special Representative of the Secretary-General and subsidiary instruments issued thereunder; and
  - (b) The law in force in Kosovo on 22 March 1989.

In case of a conflict, the regulations and subsidiary instruments issued thereunder shall take precedence.

1.2. If a court of competent jurisdiction or a body or person required to implement a provision of the law determines that a subject matter or situation is not covered by the laws set out in section 1.1 of the present regulation but is covered by another law in force in Kosovo after 22 March 1989 which is not discriminatory and which complies with section 1.3 of the present regulation, the court, body or person shall, as an exception, apply that law.

1.3. In exercising their functions, all persons undertaking public duties or holding public office in Kosovo shall observe internationally recognized human rights standards, as reflected in particular in:

- (a) The Universal Declaration on Human Rights of 10 December 1948;
- (b) The European Convention for the Protection of Human Rights and Fundamental Freedoms of 4 November 1950 and the Protocols thereto;
- (c) The International Covenant on Civil and Political Rights of 16 December 1966 and the Protocols thereto
- (d) The International Covenant on Economic, Social and Cultural Rights of 16 December 1966;
- (e) The Convention on the Elimination of All Forms of Racial Discrimination of 21 December 1965;
- (f) The Convention on Elimination of All Forms of Discrimination Against Women of 17 December 1979;
- (g) The Convention Against Torture and Other Cruel, Inhumane or Degrading Treatment or Punishment of 17 December 1984; and;
- (h) The International Convention on the Rights of the Child of 20 December 1989.

1.4 No person undertaking public duties or holding public office in Kosovo shall discriminate against any person on any ground such as sex, race, colour, language, religion, political or other opinion, natural, ethnic or social origin, association with a national community, property, birth or other status. In criminal proceedings, the defendant shall have the benefit of the most favourable provision in the criminal laws which were in force in Kosovo between 22 March 1989 and the date of the present regulation.

1.5 Capital punishment is abolished.

No. 2001/22 provides the definition to the notion of organized crime; it further sets forth the measures and penalties which may be imposed upon the participants of organized crime, as well as the basic and qualified forms.

Article 1 of the said regulation defines the organized crime as follows:

- (a) "Organized crime" shall mean the commission of a "serious crime" by a "structured group" in order to obtain, directly or indirectly, a financial or other material benefit;
- (b) "Serious crime" shall mean conduct constituting an offence punishable by a maximum deprivation of liberty of at least four years; and
- (c) "Structured group" shall mean a group of three or more persons that:
- (i) exists for a period of time and acts in concert with the aim of committing one or more serious crimes;
  - (ii) is not randomly formed for the immediate commission of an offence; and
  - (iii) does not need to have formally defined roles for its members, continuity of its membership or a developed structure.

According to UN Resolution 1244, the Security Council of United Nations vested with powers UNMIK to organize first parliamentary elections in 2001 which were characterized with a fair electoral process in accordance with electoral standards which process was followed with the establishment of provisional institutions of self-government – Kosovo Assembly<sup>1</sup>.

With the purpose of completing the legal grounds to combat and prevent criminality, the Kosovo Assembly adopted on 6<sup>th</sup> July 2003 "the Provisional Criminal Code of Kosovo"<sup>2</sup> (PCCK) that entered into force on 06<sup>th</sup> April 2004. According to specific etiological and phenomenological characteristics of organized crime, including its vast social dangerousness, the Provisional Criminal Code of Kosovo provides treatment to this type of criminality under chapter XXIII which sets forth the criminal offenses against property.

Article 274, paragraph 7 of the Provisional Criminal Code of Kosovo provides the definition of the organized crime:

- 1) The term "organized crime" means a serious crime committed by a structured group in order to obtain, directly or indirectly, a financial or other material benefit;
- 2) The term "organized criminal group" means a structured group existing for a period of time and acting in concert with the aim of committing one or more serious crimes in order to obtain, directly or indirectly, a financial or other material benefit;
- 3) The term "serious crime" means an offence punishable by imprisonment of at least four years.
- 4) The term "structured group" means a group of three or more persons that is not randomly formed for the immediate commission of an offence and does not need to have formally defined roles for its members, continuity of its membership or a developed structure.

With the adoption of the Criminal Code of Kosovo on 20<sup>th</sup> April 2012<sup>3</sup>, it was foreseen the sanctioning of criminal offences. In harmony with the recommendations provided by the European Union, the said code was subject to important amendments relating to punishment of criminal offenders, introducing higher penalties in the form of fine and imprisonment, including the policy of combating criminality that was raised in the highest degree against organized crime through definition and sanctioning of the types of its emergence. The chapter XIII of the said Criminal Code provides definitions to the terms

<sup>1</sup> A. Bajrami, *Sistemi Kushtetues i Republikës së Kosovës* (Constitutional System of Republic of Kosovo), Prishtinë, 2011, p. 244

<sup>2</sup> Provisional Criminal Code of Kosovo, Kosovo Assembly, Prishtinë, 2003, which entered into force on 20<sup>th</sup> April 2004.

<sup>3</sup> Criminal Code of Kosovo, Kosovo Assembly, Prishtinë, 2012, which entered into force on 01 January 2013

used where article 120, paragraph 13 provides definition to the term **Organized criminal group** – which means a structured group existing for a period of time and acting in concert with the aim of committing one or more serious crimes in order to obtain, directly or indirectly, a financial or other material benefit. On the other hand, the term **Structured union** - means a group of three or more persons that is not randomly formed for the immediate commission of an offence and does not need to have formally defined roles for its members, continuity of its membership or a developed structure.

The Criminal Code of Kosovo of 2012, under chapter XXIV, sanctions the organized crime, respectively article 283 sets forth the criminal offence "**Participation in or organization of an organized criminal group**" in which it provides as follows:

1. Whoever, with the intent and with knowledge of either the aim and general activity of the organized criminal group or its intention to commit one or more criminal offenses which are punishable by imprisonment of at least four (4) years, actively takes part in the group's criminal activities knowing that such participation will contribute to the achievement of the group's criminal activities, shall be punished by a fine of up to two hundred fifty thousand (250, 000) EUR and imprisonment of at least seven (7) years.
2. Whoever organizes, establishes, supervises, manages or directs the activities of an organized criminal group shall be punished by a fine of up to five hundred thousand (500, 000) EUR and by imprisonment of at least ten (10) years.
3. When the activities of the organized criminal group provided for in paragraph 1 or 2 of this Article result in death, the perpetrator shall be punished by a fine of up to five hundred thousand (500, 000) EUR and by imprisonment of at least ten (10) years or lifelong imprisonment.
4. The court may reduce the punishment of a member of an organized criminal group who, before the organized criminal group has committed a criminal offense reports to the police or prosecutor the existence, formation and information of the organized criminal group in sufficient detail to allow the arrest or the prosecution of such group.
5. For the purposes of Article, "actively takes part" includes, but is not limited to, the provision of information or material means, the recruitment of new members and all forms of financing of the group's activities.

With the purpose of prevention and combating the forms of emergence of organized criminality, the institutions of Republic of Kosovo have also issued other legal acts which contain provisions that directly or indirectly treat various forms of organized criminality such as: the law on amendment and supplementation of the Law no. 04/I-05 on declaration, origin and control of property of senior public officials and declaration, origin and control of gifts of all public officials dated 7<sup>th</sup> April 2014; law on supplementation and amendment of the Law no. 03/I-174 on financing of political parties, as amended and supplemented with the law no. 04/I-058 dated 19<sup>th</sup> August 2013; the criminal procedure code dated 21<sup>st</sup> Dec 2012; law on amendment and supplementation of the law no. 04/I-072 on control and supervision of state border dated 19<sup>th</sup> Aug 2013; law against corruption dated 12<sup>th</sup> May 2005; law on amending and supplementing the laws related to the mandate of European Union Rule of Law Mission in the Republic of Kosovo dated 7<sup>th</sup> may 2014; law on protection of witnesses dated 12<sup>th</sup> Aug 2011; law on liability on legal persons for criminal offences dated 31<sup>st</sup> Aug 2011; law on prevention and fight of the cyber crime dated 2<sup>nd</sup> July 2010; law on preventing and combating trafficking in human beings and protecting victims of trafficking dated 19<sup>th</sup> Aug 2013; law on amendment and supplementation of the law no. 03/I-196 on prevention of money laundering and prevention of terrorist financing dated 26<sup>th</sup> Feb 2013; law on implementation of international sanctions dated 4<sup>th</sup> May 2010; other, which are considered as important local instruments in respect of prevention and combating of organized crime.

## Conclusion

Taking into account the findings provided by various authors in connection with the criminal characteristics of the organized crime, it can be concluded that the exercise of criminal activities by members of a criminal organization on continuous basis over a long period of time, under the planning and supervision of a leader, creates a professional criminal. The commission of criminal offences by these organizations, respectively by their professional members, is conducted as per the plan and distribution of duties, who are highly skilled and capable of, who use various advanced methods and techniques, who eliminate crime traces, who do not stay for a long time in one habitual residence, who know the techniques and tactics of

police and other intelligence services, and whose activity expands at a global level by making professional use of their communications and transport income, including the general socio-economic condition.

In general, the organized crime is a complex phenomenon and highly heterogenic by adapting to the changing needs of economy and social and political institutions where it emerges and operates. Depending on the criteria taken for the basis of classification, the criminal phenomena emerge and operate in various forms of organized crime. Whereas, depending on the organization of a criminal group, they emerge and operate in various forms of criminal organizations.

Taking into account the treatment of respective provisions of aforementioned legal acts, it can be concluded that in terms of defining the notion of organized crime under the Criminal Law of Republic of Kosovo, such notion has been influenced by the international definition of the organized crime provided by the United Nations in 2000, in Palermo, on occasion of adoption of the Convention against Organized Transnational Crime which entered into force in September 2003. Additionally, it can be noted that the Republic of Kosovo has created a legal infrastructure, close to the European standards, which directly or indirectly, sanctions various forms of organized criminality in order to achieve to prevent and fight various forms of organized criminality which emerge in the Kosovo society.

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Criminal Code of Kosovo, Kosovo Assembly, Prishtinë, 2012, hich entered into force on 01<sup>st</sup> January 2013

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## Social Emotional Learning (SEL)

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### Abstract

Being in an environment for the first time, meeting strange people is not easy and simple for everyone. Some people need help in controlling its own emotions or the others emotions and feelings. This help can come from the parents at home, teachers and classmates at school or colleagues at working place. The aim of this paper is to discuss the importance of Social Emotional Learning ( SEL), its competences, skills involved in it etc. As SEL helps develop understanding and empathy, in this paper we will discuss the importance of empathy and some tips how to develop it.

**Keywords:** Social emotional Learning, feelings, empathy, skills etc.

### Introduction

Being in an environment for the first time, meeting strange people is not easy and simple for everyone. Some people need help in controlling its own emotions or the others emotions and feelings. This help can come from the parents at home, teachers and classmates at school or colleagues at working place. Social Emotional Learning ( SEL) is a process of learning life skills, such as how to deal with ourselves and the relationship with the others, as well as how to work effectively. In dealing with ourselves, SEL helps in recognition of our emotions and learning how to manage these feelings. In dealing with others, SEL helps develop understanding and empathy for others, and maintaining positive relationships. SEL also focuses on dealing with a variety of situations in a constructive and ethical way. ( www. casel. org, retrieved March 2015). The programming of this process is based on the understanding that the best learning emerges in the context of supportive relationship that make learning challenging, engaging and meaningful. SEL is an approach that teaches students to recognize, regulate, and express the social and emotional aspects of their lives so they can operate successfully in the world and manage life tasks. ( Elias et al. , 1997, and CASEL, Safe and Sound, 2005))

SEL programs are aimed at developing five core social and emotional competencies:

**Self-awareness:** identifying and recognizing emotions; recognizing personal interests and strengths; maintaining a well-grounded sense of self-confidence

**Self-management:** regulating emotions to handle stress, control impulses, and motivating oneself to persevere in overcoming obstacles, setting and monitoring progress toward the achievement of personal and academic goals; expressing emotions appropriately

**Social awareness:** being able to take the perspective of and empathize with others; recognizing and appreciating individual and group similarities and differences

**Relationship skills:** establishing and maintaining healthy and rewarding relationships based on cooperation and resistance to inappropriate social pressure, preventing, managing, and constructively resolving interpersonal conflict; seeking help when needed (CASEL, Safe and Sound, 2005)

Emotional well-being is "dramatically and positively predictive not only of academic achievement, but also of satisfactory and productive experiences in the world of work and marriage, even of better physical health. " Self-understanding and greater emotional management coupled with the ability to deal wisely and effectively with others, positively impacts people's capacity to negotiate their everyday lives. Researchers and psychologists maintain that social and emotional competencies "allow us to modulate emotions, solve social problems creatively, to be effective leaders and collaborators, (and) to be assertive and responsible. " ( www. casel. org) The good news is that social and emotional skills can be learned and enhanced at any age. Infants, children and adults alike can develop their social and emotional understanding; however, the earlier a person begins the SEL process, the greater the advantages. Comer, J. (Nov. 1999, retrieved March 2015).

### Empathy

Many of the problems in schools are the result of social and emotional malfunction and debilitation from which too many children have suffered and continue to bear the consequences. Comer (1999, retrieved 2015). Therefore it is crucial to provide children with an environment that allows them to develop their social and emotional skills. An atmosphere that provides support for one's social and emotional learning and competence versus one that does not can make a huge difference in that child's life. The difference, Comer claims, is equal to the difference in the outcome of throwing seeds on cement versus planting seeds in enriched soil. ( Comer 1999- a conference on Social and Emotional Learning and Digital Technology).

Empathy Starts with Teachers: Teacher is the one who should show empathy and be the model for students. But, do teachers expect empathy from the students? What do teachers say about this. One teacher in an Edu. con conference summarized it this way: "How can I have empathy for my students when no one will have empathy for me?" The solution to this would be a better communication between teachers and students creating a more supportive environment where others would care about how everyone feels. To teach empathy, schools should help students learn to initiate relationships by becoming friends with students who are different, have a disability, or are new in that school. Friendship and better relationships are the best motivation. This applies not only for the students but for the new teachers too. Starting a new job and having to do with children is not always easy. Everyone needs support and understanding. "Walking in someone else's shoes" - is a way to reduce bullying and raises better emotional understanding. When a person learns to understand and share the feelings of another, the pro-social behavior that results shows up in better relationships, closer friendships and stronger communities -- it's that important! ( edutopia 2013, retrieved March 2015). Empathy is reinforced at home when parents model it. When parents positively demonstrate sharing their feelings in authentic, engaged and non-judgmental ways, kids (influenced by mirror neurons tend to imitate or mirror the intention and emotional state of what they see

Five steps to cultivate empathy:

**Watch & Listen:** What is the other person saying, and what is his or her body language ?

**Remember:** When did you feel the same way?

**Imagine:** How does the other person feel? And how would you feel in that situation?

**Ask:** Ask what the person is feeling.

**Show You Care:** Let the other person that you care through your words and actions. Successful schools ensure that all students master reading, writing, math, and science.

They also foster a good understanding of history, literature, arts, foreign languages, and diverse cultures. However, most educators, parents, students, and the public support a broader educational agenda that also involves enhancing students' social-emotional competence, character, health, and civic engagement (Metlife, 2002; Public Agenda, 1994, 1997, 2002;



Rose & Gallup, 2000). In addition to producing students who are culturally literate, intellectually reflective, and committed to lifelong learning, high-quality education should teach young people to interact in socially skilled and respectful ways; to practice positive, safe, and healthy behavior; to contribute ethically and responsibly to their peer group, family, school, and community; and to possess basic competencies, work habits, and values as a foundation for meaningful employment and engaged citizenship (Elias et al., 1997; Jackson & Davis, 2000; Learning First Alliance, 2001; Osher, Dwyer, & Jackson, 2002). In his book *Born to Be Good*, UC Berkeley professor (and GGSC director) Dacher Keltner, based on research in psychology, sociology, and neuroscience said that we are also wired for good. More specifically, he looks at the science of emotions and how positive emotions such as compassion and awe are contagious--and help to bring out the good not only in ourselves, but in others as well. "The origins of human goodness," writes Keltner, "are rooted in our emotion, and these social instincts may be stronger than those of any other instinct or motive. "Some of the most compelling proof that we are wired for altruism, kindness, and compassion comes from numerous studies that demonstrate children as young as 14 months have innate altruistic tendencies, well before socialization can have a major influence on their development. Children may be motivated to help friends, not because someone tells them to, but because they feel good. If we for example give a chocolate to a 14 months old baby and the other child is there playing with him, the baby will immediately offer that chocolate to the other baby. Just because that baby feels good in sharing possessions with the others. This clearly shows that human beings are wired for good and that our altruistic, compassionate tendencies may be motivated, in part, by positive emotions elicited through our interactions with others.

According to leading emotions expert Richard Davidson, in his book *The emotional life of our Brain* (www.Casel.org 2007) writes that our emotions work with our cognition in a seamless and integrated way to help us navigate the classroom, workplace, our relationships, and the decisions we make in life. In his book *Richard Davidson addresses the questions about how we become who we are with a scientific rigor and impassioned curiosity that enable us to understand others and ourselves, as well as to directly influence how we approach life with a sense of resilience and vitality.* Davidson, R. (*Edutopia* 2007)

The skills taught through SEL, all of which benefit ourselves and others, ultimately help us to cultivate more positive emotions. The goal, however, is not to feel positive emotions all the time, but rather to understand how emotions, both negative and positive, impact us. Instead of acting out of fear, hate, and anger, we can take a deep breath and try to empathize with what the other person is feeling or experiencing and then make the choice to respond with care. Teacher should understand that social and emotional learning (SEL) is critical to student success in school, work, and life. To be effective, schools must concentrate on their fundamental mission of teaching and learning. And they must do it for all children. That must be the overarching goal of schools in the twenty-first century. (Ravitch, 2000, p. 467) As SEL helps develop understanding and empathy teachers, counselors and parents play an important role in facilitating SEL by implementing programs in schools that can help to increase competence and learning in students which may be applied to more complex situations in the future. Teachers can accomplish this in the classroom through effective and direct classroom instructions, student engagement in positive activities, and involving parents, students and the community in planning, evaluating and implementing the program into the classroom.

## Conclusion

Base on what is written above all schools are recommended to implement a curriculum for Social Emotional Learning program which will foster tools important for social and emotional competence, and increase positive peer interactions and reduction in negative internal emotions.

It is important to also recognize that this kind of program and should start from home itself and then continue at school. Teachers and parents should have a continues cooperation in order to facilitate children adapt in an unfamiliar environment. The skills taught through SEL, all of which benefit ourselves and others, ultimately help us to cultivate more positive emotions. The goal, however, is not to feel positive emotions all the time, but rather to understand how emotions, both negative and positive, impact us. Instead of acting out of fear, hate, and anger, we can take a deep breath and try to empathize with what the other person is feeling or experiencing and then make the choice to respond with care. Teacher should understand that social and emotional learning (SEL) is critical to student success in school, work, and life. To be effective, schools must concentrate on their fundamental mission of teaching and learning. And they must do it for all children. That must be the overarching goal of schools in the twenty-first century. (Ravitch, 2000)

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## The Labor Concept of Marx, Calvin, Luther in the Framework of Legal or Religious Rights

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### Abstract:

The most recent studies on economic ethics of world religions try to remind us once again the link between religion and economics in social rights, as one of the most important links of social stratification. The desire and passion to approach the idea of the man, who wants to live with both the matter and the spiritual, brings us to rethink once again that man needs a new social and religious spirit at the same time. As a scholar of religion and morality Weber shows the relation between religion, labor, and the right. It can never be left out without clarifying the problem that we are inspired by a new course "the opportunity to own" what we want. One can never abandon the idea that inspiration coming from religion brings a new level – a profession, which basically makes you who you are as a professional. We try to understand a new situation that basically is less complicated "intuition". No matter how much we want to be pure in what we see in intuition, it isn't clear in religion. Maybe the obstacle that the religion wants to present to intuition is much stronger than that. "The intuition" regarding the human being seems to be an intuition, to be grasped through your own intelligence, whereas the intuition comprehended as religion, through new ways brings a more complicated situation than this. – It brings us a situation when one choice makes you lose control. The narrowing of these two gaps which are seen both with the right to work as well as the right to have a new inspiration under the order of labor, leads to the desire to see Marx, Calvin and Luther as the Reformers of the rule of social relationships under the right of religious morality.

**Keywords:** work, moral, religion, ethics, economics.

### 1. 1 The "Spirit of Capitalism" concept according to Karl Marx.

A new perspective, seen from a different angle is that of Marx. The Marxist idea is somehow tougher and more radical, but the confrontation of religion makes you understand that at the core of both sides stands the capitalistic ambition. The idea Marx gives to economic and social life is a completely separated concept from religion, as long as we see the social life incorporated in a new perspective of a new philosophy. This is what Marx calls "the work of proletariat". (K. Marx, 1974)

At least in the frame of what Webber brings to us, we understand that our attitude is a new one, at the core of it is the development of a new society, which strips off the man from unexplainable religious fears, and places him in the legal rights of free choice. The inspiration that gives us faith in the rationality makes us be more rational regarding our choices and less irrational regarding our thoughts. The observation of thought, which seems not to lead us where we want to, is a new effort of thought that creates what we call the Spirit of Capitalism.

The capitalist of Marx is a person who gets satisfied with his work and his main goal is the development of an economy in his favor. Here is Marx understanding of society: "Such are the rules that act as priority - they are the rules of a society, which has at its foundation a private economy, whereas the posteriori rules are the ones that derive from capitalists.

"[K. Marx 1974, 66]. To give an explanation to what we have understood from Marx and review from my personal perspective, a relation somehow analogue of a new understanding of the society, is the concept of labor by Marx which now is not on an individual term but on a collective one. Marx in analyzing the western world makes us understand once

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again that the society we live in is the society that offers a new unification - a world at the centre of it is the profit without considering the struggle and hard working laborers. So, what the western world sees as an opportunity, has at its core the development of a life, which views more the spirit of capitalism than the laborer's life.

One can see that the stream that Marx shows is a stream which places at the centre of development a world without religion and ideology. This is what he writes in his comments, "the mechanism of commune tells us that where there is division of labor based on a plan, a natural law acts that shows the division of roles and is created naturally by individuals only" [K. Marx 1974]. The discussion brings to our attention that the development of a society is the development of an environment which makes us understand and emphasize that all mechanisms or as Marx calls them "manufactures" [K. Marx 1974] are created by the man in his interest. The man has created his life in a way to be organized but also to bring enjoyment. - At least this is what Marxism portrays, different from Protestantism that has luck as a concept. Luther and Erasmus connect profit and the development of man and his profession as related to luck, such a thing does not happen in capitalism.

Marx at least, based on an aspect or theory he had for labor, under the action of a new development - a development that depends on the fate determined by the capitalist. There is harsh criticism if the fate of a man belonging to protestant religion is also determined by a supernatural force or God. On the other hand for Marx it is completely the opposite. He links the development only to a new belief - one that comes only from the work of the individuals. The fate or luck is connected to the work we do for ourselves and the service we contribute to society.

Marx in his concept of rigorous division of labor saw also the progress of division of roles that brings individuality. Our understanding is that creation is the proof of the individuals "the product of my work is a part of me". [The editor Fabbio 1996, pg 130]. The individuality that our work brings, our creation is nothing but a new job, a labor that will bring a new aid, which in itself will free us once again from the suffocating thought that is commanded by nonexistence.

The social practice that Marx shows us in this part of his work comes as a result of what we perceive as a duty, that in the core has a phenomenon of our work, the one we inherit and the one that has in itself purification. A subversion or overturn of the two social nuances implying capitalism and socialism are further defined by the purity of being an individual seeking to be differentiated from his work. Unquestionably it is important to discuss the social working class that is certainly part of the automation change. The automation work according to the concept of what he calls the "MACHINERY" is not nothing but an alienation. The crossing we do over Marx is more of a move that takes us away from morality. The work is seen as an occupation where the man in a social group does not alienate himself and fights for the greater good, not only for him, but also for the social group. The individual dealing with others is an individual who understands what it means to produce and to be detached from ideologies that are obstacles, mainly the religion. (K. Marx 1974 there).

Atheism according to Marx is a characteristic of the progressive class and the English and French materialists were the ideologists of the bourgeois class that was progressing. Immediately after the bourgeois came into power, the differences between the proletariat and bourgeois grew bigger and degraded. The bourgeois class abandoned the freedom of thought and turned to religion in order to make masses in a dormant state. [Editori, Fabbio 1996, pg 133] Marxism revealed the essence of religion, by exposing that religion is nothing but a fanatic reflection in people's heads - those outer heads that rule them on a daily basis. Maybe by coincidence my mind went to the laws of Solon who created an imaginary God in order to rule his people. Or said in a fun way, the silly things we tell our children at home about witches and ogres in order to have control over them. According to what I understand from Marx's interpretation, it is clear his understanding that religion is a lie used for those who we want to oppress - of course the approach is remarkable because it oppresses the whole society, not just a part of it.

In the German Ideology manuscripts "Communism Journal"(1965) and the manifesto of communist party consider religion as one of the states of social conscience and one of the elements of the superstructure within social classes. It was discovered that religion depends on the development of social relations, class structure of social classes that have an interest in religion to be kept as a tool to act and restrain the masses. They argued that Christianity was born as a result of people's mentality that had reached a level of desperation due to the brutally suppressed bloodshed of slaves and the poor that led to their rebellion including the oppressed nations that were against the ruling of Roman Empire.

There is no doubt that this argument is being treated on a completely opposite perspective. Reforms saw that the need for a clean capitalist spirit is the need of the society, which in itself has a new understanding - an understanding that strips you off from new arguments - from outwards arguments. In the heart of what is needed for the economy as a whole, is an economy without religious dogmas.

## 2. 2. Luther's Conception of the Calling (Vocation). Task of the Investigation.

Both the German word "*Beruf*" and the English word "calling" have a religious connotation of a task set by God. The more we emphasize the actual case of the words the more it becomes recent. The longer we research through Christianity the more we understand that Catholics often connect that connotation calling or vocation = task. [Weber, Max Tiranë. 2005, pg 89] The reason we bring this introduction is to recall in our judgment how important is for protestants the calling or to be exact the task. The judgment of Luther at first was a judgment coming due to an obligation by Christianity as a result of commandments of the church. As a result, it would undertake other functions as well.

The word "beruf" took a second meaning which was that of apprenticeship. According to Luther this concept will be considered as a purpose of profit. Even though in his religious language it meant to love religiously, and do good deeds, Luther's idea is clear from the point that he is aware of what this element of occupation has in its foundation. Even though in the beginning he has not spoken for a proper "beruf" that serves Christ and the divine good. Nevertheless, one thing seen in all these efforts of Luther is to place moral on a higher position. The task is seen as something that is followed and becomes a rule of the morality and as such it helps the individual to have morality in his task. We remember Cant as being influenced by Luther and the word 'beruf' exactly how they have the same approach towards it, as a task led under the influence of morality.

So the word "beruf" expresses that central dogma of all protestant streams, which throws away the distinction from Catholics and the ethical commandments of Catholicism "praecepta" and "Consiglia" W, Max, Tiranë 2005 same there].

In order to explain those practices we would say that they have existed earlier on, and having in mind the time of use we see that religion is used as an occupation as well. The narrowing of the meaning of these two words came under the theory of reformation, but Catholicism connected the task only with the service to God.

The concept of Luther mentioned above develops and becomes an individual occupation desired from God. This was a natural necessary basis of the existence of religious faith, but morally it was neutral as eating and drinking. We no longer live in the past when the lifestyle of monks was working with no profit and no money, where the greatest satisfaction was found in reading the gospel and the commandments. The concept and analysis that Luther gives is quite similar with that of our modern world. We live in a world with an anthropological and scientific basis, but in essence and thought, mind and spirit with faith in God.

We understand and clarify the sense we bring one that is really the essence of a task, a moral launched by the desire not to be passive. In fact there is no doubt that this assessment in moral of life in occupation is nothing but a rating that essentially has brought in what is called a secular development of the Reformation of the free initiative of the task initiated by the moral.

However there is no need to go into these details because the occupational concept in religious state was somehow different in the judgment of religion. Luther thought that this particular occupation of the individual becomes even more of a special commandment of God's Will. He often linked the occupation/profession with fate, considering the way he was educated based on tradition, it would not clarify the individual. (Luther & Calvin Dita 2000 Tirana, pg 127). Luther. Even before renaissance, it was believed often that man was not the master of his own destiny but it is someone else that decides his fate. Even Luther shared this opinion. Perhaps occupation or frankly the choice of the occupation was the result of fate or destiny. Eventually this given fate would please him because God had chosen it.

This belief sometimes shows unconditional obedience to the given situation, so, the concept that Luther gave about occupation was coming as a result of fate, and had simply only one traditional concept. So, to my understanding he did say much about the man had no power, no choice but to obey to his destiny. This sentiment also rejects the other idea that

occupational work is a duty or obligation, or rather it is the duty imposed by God. The thought of this secularism is not yet detached from the idea of determining a fate that ultimately comes from what we call destiny or fate. (Roterodami. Erasmi. Tiranë. 2004).

Destiny is created by a supreme someone superior to us, super-natural creature that is God. It is the God that Luther called as the most dignifying leader in every step of our lives.

A proper attitude towards occupation was that of Jesus himself. This is also proper in the arguments it brings regarding work as a necessity. Let's see what he says: "give us this day our daily bread". [W. Max, Tiranë, 2005] We know that religion in the first place brings within the moral spirit of each of us, the human coexistence. Of course, our life does not need to be fed only by morality but wanting to be guided by the possibility of survival strategies. The calling of God in the Old Testament does not examine the work as a whole. St. Paul himself does not see in us the work, but he makes an eschatological call to provide all the services that we are lacking.

Luther seems to have read the Bible through the eyes of his spiritual state, but what he tried to assure us, was harder than that, it was the essence of the existence of each of us. The opportunity to be placed in a new occupation is an occupation that can ensure us a better life. Luther was very clear in his opinion that although social life was short, it was a life that in its foundation had the opportunity of satisfaction.

Luther unquestionably saw occupation as a manifesto of what the LORD has said. We have said before that the Reformation was not separated at all from this part. What society thought of it as a whole was that it is a society that is still run by the morality of religion and only religion could help it to move forward.

Luther's concept of occupation is unquestionably the concept of entirely traditional occupation. One must accept fully his fate and to be entirely faithful to his work that comes from the fate that Lord has given. [ibid Max Weber 2005]. His traditional explanation is clear as long as the moral of one is about God. The man in no way has to feel isolated from God. By no means we go outside this framework thinking that the exit from the Middle Ages will bring individual work. However, the idea that Luther is trying to tell us is pure and clear over a morality that everyone has in order to exist, over the obligation to respect the duty as it comes from morality doing the right thing, not acting on an impulse.

### 2. 3 Calvin's concept on Occupation.

Analyzing these two philosophers is required a different effort from Lutheranism. The way they define working concepts is somehow different from the one that reformation has. Having in mind that the thought for the human is clearer, even the working concept was clearer than the one of Lutheranism. At least Erasmus of Rotterdam treats a clearer thought for man as a human being. Addressing of humanism that Erasmus unfolds is in itself a confrontation with his desire to be an individual.

In his scripts he clarifies that the individual knows very well his concept of work, and his high expectations in what he is looking for. Thinking that the task is related to morality is a very interesting part of it. . To him morality of course is not a religious aspect, but is about the love that we have with one another rather than that the love have for others.

The explanation that deals in this discussion of the morality of his madness is that the duty is a feeling that streams as a form of need in each of us. To move onto the concept of work that other reformers have explained we can mention Calvin (Timothy. F. Lull Usa, 1989, pg 154). According to Calvin, what we want is actually a lot more from what we have. It is known and clear that the assessment given by Calvin is a nature which revolves in faith. Luther and Calvin linked the task with destiny - a destiny that is led and inspired by a new opportunity of religious development.

Luther and Calvin express themselves in this way: "The meaning of our destiny is filled with the dark mysteries which to seek and to discover would be bumptious" [Weber Max Tirana 2005]. We understand that even this philosopher has not yet clarified the idea where to find the question of fate and how simple we have to discover an occupation for ourselves. Faith in religion or in the Lord has made us seeing even ourselves as a portent of fate. The social activity of a Christian is just work "In majorem glorial Dei = for glory of the great Lord. So, this character is carried from the work for an occupation

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which serves the earthly life of the community. [ibid] Christianity connects everything with dedication to God. Even to Luther this part seems to be a bit strange, but in itself is a work which can be done with the love we have for God.

Regarding Luther we say that the origin of the specialized work was seen as connected "to the love for the others". But the thing that needs to be emphasized is that it remained a constructive stitch. To Calvinist it became a stitch of the character of their ethical system. The love for the other is believed to be only for the service and the glory of God, not for the glorification of creatures as Calvin called it. He first expressed the realization of the occupation giving by *Lex naturalis* (law of nature) and in this process such thing takes a special character, objective and not on a personal level. [Calvin, Jane Chichago 1958, 319] *Lex naturalis* could not be understood differently other than something that the composition of occupation did not bring productivity.

The service we seek to give to religion is something very different from what we seek to do to the man. To Calvinists it is very important that something that could have been personal was something that had to be done in the name of religion and as such required dedication to God. Calvin has a quality that seems to be similar to his contemporary Erasmus of Rotterdam - human and individual character. This character does not seek for a minute to separate itself from God, but on the contrary is very much connected to Him.

The source of individual character of Calvinist ethics is found in the rationalism, which from it derived general features of Calvinist concept on the occupation. The book which treats this part, before doing so, a very important part was taken into consideration that he calls pre-destiny. What he really wants to say with the word pre-destiny we will clarify below.

To Calvin himself that was not an issue. What in fact was the issue was the sense of safety that the person should feel in that what he asked for. The question that we often ask ourselves is: Do we feel safe in our abilities and do we have the needed knowledge to earn an occupation to be in line with our ethics. Regarding this answer, Calvin said it was enough to get to know God's idea and to be led by His education - only in this way we can decide for ourselves.

It is interesting even in this passage what Calvin emphasizes that God chooses people in His work. The physical appearance in no way shows us anything and gives us nothing, but what we need is the faith that God gives to those people. The realization of the work is the one that makes the difference between the chosen and not chosen ones. The main important thing for Calvin is that he saw the occupation as services. He even thought that the occupation of pastors or priests were a service of an occupation that was chosen by God.

## Conclusions

The development of social and economical life has always gone through the religious life. What Marx wants to emphasize is that work and free fair trade comes only from the capitalist life.

The idea of reformers for the social life of the modern society goes through the right to believe and understand the attitude not only to God, but on the right of each one to free labor. This is the reason that this scrip seeks to build the right of each one to be part of it.

Reformation of course supports the idea that religion is completely different from what we have known from books. The man only through his work knows God and the freedom to be part of the legal society. The freedom to choose, even the work is one that pushed the man to be what he is now- a citizen that makes sure his product does not remain dull.

What could be called the foundation of Marx's critique, Calvin's and Luther's is that the man makes religion and not religion makes the man. The religion is the conscience of the man and self-sensitivity of the man, who has not found himself or not lost it again. The man is not an abstract being that shelters himself outside the world. State and society is the man - this state, this society creates religion. Religion is the general theory of this world. It transforms the human being in a fanatic reality because the human being does not have a real reality. So the war against religion is the war against that world that in reality is religion itself.

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To give the final conclusions we give importance on the critiques and analysis of the three reformers stating that people create religion and not religion creates the people.

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## The Prospect of Implementing Safety Education in Malaysian Primary Schools: from the Perspective of School Administrators

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### Abstract

Despite of the various attempts to implement safety practices in school, there still many unresolved issues related to students' safety in schools. This study aimed to explore and examine current safety management practices in Malaysian primary schools and the type of safety management plans adopted by the administrators for ensuring students' safety. The sample of this study consisted of 141 School Headmasters and Deputy Headmasters (Administration and Curriculum, Student Affairs or Co-curriculum), randomly selected from 138 primary schools in Kuala Lumpur and Selangor, Malaysia. Quantitative methods were used and the data of school administrators' attitude and stances in implementation of safety management practices were gathered using a set questionnaire. The data was then tabulated, summarized and evaluated to draw conclusions from them, using the Statistical Package for the Social Science (SPSS). Results from the study indicated that there was a strong positive attitude among school administrators in relation to safety management plan and policy practices in school. Teachers' and staffs' participation and parental and community involvement are significantly and positively predicted by school administrators' commitment and communication; as well as safety education, training and campaign at schools. Some of the safety practices investigated in the study were not observed in schools due to increasing workload and responsibilities of teachers and their time availability. Safety practices at the schools mostly depended on the issues that are considered as important by the respective schools. As the implication of this study, some recommendations were made to help schools to improve safety practices at school and promote cooperation between school administrators, teachers, parents and community as a whole. The study also implied that implementation of safety management education in Malaysian primary school has a good prospect.

**Keywords:** safety management, safety practices, school safety

## Introduction

Children have little control over the environment surrounding them as it is getting more challenging. They must depend on adults to keep them safe and enable them to endure various kinds of risks. "Every year around the world, thousands of children die from injuries, while countless more are seriously hurt. Many of these injuries lead to permanent disability and brain damage. The most common injuries are caused by falls, burns, drowning and road accidents" (UNICEF Malaysia, 2012). A review of these situations reveals that most of these accidents and injuries happen in or near the home. In some instances, the accidents happen at school. Students might get injuries because they either get involve or become the victims of crime and violence. Despite these possible incidents the fact is that, almost all can be prevented.

Then, is it possible to provide every child a good start in life? Can school, parents, teachers and other stakeholders play their roles to ensure that every child is given the opportunity to have safe life and provide them with the services as well as supports that they need to thrive their full human potential? More importantly, as questioned by Kitamura (2014) "Do children have sufficient capabilities to respond to risks?" and "...if not, how can they acquire such capabilities?" Thus, safety is of paramount importance in school and safety education appears to be deemed vital.

In Malaysia, "schools have a legal responsibility to ensure the safety of students under the common law doctrine of *in loco parentis*" (Tie, 2014, p. 119). Traditionally, preventative measures were used to address negative behaviours and school circulars were disseminated by authorities (Ministry of Education, 1975). School rules are posted in every classroom, staff room and on school notice boards, and school bags, equipment and grounds checked by teachers and prefects. All teachers were required to recognize and understand the various ordinances and circulars related to school discipline. School rules were enforced using a system of surveillance, penalties and punishments (i. e. suspension, expulsion, alternative school placement and arrest) (Purkey, 1999), although fines were not imposed on parents or guardians.

The aim of this study is threefold: (1) To assess the attitudes of school administrators in relation to safety management plan and policy practices; (2) To investigate the school administrators' stances in the current implementation of safety management practices; and (3) To determine to what extent are the changes in (i) school teachers and staffs' participation; and (ii) parental and community involvement are predicted by (i) school administrators' commitment and communication; and (ii) safety education, training and campaign at schools.

## LITERATURE REVIEW

### Principles of Safety Management

Safety management refers to the actual practices, roles and functions associated with remaining safe (Kirwan, 1998 in Clarke & Cooper, 2004). Mearns, Whitaker and Flin (2003) identified three general themes in safety management which are: (i) genuine and consistent management commitment to safety involving personal attendance of managers at safety meetings and face-to-face meeting with employees; (ii) communication (formal and informal) about safety issues between management and subordinates at all level; and (iii) involvement of employees, including empowerment, and designation of responsibility for safety. Although their suggestions are for safety management in the offshore environments, they seems to be relevant in other settings like schools. In addition, it is also important to audit tools (Lutchman, Maharaj, & Ghanem, 2012), audit safe climate of the workforce and management practices (Lee & Harrison, 2000) to ensure effectiveness of safety management practices and to minimize safety issues in workplace.

While safety issues have been a concern in some fields, it should be an an emphasis in any educational institution. Other researchers (Xaxx, 2010; Reeves, Kanan, & Plog 2010; Phipott & Kuenstle, 2007; Frumkin, Geller, & Rubin, 2006) are in agreement that at least four principles of a safety management system are important in school: (i) education for all staff and management to enable them to understand safety policies and standards practices to ensure effective safety management in school; (ii) site maintenance which include effective and regular maintenance and repair of tool and equipment so that they are in good conditions and good working order, and are able to be utilized by everyone when required; (iii) standard safety equipment which includes fire-extinguishers, fire-alarm, water dispenser, smoke detector, and bucket containing water and sand within compound; and (iv) communication between various levels in school in forms of verbal, information notices and regular staff meetings.

## Types of Safety Management

Although many types of management had been highlighted Lister's (2010) looked appropriate for educational institutions and settings. He proposed four types of safety management practices which are:

- (i) Work-centric safety management system - uses mechanism, tool improvement and careful adjustment of space to ensure that the environment is as safe as possible
- (ii) Worker-centric safety management system - focus on employee's behaviour to limit accidents and provide training to employees and involve them in develop safety guidelines and decision making.
- (iii) Autocratic safety management system - have top-down communication with staff and empowers supervisors and human resource manager to implement the principle of the safety management system especially in decision-making.
- (iv) Democratic safety management system - focuses on the distribution of authority, and empowers workers to shape safety policies

## Characteristic of Best Practice for School Safety System

Literatures have suggested an abundance of school safety management system and practices, and among them are Ohio Bureau of Workers' Compensation (2005). The Bureau outlines the following strategies: (i) management commitment (e. g. development of a comprehensive approach to safety that focused on both students and employees' safety in school; (ii) employees' participation and involvement in safety in school; (iii) communication of safety policy statement and safety responsibilities to all stakeholders; (iv) Providing safety education and training to ensure employees and students are not injured or made ill by the work and activities they do; (v) Injury reporting and treatment that occurred in school; (vi) Safety audits and inspections that focus on both unsafe conditions and unsafe behaviour; and (viii) Safety programs to promote safe school environment that is conducive for teaching process.

## Malaysian School Safety Program

The Malaysian Ministry of Education (MoE) Malaysia has established a system and policy on school safety measures. Directives are given to all Educational Departments Office and schools throughout the country in forms of circular letters in particular, "Ikhtisas" Circular Letters (*Surat Pekeliling Ikhtisas*). Four main major categories in Circular issued by the MoE Malaysia are curriculum, co-curriculum, administration and students affairs. The implementation of safety at school is put under students' affairs matters. Examples of the circulars are as follows:

- (i) Students Safety at School. vol. 8/1988 - reminds school administrators to be alert with any possibilities that can cause harm to students as well as to take preventive steps on it
- (ii) Students Safety When Coming to and Going Back From School. vol. 8/1999 - highlights the importance of establishing rules of safety to protect students from becoming criminal victim in or outside the school.
- (iii) Addressing Security Issues, Drugs, and Gangsterism. vol. 6/2000 - focuses on maintaining student safety and prevention of drugs, and other undesirable incidents such as threatening, kidnapping, rape, drugs abuse, and gangsterism or "triad society" in schools.
- (iv) Implementation on School Safety Program. vol. 4/2002 - provides guideline on creation of a situation where all school community will feel safe to carry out teaching and learning activities, as well as extracurricular activities without any interference from within or outside.
- (v) Safety Guideline for Attending activities and Program beyond school hours. vol. 8/2009 - emphasizes school's responsibility to ensure student safety during outdoor school activities.

(vi) Students Safety Management at School. vol. 8/2011 - reminds s school to act against anything that may threaten students' safety and creates awareness among school administrators to be more cautious with any possibilities that can cause harm to students and take an action on how to prevent it.

Apart from these circulars, there were many others which addresses specific issues related to safety management and practices such as reports of accidents at school, safety during sports education and co-curricular activities, health care, preparation for natural disaster, student safety during coming to school and back from school, fire prevention and fire drill.

### **Related Studies in Malaysia**

Despite an abundance of circulars that carried directives from the Ministry of Education Malaysia, it has been found that there is a lack of comprehensive coverage on studies and findings related to safety practices in primary schools in Malaysia. Available literatures are based on studies conducted from year of 2000 and above. Mahadi (2000) who examined perceptions and attitudes regarding school safety at two high-risk boys' school, Kuala Lumpur. The study also analyses the effect of fear of school crime and violence on victimized students toward their perceptions of personal safety. It was found that although school was perceived as a safe place, students are being physically victimized in their school. Victimized students were likely to have a fear of crime while in school and travelling to and from school. The result also indicates the prevalence of students carrying weapons to school for self-protection and gang-related, and the existence of gang members in the school. Most of students suggested that police and professional security personnel regularly patrolling schools might help to increase security and safety in the schools. With regard to school access safety, Suid (2004) suggested that the access in schools, there are certain guidelines such as appropriate width of main entrance and exit, proper pedestrian walkways with non-slippery material, suitable materials for signage and proper access to drop-off area and parking areas should be taken into consideration.

Studies on school safety management and practices have also been conducted on teachers and principals. Abdullah (2006) revealed that majority of the teachers have positive perceptions towards the principal's role in ensuring school safety as stipulated by the Safe School manual and Circular from the Ministry of Education regarding school safety. Security wise, Idris (2008) identified that students experienced emotional (e. g. smoking, gangsters, bully) and physical (vandalism, maintenance and classroom's conditions). About leadership of principals in implementing the school safety regulations, Norazlida Shamsuri (2008) reported that the principals have clear leadership roles in managing their school safety issues. Effectiveness of interventions had also been measured. In her experimental study on the effectiveness of awareness on CyberSAFE information program among pre-service teachers, Saarani (2014) conveyed improved attitudes, and increased knowledge among the teachers which indicated the effectiveness of programs and the importance of using technologies to promote and improve safety.

Indeed, there are a lot of suggestions on ways to enhance safety of school community especially the staff and students. Polices and implementation of good practices of school safety management are also abundant. Like other countries across the world, Malaysia never take the the safety of student especially in the school compound lightly. Despite many efforts that have been made by the Ministry of Education, the State and District Education Offices to ensure that schools have safe and conducive environment, although the rate was not high, unwanted incidents that have caused injuries happened at school. The disparity here is probably structured safety education has not been implemented. Are the school authorities ready and have adequate knowledge to implement safety education at school? This study was embarked to explore view of the school administrator on prospect of implementing safety education in Malaysian primary school by examining their attitudes on implementation of plan and policy practices of school safety management. Their stances in the existing implementation of safety management practices were also investigated. Findings on relationships between several variables in in safety management practices would also provide some insight on way to enhance the involvement of teachers, school staff, parents and community in safety education.

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## METHODOLOGY

### Research Design

To undertake the objectives of this descriptive cross-sectional study, questionnaires were utilized to collect data of the school administrators' attitudes in relation to safety management plan and policy practices, and its implementation. The questionnaire was also used to obtain data of their stances in implementation of safety management practices in relation to commitment and communication; safety education, training and campaign at schools; school teachers and staffs' participation; parental and community involvement; safety audit, maintenance and inspections as well as injury reporting and treatment.

Survey research is utilized in this study to gain insight into the thoughts, ideas, opinions, and attitudes of a population. This method enable the researcher to describe and draw conclusions from frequency counts and other types of analysis. Although it is descriptive in nature, survey research may serve as a stimulus for more in-depth and analytical research such as correlational and causal-comparative studies (Salkind, 2010).

### Participants

#### *Population*

The research population is a group of individuals that shares the same characteristics from the different group of people (Creswell, 2012). The targeted population for this study comprises of 587 school administrators from the Malaysian national schools in Selangor (446) and Kuala Lumpur (141).

#### *Sample and Sampling Procedure*

Stratified random sampling technique was utilized in data collection as it can provide greater precision and requires a smaller sample. The researcher in this study stratified the sample to the specific characteristics and used random sampling to select the respondents. Stratified random sampling technique is usually used when researcher intentionally selects the individuals who can best give information and help the researcher understand the phenomenon (Gay & Airasian, 2014). Specifically, the research population was selected from National primary schools in Selangor and Kuala Lumpur excluding National Type (Chinese) Primary School (*Sekolah Rendah Jenis Kebangsaan Cina - SJKC*), and National Type (Tamil) Primary School (*Sekolah Rendah Jenis Kebangsaan Tamil - SJKt*). This is not an issue at all as in most schools in Malaysia, the administrators, teachers and students are multi-ethnic and multi-religion.

One of the main objectives of this study is to look at safety management practices in National primary schools in Malaysia. For the respondents, sample size was calculated using sample size calculator with 95% confidence level and below 10% margin error which amounted to 80 out of total 446 National primary schools in Selangor and 58 out of total 141. In sum, 58% of the samples were from Selangor and the rest (42%) were from Federal Territory of Kuala Lumpur.

### Instruments

One of the significant common types of instruments used for the quantitative research survey is questionnaire because it provides efficiency in collecting data and allows data collection from a large sample and requires less time, and less cost. Questionnaire can assure respondents' confidentiality and anonymity and hence, helps to gain more truthful response than face-to-face interviews (Gay, 1992).

The questionnaire was specially developed for the purpose of this study and examined for face and content validities by three experts in this field. It comprised of the following areas:

- (i) The attitudes of school administrators in relation to safety management plan and policy practices;
- (ii) The school administrators' stances in implementation of safety management practices

The questionnaire was constructed in two languages; English and Malay language to facilitate the Malaysian school administrators since using mother tongue language develops more sense and understanding.

### **Description of Instrument**

The questionnaire used for the school administrators consisted of 66 items in three major sections. Section (A) comprises of six items, which requested the respondents to provide their demographic information. The items included are gender, age, school area, years of working experience, current administrative post and school location.

Section (B) comprises of 12 items, which measured the safety management plan and policy practices in school. A Five-point Likert Scale measurement is used to identify level of agreement which rated responses from “strongly disagree”, “disagree”, “neutral/not sure”, “agree” to “strongly agree”. “Strongly disagree” is used in this study to describe that respondents are strongly unfavourable with the statements, while “disagree” describe that respondents are somewhat unfavourable with the statements. “Neutral/not sure” is used to describe that respondents are undecided, neither agree or disagree. “Agree” is used to describe that respondents are somewhat favourable with the statements, and “strongly agree” is to describe that respondents are strongly favourable with the statements.

Section (C) comprises of 48 items, which focus on safety management practices in school that covered six aspects as follows:

No	Aspects of Safety Management	Items	Total
i.	commitment and communication	1 – 10	10
ii.	safety education, training and campaign at schools	11 – 18	8
iii.	school teachers and staffs' participation	19 – 28	9
iv.	parental and community involvement	19 – 28	9
v.	parental and community involvement	29 – 34	5
vi.	safety audit, maintenance and inspections	35 – 42	7
vii.	injury reporting and treatment	43 - 48	6

A four-point Likert scale measurement from “not at all”, “very little”, “somewhat” to “to a great extent” was used to identify level of administrators’ agreement on the statements. “Not at all” is used in this study to describe that such practices did not exist in schools, while “very little” describes that practices happen on some occasions. “Somewhat” is used to explain that safety practices exist commonly in schools. “To a great extent” is used to describe that practices exist often in school.

### **Data Collection Procedure**

As the instrument was specially developed for this study data was collected twice. The first was used to establish the reliability and validity of the instrument via pilot study. The second was for the actual study. Proposal for the study and the questionnaire were submitted to the Ministry of Education Malaysia for approval and endorsement to conduct the study. Upon approval, permission was obtained from the Department of Education Selangor and Department of Education Wilayah Persekutuan Kuala Lumpur.

### **Data Analysis**

The data were gathered using questionnaires, then tabulated, summarized and evaluated to draw conclusions from them, using the Statistical Package for the Social Science (SPSS). Simple frequency distribution and percentage was used to

present data in the responses. Means scores and standard deviation were acquired to assess the level of respondents' perception based on the class interval as given below.

Safety management practices in school are rated on four point of rating scale:

Means Interval	Degree of Implementation
1. 00 – 1. 49	Means that the implementation is rate on worst level
1. 50 – 2. 49	Means that the implementation is rate on poor level
2. 50 – 3. 49	Means that the implementation is rate on moderate level
3. 50 – 4. 00	Means that the implementation is rate on good / excellent level

Descriptive analyses i. e. frequency and percentage were obtained in order to assess the attitudes of school administrators in relation to safety management plan and policy practices and also to investigate the school administrators' stances in implementation of safety management practices. Simple linear regression were used to determine the extent of the changes in (i) school teachers and staffs' participation; and (ii) parental and community involvement were predicted by (i) school administrators' commitment and communication; and (ii) safety education, training and campaign at schools.

### Reliability and Validity of the Instruments

Psychometric properties, particularly reliability and validity of the instruments were established using data collected in pilot study. The questionnaire developed for this study was pilot-tested in which it was tried out with a small group who are familiar with the variables of the study and are in a position to make valid judgement about the items (Creswell, 2012; Wiersma, 1986). This pilot study involved 12 school administrators who were selected through purposive sampling method. Comments, feedback and recommendations on the items in questionnaire were noted and taken into consideration for correction and improvement. The result of the pilot study indicated that the reliability score for all items is Cronbach alpha ( $\alpha$ ) = 0. 945. Table 1 (Appendix) shows details of the reliability of the instruments used in this study.

Face validity and content validity were established by three experts in the Kulliyah (Faculty) of Education who were in the areas of psychometric, educational psychology and counseling respectively to avoid any ambiguous words and to ensure the meaning of the questions could be understood by the participants. In addition, it is also to ensure that the questionnaires are able to answer the research questions. Normality assumption was tested through examination of the data distribution. To examine construct validity, bivariate analysis using Pearson two-tailed correlation coefficient was performed between the constructs. Positive significant correlation between  $r = .507, p < .01$  and  $r = .702, p < .01$  were demonstrated between the constructs. The moderate to moderately high correlation indicate that the construct are related to each other, share some common characteristics and measuring the similar domains which are school safety management and implementation. Nevertheless, multicollinearity does not exist as the constructs are not highly correlated. Hence construct validity of the instrument was established. Refer Table 2 (Appendix) for further details.

## RESULTS OF THE MAIN STUDY

### Respondent's Demographic Background

In this study, 41. 8% of the respondents are male and 58. 2% of the respondents are female respondents. Regarding the school area, 62. 4% are located in rural area and 37. 6% are located in urban area. As for the administrative position of respondents, 18. 4% were School Headmasters, 13. 5% were Deputy Headmaster (Administration & Curriculum), 61% were Deputy Headmaster (Student Affairs), and the rest 7. 1% were Deputy Headmaster (Co-curriculum). In terms of their ages, 0. 7% of the respondents were less than 30 years of age, 13. 5% were in the age range of between 30-39 years, 41. 8% were between 40-49 years, and 44% were between 50-60 years. In terms of working experience, 3. 5% of the respondents have an experience of less than 10 years, 29. 1% had working experience between 10-19 years, 36. 9% between 20-29 years, and 30. 5% between 30-40 years respectively. Finally, in terms of school location, 57. 4% of the respondents were representatives from primary schools in Selangor and 42. 6% while the rest were from primary schools

in Kuala Lumpur. The demographic data of the respondents are based on frequency and percentage as shown in Table 3 (Appendix).

### **Attitudes of School Administrators in Relation to Safety Management Plan and Policy Practices**

Data analysis on 12 items examining school administrators' attitudes in relation to school safety management plan and policy practices in ensuring school and students' safety revealed a positively skewed findings where most of the respondents reported their agreement with most of the items.

Results of the study indicated that the school administrators were in agreement ("agree" and "strongly agree") with the statements related to safety management plan and policy practices at school. For instance, 73.8% respondents reported that their school safety plan and policies covered physical and psychological safety. Apart from that 65.2% conveyed that their schools have "specific plan and policies on how to improve safety on school site such as school environment, school facilities, and school surrounding" and that the "safety plan and policies are reviewed annually and updated where necessary." Item 1 "My school has an official written plan and policies that clearly define roles of each individual at school (e. g. administrators, teachers & etc. )" and Item 9 "The implementation of my school plan and policy is an order which directly comes from Minister of Education, State Educational Department, or Educational District Educational Office" received the highest "strongly agree" responses which were 56% and 55.3% respectively. Interestingly however, almost half of the respondents (48.9%) reported that they disagree that their school safety plan and policies at school level were decided only by school administrators without any interference from other parties such as teachers, staffs, or parents. Refer Table 4.1 (Appendix) for details of the results.

### **The School Administrators' Stances in the Current Implementation of Safety Management Practices**

In measuring the above variable, the study was categorized into six indicators as presented below:

#### ***Management Commitment and Communication***

Descriptive analyses of school administrators' responses on the implementation of safety management practices in their school in relation to management commitment and communication (10 items) showed that the respondents conveyed that they "somewhat agree" and "agree to a great extent" with all statements and the percentages ranged between 87% to 99.3%. Approximately 84% respondents agreed to a great extent that they consistently corrected and reminded students about risky behaviour and the importance of safety at school (Item 10) and 80% gave similar response that they played active roles in promoting and enhancing safety at school.

As stipulated in Table 4.2 (Appendix) the result on school administrator' responses also indicated that "to a great extent" they have clearly defined the risky behaviours (70.9%) and its consequences were explained to all teachers, staffs and students (73%). Interestingly however, the school administrators' responses showed that school "somewhat" set a benchmark and guidelines on safety performances as a mechanism to guide intervention, measurement and improvement for school safety practices (53.2%), and schools have continuously made an effort through collecting data, making analysis, and developing new strategies to improve school safety plan and policies to build a conducive learning environment (54.6%).

#### ***Safety Education, Training and Campaign at Schools***

With regard to the above aspect, between 78% to 98.5% of school administrators reported their agreement ("somewhat agree" and "to a great extent agree") that safety education, training and campaign were carried out at schools. About 70% strongly agreed that "terms related with safety have been included in orientation program process for new students, new staffs and parents." However, it is intriguing to note that between 40% to 52% reported that they moderately (somewhat) agree with seven of eight items. For instance, school administrators' perceived that schools "somewhat" considered safety training as one of the important in-service training method for staffs and teachers (49.6%), and "somewhat" cooperate with authorities to conduct a safety forum to increase safety awareness, knowing the current safety issues and how it is addressed (49.6%). The fact that about 21% of the school administrators reported that they have very little agreement or



do not quite agree that “school administrators and teachers need to attend a course on how to educate students, teachers and staffs to improve their safety concern at school” and that “teachers, staffs and students received fire extinguisher training” are important to note. These responses inferred the there were school administrators who might have thought that there was very little need that teachers and staff be sent to safety educational courses and there were also schools where the teachers, staff and students who rarely or probably never (1. 4%) receive training in handling fire extinguisher. Refer Table 4. 3 (Appendix) for full data.

### ***School Teachers and Staffs’ Participation***

The data obtained from the school administrators’ responses as stipulated in Table 4. 4 (Appendix) showed that 100% of teachers and staffs (78% “to a great extent” and 22% “somewhat”) always helped to support school administrators by monitoring students’ safety at school.

Referring to the descriptive analysis, more than 90% school administrators felt that they could obtain good cooperation in term of teachers and staff participation in implementation of safety education. For example, “to a great extent” 75. 9% saw that staffs or teachers are always available to supervise students during or beyond school hour activities or on weekend. However, with regard to outreach work such as publishing a safety newsletter and distribute to teachers, staffs and students observed a less encouraging view with 36. 9% responded “very little” and 39. 7% “somewhat” agreements respectively. A rather moderate number (61. 7%) of the respondent somewhat agree that school safety committee always conducts meetings, prepare and post meeting minutes at school notice board.

### ***Parental and Community Involvement***

Almost 52% of the respondents “to a great extent” perceived that parents and community gave support, provided information about students’ movement, and made a close contact with school as a step to strengthen safety practices at school.

However, results of the study shows that they “somewhat” complied and (51. 8%), and that families were active participants in supporting safety education practices in school by gradually attending safety meeting and involve in any safety program at school (50. 4%). School administrators’ responses showed that schools “very little” (31. 9%) have visits from local public safety agencies like police and fire brigade to do a walk- through of the school to familiarize them with school layout. Based on the responses “somewhat agree” (41. 8%) it is indicated that at least one of the parents and a member of the community appointed as a member of school safety committee to determine safety plan and policies at school. Only 8. 5% of the respondents reported that community did not help school by patrolling and monitoring around school area at all. Table 4. 5 (Appendix) presents detail results.

### ***Safety Audit, Maintenance and Inspections***

The data obtained from the schools’ administrators’ responses as demonstrated in Table 4. 6 (Appendix) show that 67. 4% of them “to a great extent” had always ensured that regular areas used by staffs and students were regularly checked and well maintained. Results from the school administrators’ responses show that school “somewhat” (51. 8%) makes a comprehensive audit to all facilities every year. While “very little” (10. 6%) conducting inspections and patrolling after school hours conditions. “Not at all” (2. 1%) have made a monthly playground safety inspection.

### ***Injury Reporting and Treatment***

As demonstrated in Table 4. 7 (Appendix), 83% of the school administrators agreed to a great extent that any major or minor accidents and injuries were immediately reported to them and the authorities. They (67. 4%) also strongly agreed that the school provided a list of emergency numbers; such as for police, ambulance, and fire-brigade at places where students frequently gather. However, the respondents (45. 4%) moderately agrees that the schools formed accident-review team to make sure accident reports are filled completely, identify the cause factor analysis, and ensure proper follow-up action have been taken. They reported that they (30. 5%) rarely (“very little”) sent a representative to meet with medical panel to discuss about treatment procedures and ways to communicate about injury and treatment. About 16% indicated

that they had never ("not at all") invited selected panel to check medical facilities at school so that they are familiar with school's safety procedure and operation.

### ***Summary of the School Administrators' Stances in the Current Implementation of Safety Management Practices***

As demonstrated in Table 4. 8 (Appendix), school administrators were positive in their views in implementation of safety management practices. This is indicated by means of each sub-scale (in order from the highest to the lowest) management commitment and communication, safety audit, maintenance and inspection, school teachers and staffs participation, safety education, training and campaign, parental and community involvement and injury reporting and treatment.

### **Relationships between Variables**

In determining the extent of the changes in (i) school teachers and staffs' participation; and (ii) parental and community involvement are predicted by (i) school administrators' commitment and communication; and (ii) safety education, training and campaign at schools the two variables which are related to each other i. e. MCC and SECT ( $r = .691, p < .01$ ) were combined to form an independent or determinant variable. The interaction between these two variables were anticipated to predict the (STSP) and also (PCI) in implementation of safety management practices in schools better. Results from linear regression analyses are presented in two subtopics as follows:

#### ***Effects of School Administrators' Commitment and Communication - Safety Education, Training and Campaign at Schools on School Teachers' and Staffs' Participation***

To test the effects of MACC and SETC combination (predictors) on perceived school teachers' participation, a linear regression analysis (one-way independent ANOVA) was performed. As shown in Table 4. 9 (Appendix) there is a moderately strong relationship between the predictors and dependent variables ( $R = .770$ ), and 59% of the variance in school and staff participation could be accounted by the management commitment and communication and also educational campaign and training provided. The variance explained was reported to be 59%. An analysis of variance showed that the effect of MCC and also ECT on SSP was significant, [ $F(2, 138) = 100.77, p = 0.000$ ]. Analysis of MACC and SECT scores with a one-way independent ANOVA also demonstrated positive results. Management communication and commitment has a regression coefficient of 0.45 indication that as an increase of the variable in one unit will increase the participation by 0.45. It can be 95% confident that the population coefficient is between 0.31 and 0.60. The t-value is 6.10 with associate probability of 0.00, thus the regression coefficient is unlikely arisen by sampling error. On the other hand, a regression coefficient indicates that the increase of the educational campaign and training in school safety management by one unit effect the change of the teachers and staff participation by 0.34. The 95% confident interval infers that the population coefficient is between 0.21 and 0.47.

#### ***Effects of School Administrators' Commitment and Communication - Safety Education, Training and Campaign at Schools on Parental and Community Involvement***

The results of linear regression analysis showed that there is a moderately strong relationship between the predictors and dependent variables ( $R = .731$ ), and 53% of the variance in school and staff participation could be accounted by the management commitment and communication and also educational campaign and training provided. The variance explained was reported to be 53%. A one-way ANOVA was calculated on respondents' ratings of effect of management commitment and communication and also educational campaign and training on parents and community involvement. The analysis was significant, [ $F(2, 138) = 79.00, p = 0.000$ ].

Management communication and commitment has a regression coefficient of 0.47 indicating that increase the participation of parents and community by 0.47 is caused by as an increase of the earlier variable in one unit. It can be 95% confident that the population coefficient is between 0.23 and 0.71. The t-value is 6.10 with associate probability of 0.00, thus the regression coefficient is unlikely arisen by sampling error. On the other hand, a regression coefficient indicates that the increase of the educational campaign and training in school safety management by one unit effect the change of the teachers and staff participation by 0.66. The 95% confident interval infers that the population coefficient is between 0.46 and 0.88. Refer Table 4. 10 (Appendix) for further details

## SUMMARY AND DISCUSSION

Ensuring safety in school becomes a priority nowadays. Although the occurrences of incidents in schools that cause injury or death might be small in this country, stake holders especially parents express that concerns about the need of an adequate safety practices to be implemented in schools to promote safe and conducive environment for their children. Despite the current safety management practices in educational settings which were well-stated and documented, this study was embarked to investigate the attitude of 341 school administrators in Selangor and Federal Territory of Kuala Lumpur primary schools towards safety management plan and policy practices. Other than that, their stances in implementation of safety management practices was also examined. The topic understudy also explored if school administrators commitment and communication, as well as safety education, training and campaign conducted by the schools have bearing on school teachers and staffs participations as well as parents and community involvements in school safety-related programs.

The results if descriptive analysis in this study revealed that the school administrators had positive attitudes in relation to school safety management plan and policy implementations especially in dealing with physical and psychological safety their students. They reported that the plans and policies contained clear and important characteristics of good safety planning and suitable with the necessary situations. Besides that, plan and policies on how to improve safety on school site such as school environment, school facilities, and school surrounding were outlined and annually reviewed. Roles of each individual at school were were also clearly defined. The school plan and policy is an order which directly comes from Minister of Education, State Educational Department, or Educational District Educational Office and not only solely decided by the schools or suggested by teachers, staff and parents. This practice indicates that school administrators in Selangor and Kuala Lumpur were in line with the directives extended by the Ministry of Education Malaysia through the many "Ikhtisas" circulars.

It is also important to note that the findings of this study revealed the practice of the school administrators in Selangor and Kuala Lumpur were in congruent with Lister's (2010) work-centric safety management system as the schools have a specific safety plan and policies which cover the safety of personal and individuals which could be for assessed and improved. They agreed that safety education, training and campaign were carried out at schools, and the school safety plan and policies should be reviewed annually and updated when necessary to ensure they are suitable with the current situations(worker-centric safety management system). Apart from that, practices of autocratic safety management system were observed through the order by the top authority through "Ikhtisas" circular letter and administrators only have to implement them at school. In terms of decision making at schools, some schools practice demonstrate safety management system while others practice autocratic management system. Hence, result indicates that although some schools in Selangor and Kuala Lumpur practice autocratic safety management system in decision making, they still encourage teachers, parents and staff to participate by proposing additional ideas in order to enhance the schools administrators to decide safety plans and policies at school for the best interest of all the parties concerned.

This study need to acknowledge the works of previous researchers (e. g. Mearns, Whitaker & Flin, 2003; Lutchman, Maharaj, & Ghanem, 2012; Xaxx, 2010; Reeves, Kanan, & Plog 2010; Phipott & Kuenstle, 2007; Frumkin, Geller, & Rubin, 2006) that have contributed to the initial draft of the instrument for this study. The best practices for school safety system propose by Ohio Bureau of Workers' Compensation (2005) had also been adopted and adapted in determining the sub-scales and development of items in the instrument.

This study also revealed interesting findings in relation to the their stances on the current implementation of safety management program. School administrators played active roles to promote and enhance safety at schools, developed an action plan with clear goals and objectives, conduct a safety meeting and distribute post minute meeting, set a benchmark and guideline of measurement (KPI), make an effort to improve schools' safety plan and policies. The results of the present study was in support of Shamsuri (2008) who notified that the principals has clear leadership roles in managing their school safety issues. Statistically,  $M = 3.514$ ,  $SD = 0.401$  conveys that the management commitment and communication was rated at good level. It also showed that school administrators are clear with their responsibilities in committing and communicating about safety in schools. They conformed the directive from MoE Malaysia (e. g. Students Safety at School. vol. 8/1988; Implementation on School Safety Program. vol. 4/2002) that school safety guidelines must be understood and adhered to by teachers, staff and parents and should be strictly conducted and implemented as a part of school rules and

regulations. Apart from that the circulars also convey that school administrators need to conduct a special briefing with community, government and non-government agencies to encourage their contribution in this program. In The similar result found by Shamsuri (2008) shows that the principals have clear leadership roles in managing their school safety issues.

Although the study revealed that safety education, training and campaign at school ( $M = 3.337$ ,  $SD 0.444$ ) were being carried out, there are schools that have never conducted training among teachers, staffs and students on how to use fire extinguisher nor educate their teachers and staff to recognize any situations that could endanger students. This conduct is not in compliance with Fire Prevention at School. vol. 7/2000 that talks and exhibitions on fire prevention programs which include fire extinguisher demonstration should be carried out. The school management should strongly consider to train teachers, staff and even students and their parents to operate fire extinguisher to prepare them for the unforeseen circumstances related to break of fire in or outside school. As reported by, Saarani (2014) pre-service teachers displayed improved attitudes, and increased knowledge after attending CyberSAFE information program effectiveness of programs and the importance of using technologies to promote and enhance safety.

School teachers and staff participation were considerably good ( $M = 3.446$ ,  $SD = 0.399$ ). It is also good recognize that teachers always helped to support school administrators by monitoring students' safety and were always available to supervise students during or beyond school hour activities such as sports and co-curricular programs as stated in MoE safety measures e. g. Sport Education and Co-Curricular Activities Inside and Outside of School. vol. 1/1995 and vol 9/2000; Students Safety When Coming to and Going Back From School. vol. 8/1999). This practice was in accord with Nevertheless, outreach work such as publishing a safety newsletter and distribute to teachers, staffs and students need to be improved as the results of this study observed a less encouraging view with regard to this statement. This finding nevertheless was incompatible with suggestion provided in the same circular that school should display posters and regulation charts to increase students' awareness on the importance of safety in all circumstances.

School administrators reported that they kept in touch with local safety mandate, state or other related agencies to develop safety program at school and they also received support from parents and community and they provided information to the school about students' movement This is in correspondence with a directive in Implementation on School Safety Program. vol. 4/2002 circular that suggest schools to establish a committee in school with representatives from school staffs, community, and government and non-government agencies to improve safety in schools.

In many schools families were active participants in supporting safety education practices in school by gradually attending safety meeting and involve in any safety program (50.4%). However, it is essential to note that schools also received support from local public safety agencies like police and fire brigade to do a walk-through of the school to familiarize them with school layout. At outlined in Students Safety When Coming to and Going Back From School. vol. 8/1999, school needs to ensure students are aware and be concerned with any criminal possibility upon them, and to cooperate with police and parents to patrol high risk potential areas. Results of the study also the school involved parents and members of community in determining the school safety plan and policies. Probably, by utilizing school safety committee and Parent-Teacher Association (PIBG) the school could include parents and community perspective in designing safety procedure in school.

In relation to safety audit, maintenance and inspections the school management reported that they always made sure that the areas frequented by staff and students were checked and maintained regularly checked. Regular monitoring of the blind spot areas in school and declaring grey areas as restricted areas for students has also been outlined in MOE Students Safety Management at School. vol. 8/2011 circular. Nonetheless, although the rate is very small, there were school administrators who admitted that they seldom conduct inspections and patrolling after school hours conditions among them, even a number had never conducted monthly playground safety inspection. This aspect is definitely need to be improved.

In compliance with MoE Malaysia circular (e. g. Students Safety at School. vol. 8/1988 and vol 8/2011; Report on Incident at Schools. vol. 4/199) almost all (98.6%) of the school administrators strongly adhered that any major or minor accidents and injuries were immediately reported to them and the authorities. In strengthening the safety measures, the school provided a list of emergency numbers; such as for police, ambulance, and fire-brigade at places where students frequently gather. However, the school administrators (30.5%) admitted that they rarely sent a representative to meet with medical panel from panel clinics or hospitals to discuss about injury treatment procedures. Surprisingly, about 16% indicated that

they had never invited selected panel to check medical facilities to familiarize them with school's safety procedure and operation. This factor needs appropriate attention from the school authorities.

Relationships between variables were also explored using linear regression analysis, specifically one-way independent ANOVA. Findings of this study revealed that school administrators' commitment and communication when combined with safety education, training and campaign at schools provide significant effect on teachers and staff participation in school safety management practices [ $F(2, 138) = 100.77, p = 0.000$ ]. Combination of the two variables also demonstrated significant effects on parental and community involvements [ $F(2, 138) = 79.00, p = 0.000$ ]. These results provide empirical evidences that the higher the commitment and the better communication strategies practised by the primary school administrators the better the participations and involvement of teachers, staff, parents and community were in school safety in the implementation of school safety management exercises.

### **SUGGESTIONS, IMPLICATIONS OF THE STUDY AND RECOMMENDATIONS FOR FUTURE RESEARCH**

The followings are recommendations to help schools to improve safety practices at school and promote cooperation between schools with teachers, parents, community, government and non-government agencies to increase their contribution on school safety.

- (i) MoE Malaysia and schools as a whole should develop special KPI for safety practices at schools as a mechanism to standardize the practices, to gain data for analysis and as a method to find a solution on how to improve safety practices at schools. Special rewards could be given to schools with good initiatives and efforts
- (ii) Safety Education modules need to be developed to provide adequate knowledge and skills for teachers to deliver them in classrooms. The modules could infused and integrated with curriculum and co-curricular activities.
- (iii) School Safety Management Inventories should be developed to facilitate supervision, auditing and assessment of safety management implemented and practised schools. Hence school safety needs to be evaluated at least once a year.
- (iv) Financial assistance and expert advice should be given to school to repair the wear and tear of equipment and advise on more efficient )and effective ways of safety management.
- v) Brigade community approach by an be applied in school safety programs by involving relevant agencies within the community (e. g. fire department, police stations' clinics/hospitals) and community leaders as they can utilize their facilities in safety management education and interventions.
- vi) Schools also must develop Standard operating procedure (SOP) in handling crisis situations like fire and natural disaster that probably happen in the environment such as land slide, earthquake, storm and flood. The SOP must be explained to staff and students, and exhibited on notice boards around school.
- vii) School management can form a task-force committee to be in charge of school management plan, policy and procedure just like the disciplinary board and other committees.

### **RECOMMENDATIONS FOR FUTURE RESEARCH**

This study relates to safety practices among selected primary school students in Selangor and Kuala Lumpur. More research in this area will be helpful to schools and the country as a whole to tackle the problems of school safety as follows:

- (i) Similar studies can be conducted in other educational settings such as preschools and secondary schools, various national types schools and also higher learning institutions in order to find safety types and practices at these schools and institutions so that improvements can be made.
- (ii) Data were collected can be expended to other states to enable a broad coverage and produce better generalization of the study.

(iii) This study employed the survey method. Qualitative methods such as observation and personal interviews would be helpful in identifying and obtaining in-depth knowledge on safety management types, safety management practices and administrators' perception towards parents and teachers contribution in schools' safety program.

(iv) There is an urgent need to conduct more empirical research in schools in remote areas to understand cross-cultural differences about the safety management types and safety management practices in remote area schools.

(v) Further studies on school teachers, parents, community, and students' perceptions are also important to have an in-depth understanding of schools' safety management types and safety management practices to ensure awareness on the issues across the different hierarchies of the education system.

## CONCLUSION

In sum, despite some the result of this study discovered that school administrators were committed in implementing safety management practice. They defined clearly general knowledge and basic safety awareness to teachers and staffs, posted or made visible the safety rules, explained risky behaviours and their consequences to all teachers; staffs and students, and consistently correct and remind students about risky behaviour and the importance of safety at school that fulfils the best practices for school safety system in relation to communication categories. Despite some unaccomplished practices in several aspects, practices terms related with safety have been included in orientation programs and school have considered safety training as one of the important in-service training methods. School teachers and staff cooperation and support show their compliance on safety education and training implementation.

Nevertheless involvement of parent and community is still quite small that require schools to create roles for them probably through PTA. Thus their action and attitudes need to be improved. In term of audit, maintenance and inspections, as well as injury reporting and treatment, there are still areas to be improved. Random patrol on shift basis by the administrators around the school areas could give some effective results. Discussion with medical personnel and consultation with medical service providers might enhance prevention measures and enable immediate help in case of accidents the involved the school community.

Last but not least, what is the prospect of implementing safety education in Malaysian primary school? From the perspective of school administrators, it could be done. As indicated in this study, school administrators must be committed, and use good, effective and feasible strategies are essential in getting corporation and supports from stake holders for the benefit and betterment of students welfare especially in term of safety.

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## Appendix

**Table 1: Reliability of the Instruments by Sections**

Section	Title	Cronbach's Alpha ( $\alpha$ )
B	Safety Management Plan And Policy Practices	0. 761
	Safety Management Practices:	
	a) Management Commitment and Communication (MCC)	0. 798
	b) Safety Education, Training and Campaign at School (SETC)	0. 891
C	c) School Teachers and Staffs Participation (STSP)	0. 827
	d) Parental and Community Involvement (PCI)	0. 763
	e) Safety Audit, Maintenance and Inspections (SAMI)	0. 866
	f) Injury Reporting and Treatment (IRT)	0. 834



Table 2: Bivariate Correlation between Constructs

	(1)	(2)	(3)	(4)	(5)	(6)	(7)
Plan & policy (1)	1	.668**	.552**	.579**	.552**	.527**	.510**
		.000	.000	.000	.000	.000	.000
	141	141	141	141	141	141	141
Commitment Communication (2)	.668**	1	.691**	.720**	.642**	.573**	.507**
	.000		.000	.000	.000	.000	.000
	141	141	141	141	141	141	141
Educational campaign/ training (3)	.552**	.691**	1	.696**	.696**	.561**	.544**
	.000	.000		.000	.000	.000	.000
	141	141	141	141	141	141	141
Teachers staffs involvement (4)	.579**	.720**	.696**	1	.705**	.721**	.578**
	.000	.000	.000		.000	.000	.000
	141	141	141	141	141	141	141
Parentn& community involvement (5)	.552**	.642**	.696**	.705**	1	.688**	.608**
	.000	.000	.000	.000		.000	.000
	141	141	141	141	141	141	141
Audit maintenance (6)	.527**	.573**	.561**	.721**	.688**	1	.534**
	.000	.000	.000	.000	.000		.000
	141	141	141	141	141	141	141
Injury Reporting (7)	.510**	.507**	.544**	.578**	.608**	.534**	1
	.000	.000	.000	.000	.000	.000	
	141	141	141	141	141	141	141

\*\* . Correlation is significant at the 0. 01 level (2-tailed).

Table 3: Demographic Profile of Respondents (n=141)

Demographic Characteristic	Frequency	Percentage (%)
<b>Gender</b>		
Male	59	41.8
Female	82	58.2
<b>School Area</b>		
Rural	88	62.4
Urban	53	37.6
<b>Current Administrative Post</b>		
Headmaster	26	18.4
Deputy Headmaster (Administration & Curriculum)	19	13.5
Deputy Headmaster (Students Affairs)	86	61
Deputy Headmaster (Co-curriculum)	10	7.1
<b>Age</b>		
Less Than 30 Years	1	0.7
30-39	19	13.5
40-49	59	41.8
50-60	62	44
<b>Working Experience</b>		
Less Than 10 Years	5	3.5
10-19	41	29.1
20-29	52	36.9
30-40	43	30.5
<b>School Location</b>		
Selangor	81	57.4
Kuala Lumpur	60	42.6

**Table 4. 1: School Administrators' Responses on Safety Management Plans and Policies Practices (n= 141)**

Plan and Policies Practices at School	Strongly Disagree N (%)	Disagree N (%)	Neutral / Not Sure N (%)	Agree N (%)	Strongly Agree N (%)
1. My school has an official written plan and policies that clearly define roles of each individual at school (e. g. administrators, teachers & etc).	0 (0)	1 (0.7)	1 (0.7)	60 (42.6)	79 (56)
2. My school has a specific plan on how to respond and an immediate action should be taken during crisis regarding any dangerous or harmful incidents at school.	0 (0)	0 (0)	5 (3.5)	71 (50.4)	65 (46.1)
3. My school has a safety plan and policies which cover physical and psychological safety.	0 (0)	4 (2.8)	2 (1.4)	104 (73.8)	31 (22)
4. My school has a specific safety plan and policies which cover the safety on school site such as school environment, school facilities and school surrounding.	0 (0)	4 (2.8)	4 (2.8)	87 (61.7)	46 (32.6)
5. My school has a specific plan and policies on how to improve safety on school site such as school environment, school facilities, and school surrounding.	0 (0)	4 (2.8)	6 (4.3)	92 (65.2)	39 (27.7)
6. My school has a specific safety plan and policies that cover the safety of personal and individual such as school staffs, students and visitors started from their coming to and going back from school.	0 (0)	3 (2.1)	9 (6.4)	80 (56.7)	49 (34.8)
7. My school currently has a specific plan for assessing and improving safety plan and policies related to personal and individual safety at school.	0 (0)	7 (4.9)	19 (13.4)	88 (62.4)	27 (19.1)
8. My school safety plan and policies reviewed annually and updated where necessary.	0 (0)	2 (1.4)	16 (11.3)	92 (65.2)	31 (22)
9. The implementation of my school plan and policy is an order which directly comes from Minister of Education, State Educational Department, or Educational District Educational Office.	0 (0)	2 (1.4)	2 (1.4)	59 (41.8)	78 (55.3)
10. My school safety plan and policies at school level are decisions made only by school administrators without any interference from other parties such as teachers, staffs, or parents.	15 (10.6)	69 (48.9)	6 (4.3)	35 (24.8)	16 (11.3)
11. My school has developed a mechanism where staff and parents can express their ideas and contribute to develop a safety plan and policies at school.	0 (0)	3 (2.1)	9 (6.4)	79 (56)	50 (35.5)
12. Any rational ideas and suggestions on safety plan and policies come from teachers, staffs and parents will always be accepted and considered by school administrators.	0 (0)	2 (1.4)	5 (3.5)	66 (46.8)	68 (48.2)

**Table 4. 2 School Administrators' Responses on Management Commitment and Communication (n=141)**

Management Commitment and Communication	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
1. The school administrator plays an active role to promote and enhance safety at school.	0 (0)	1 (0.7)	27 (19.1)	113 (80.1)
2. An action plan with clear goals and objectives has been developed to improve school safety.	0 (0)	4 (2.8)	63 (44.7)	74 (52.5)
3. General knowledge and basic safety awareness has been defined clearly to teachers and staffs (e. g. meaning, goal, objective, the important of, and effect).	1 (0.7)	10 (7.1)	49 (34.8)	81 (57.4)
4. School administrator always conducts a safety meeting and distribute post minute meeting to everyone.	1 (0.7)	17 (12.1)	76 (53.9)	47 (33.3)
5. School has set a benchmark and guideline on safety performances as a mechanism to guide intervention, measurement and improvement for school safety practices. (e. g. KPI for safety management and practices at school)	3 (2.1)	13 (9.2)	75 (53.2)	50 (35.5)
6. School has continuously made an effort through collecting data, making analysis, and developing new strategies to improve school safety plan and policies to build a conducive learning environment.	3 (2.1)	15 (10.6)	77 (54.6)	46 (32.6)
7. Safety rules are posted or made visible in all school settings (e. g. hallways, classrooms, canteen).	0 (0)	5 (3.5)	56 (39.7)	80 (56.7)
8. Risky behaviours are clearly defined and explained to all teachers, staffs and students.	0 (0)	4 (2.8)	37 (26.2)	100 (70.9)
9. Consequences for risky behaviours are clearly defined and explained to all teachers, staffs and students.	0 (0)	3 (2.1)	35 (24.8)	103 (73)
10. School administrator and teachers consistently correct and remind students about risky behaviour and the importance of safety at school.	0 (0)	1 (0.7)	21 (14.9)	119 (84.4)

**Table 4. 3 School Administrator Responses on Safety Education, Training and Campaign at School (n=141)**

Safety Education, Training and Campaign at School	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
11. Terms related with safety have been included in orientation program process for new students, new staffs and parents.	0 (0)	3 (2.1)	40 (28.4)	98 (69.5)
12. Consider safety training as one of the important in-service training methods for staffs and teachers.	0 (0)	2 (1.4)	70 (49.6)	69 (48.9)
13. School administrators and teachers need to attend a course on how to educate students, teachers and staffs to improve their safety concern at school.	0 (0)	29 (20.6)	73 (51.8)	39 (27.7)
14. There are campaigns to create safety awareness at school.	0 (0)	8 (5.7)	56 (39.7)	77 (54.6)
15. Teachers, staffs and students received fire extinguisher training.	2 (1.4)	29 (20.6)	68 (48.2)	42 (29.8)
16. Teachers and staffs have been trained to recognize unhealthy activities (e. g. drug use, physical abuse, gang activity etc) among students.	2 (1.4)	17 (12.1)	65 (46.1)	57 (40.4)
17. Cooperate with authorities to conduct a safety forum to increase safety awareness, knowing the current safety issues and how it is addressed.	0 (0)	18 (12.8)	70 (49.6)	53 (37.6)

18. Teachers, staffs and students receive proper training and information on how to react during emergency situation. (e. g. school on fire).	1 (0. 7)	5 (3. 5)	69 (48. 9)	66 (46. 8)
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**Table 4. 4: School Administrators' Responses on School Teachers and Staffs Participation (n=141)**

School Teachers and Staffs Participation	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
19. Form school safety committee participated by school administrator, teachers and staffs to discuss matters related to safety plan, policies, education, and safety training at school.	0 (0)	6 (4. 3)	43 (30. 5)	92 (65. 2)
20. School safety committee always conducts meetings, prepare and post meeting minutes at school notice board.	1 (0. 7)	10 (7. 1)	87 (61. 7)	43 (30. 5)
21. Teachers and staffs support school administrator to ensure safety education, training and campaign are running smoothly and beneficially.	0 (0)	2 (1. 4)	55 (39)	84 (59. 6)
22. Teacher and staffs become active members to implement and promote safety practices at school.	0 (0)	3 (2. 1)	47 (33. 3)	91 (64. 5)
23. Teachers and staffs always help to support school administrators by monitoring students' safety at school.	0 (0)	0 (0)	31 (22)	110 (78)
24. Staffs or teachers are always available to supervise students during/beyond school hour activities or on weekend.	1 (0. 7)	2 (1. 4)	31 (22)	107 (75. 9)
25. Teachers and staffs conduct safety inspection or oversee the inspection process.	1 (0. 7)	4 (2. 8)	63 (43. 7)	73 (51. 8)
26. Teachers and staffs monitor the status of safety issues and safety-suggestion program, implement suggestion and provide feedback.	1 (0. 7)	5 (3. 5)	70 (49. 6)	65 (46. 1)
27. Teacher and staffs constantly communicate safety issues to top administrators to keep them informed, establish accountability and ensure timely completion of action items.	0 (0)	6 (4. 3)	52 (36. 9)	83 (58. 9)
28. Publish a safety newsletter and distribute to teachers, staffs and students.	18 (12. 8)	52 (36. 9)	56 (39. 7)	15 (10. 6)

**Table 4. 5: School Administrators' Responses on Parental and Community Involvement (n=141)**

Parental and Community Involvement	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
29. Parents and community give support, provide information about students' movement, and make a close contact with school as a step to strengthen safety practice at school.	0 (0)	14 (9. 9)	54 (38. 3)	73 (51. 8)
30. At least one of parent and community people appointed as a member of school safety committee to determine safety plan and policies at school.	13 (9. 2)	21 (14. 9)	59 (41. 8)	48 (34)
31. Families are active participants in supporting safety education practices in school by gradual attending safety meeting and involve in	6 (4. 3)	30 (21. 3)	71 (50. 4)	34 (24.

any safety program at school.				1)
32. Community helps school by patrolling and monitoring around school area.	12 (8.5)	45 (31.9)	55 (39)	29 (20.6)
33. Local public safety agencies like police and fire brigade do a walk-through of the school to familiarize them with school layout.	3 (2.1)	45 (31.9)	54 (38.3)	39 (27.7)
34. The school comply and keep in touch with local safety mandate, state or other related agencies to develop safety program at school.	1 (0.7)	14 (9.9)	73 (51.8)	53 (37.6)

**Table 4. 6 School Administrators' Responses on Safety Audit, Maintenance and Inspections (n=141)**

Safety Audit, Maintenance and Inspections	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
35. School makes a comprehensive audit to all facilities every year.	0 (0)	10 (7.1)	73 (51.8)	58 (41.1)
36. School has made a daily inspection on basic school facilities (e. g. class, chair, table, window)	0 (0)	5 (3.5)	53 (37.6)	83 (58.9)
37. With the help of class teachers and staffs, school make its own classroom and office check list and self-audit.	0 (0)	4 (2.8)	67 (47.5)	70 (49.6)
38. School has made a monthly playground safety inspection.	3 (2.1)	12 (8.5)	57 (40.4)	69 (48.9)
39. School has ensured all facilities related with safety concern (e. g. cctv, signage, fire extinguisher, night lighting) are regularly checked, well maintained and function properly.	0 (0)	2 (1.4)	54 (38.3)	85 (60.3)
40. Always ensure regular areas used by staffs and students (e. g. classroom, office, toilet, library) are regularly checked and well maintained.	0 (0)	2 (1.4)	44 (31.2)	95 (67.4)
41. School always conducts inspections and patrolling after school hours conditions.	1 (0.7)	15 (10.6)	68 (48.2)	57 (40.4)
42. School administrator always requests for maintenance work order.	0 (0)	11 (7.8)	57 (40.4)	73 (51.8)

**Table 4. 7: School Administrators' Responses on Injury Reporting and Treatment (n=141)**

Injury Reporting and Treatment	Not at All N (%)	Very Little N (%)	Some-what N (%)	To a Great Extent N (%)
43. Any major or minor accidents and injuries immediately reported to school administrator and authorities.	0 (0)	2 (1.4)	22 (15.6)	117 (83)
44. School provides a list of emergency number (e. g. police, ambulance, fire-bridged) in places that students frequently gather around.	0 (0)	7 (5)	39 (27.7)	95 (67.4)
45. School has established a list (network) of preferred	20	27	57	37

medical panel (e. g. panel clinic and selected hospital) and always keeps in touch with them.	(14. 2)	(19. 1)	(40. 4)	(26. 2)
46. School sends a representative to meet with panel to discuss about treatment procedures and communication.	22 (15. 6)	43 (30. 5)	54 (38. 3)	22 (15. 6)
47. School has invited selected panel to check medical facilities at school so that they are familiar with school's safety procedure and operation.	23 (16. 3)	43 (30. 5)	49 (34. 8)	26 (18. 4)
48. School has form accident-review team (could be safety committee) to make sure accident reports are filled completely, identify the cause factor analysis, and ensure proper follow-up action are taken.	16 (11. 3)	33 (23. 4)	64 (45. 4)	28 (19. 9)

**Table 4. 8: Descriptive Statistics of School Administrators' Responses on Safety Management Practices at School**

School Administrator Agreement on Safety Management Practices	Mean	S. D
Management Commitment and Communication (MCC)	3. 5135	0. 401
Safety Education, Training and Campaign at School (SETC)	3. 3369	0. 444
School Teachers and Staffs Participation (STSP)	3. 4461	0. 399
Parental and Community Involvement (PCI)	3. 0437	0. 611
Safety Audit, Maintenance and Inspections (SAMI)	3. 4619	0. 411
Injury Reporting and Treatment (IRT)	3. 0095	0. 581

**Table 4. 9: Regression Analyses of Effects of School Administrators' Commitment and Communication - Safety Education, Training and Campaign at Schools on School Teachers' and Staffs' Participation**

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. 770 <sup>a</sup>	. 594	. 588	. 25599

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95. 0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1 (Constant)	. 711	. 196		3. 636	. 000	. 325	1. 098			
Commitment & communication	. 455	. 075	. 458	6. 099	. 000	. 308	. 603	. 720	. 461	. 331
Educational campaign & training	. 340	. 067	. 379	5. 044	. 000	. 207	. 473	. 696	. 395	. 274

a. Dependent Variable: Teachers &amp; staff participation

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.207	2	6.604	100.772	.000 <sup>a</sup>
	Residual	9.043	138	.066		
	Total	22.250	140			

a. Predictors: (Constant), Educational\_campaign &amp; training; Commitment\_ &amp; communication

b. Dependent Variable: Teachers &amp; staff participations

**Table 4. 10: Regression Analyses of Effects of School Administrators' Commitment and Communication - Safety Education, Training and Campaign at Schools on Parents and Community Involvement**

## Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.534	.527	.41995

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.865	2	13.933	79.003	.000 <sup>a</sup>
	Residual	24.337	138	.176		
	Total	52.203	140			

a. Predictors: (Constant), Educational campaign &amp; training; Commitment &amp; communication

b. Dependent Variable: Parents &amp; community involvement

## Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part
1	(Constant)	-.819	.321		-2.553	.012	-1.454	-.185		
	Commitment & communication	.469	.122	.308	3.833	.000	.227	.712	.642	.310
	Edu_campaign & training	.663	.111	.483	5.998	.000	.445	.882	.696	.455

a. Dependent Variable: Parents &amp; community involvement

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## The Impact of Internal Factors in Time Management – Case Study in Public and Business Organizations in Kosovo

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### Abstract

Time management, as a new and modern discipline, represents a problem in developed countries as well as in Kosovo. The intention of this study is to carry out an analysis as to how these factors affect the time management in public organizations and in private companies in Kosovo. Amongst other factors that influence the management in general, the focus of the present study rests on internal factors, which are resources, capacities and base competence or competitive advantage of the organization, what the level of these factors is and how can organizations advance these factors and thus create a competitive advantage. Time is a necessary and irreplaceable resource in the process of completing tasks. Time is the managers' valuable asset and in the event they lose it they can neither save nor replace it. The better we make use of time the more we will manage to accomplish. We cannot stop time; we cannot extend nor recover time. What can we manage? We can manage ourselves in time and we must understand the nature of the "time" phenomenon in order to adapt to it. The objective of this study will be to identify the extent that the organizations understand their internal environment, determination of values of these factors and determination of these capacities, identifying of weak and strong points of these factors. Based on the practice and based on the data I shall collect from the field, I will compare the same and will extract conclusions as to how these factors impact the time management, increasing thus the efficacy and efficiency of the organizations included in the study. External data shall be collected by way of quantitative questionnaires in order to come to a conclusion as to how these factors affect the time management in business and public organizations in Kosovo.

Key words: time management, internal factors, skills, technology, environment.

### 1. Introduction

Management is influenced by factors of external environment and by factors of internal environment. The external environment factors are factors which cannot be influenced by the organization but the organization can adapt to such factors and thus alleviate their impact.

Amongst the external environment factors are economic, socio-cultural, global, technological, demographic and political-legal factors (Musabelliu, B&All, 2012). The said factors are not part of the present study but only the internal environment factors. Of all the factors that affect the time management, the main focus of this study is the competence of managers, competence of the employees and the impact of information technology and work environment. Accordingly, I have distinguished these factors because based on practice I have realized that those are very important factors in managing the time.



Time management researches have been predominantly carried out in the U.S.A. and in Great Britain; whereas, as it regards to the developing countries, which have accepted the modern paradigm of management in the last twenty years, researches in this topic are scarce.

Based on the above, the idea to carry out a research in relation to the impact of the internal environment in time management is of a particular significance.

The objective of this study is the analyses of the internal factors in public organizations and in private organizations in Kosovo. The trends of the global economy have also had a great impact in the weak Kosovo economy which in the wake of the last war was shattered and it faces a long and arduous path ahead in order to catch up the pace. A contribution in this journey must be given, most certainly, also by time management which is an irreplaceable resource.

The purpose of private companies is to as much as possible increase their revenues, whereas that of public organizations is to offer as qualitative as possible services to citizens and to business organizations. In order to accomplish these purposes of such organizations, one of the factors is also the effective management in general, and in the case of my study, I have focused in time management in particular. In order to identify how much do the internal factors impact the good management of time, the study has focused in the influence of such factors in public organizations and in private companies in Kosovo.

Time management has occupied an important position in the developed countries and, given that Kosovo is also oriented to become part of the European Union, it is important to conduct an analysis of internal factors of organizations; how can it be influenced that those factors become factors creating competitive advantage for the public organization as well as for the business organizations. "Resources, capabilities and competencies are the foundations of the competitive advantage" (Musabelliu & All, 2012).

Modern managers grant great importance to time management by promoting it as a means for increasing productivity and results both in the business and in private life.

## 2. Reviewed Literature

Various theorists have attempted to explain the phenomenon of time management, starting from Frederik Taylor (1906) with his method of scientific management where he introduced four principles: replacement of old methods with scientific ones, selection, training and advancement of employees, cooperation with employees and sharing of allocation of tasks. All these principles focused on better management of organizations, and by this also management of the time of the employees and that of managers. There were then Frank and Lilian Gibreth with their method of reducing the number of movements of employees in their work places. This is also related to the management of the chain of value, increasing productivity and saving time, thus increasing the revenue over the average when it is about business organizations and, on the other hand, public organizations shall provide quality and well-timed services. Gant dealt with rewarding completion of work in less time. We have to deal here with achieving as great as possible results within as short as possible period of time by increasing the employees' productivity, i.e. to manage the time and achieve desired results.

Italian economist Vilfredo Pareto delivered the thesis that 20 percent of Italian employees make 80 percent of national goods. A similar situation was applied by managers where the vast majority of them contribute but the merits are granted to a smaller group of them. The general principle of Pareto, namely the formula 80/20, can be defined as following: any given group consisting of a certain number of elements, 80 percent of general value of the group derives from 20 percent of the value of its constituent elements. This formula can be utilized in planning and organizing time. 80 percent of his contribution derives from 20 percent of his working time. Concentration on the 20 percent of activities that create 80 percent of value, i.e. by utilizing the 80 percent of the remaining working time, a qualitative management of working time can be achieved. In order to achieve this, managers and employees must possess capabilities and qualities and to have an environment and most certainly to respect the four Ds of Brian Tracy which he described in his publication "Time Management" 2014.

In the most contemporary theory Brian Tracy in his book "Time Management" 2014 advises "Time is the one indispensable and irreplaceable resource of accomplishment. It is your most precious asset. It cannot be saved, nor can it be recovered once lost". He further elaborated techniques that for as long as we bear in mind the four "D", which are: first D is *desire*, second D is *decisiveness*, third D is *determination* and the fourth D is *discipline*. The first D – desire, you must have an intense, burning desire to get your time under control and to achieve maximum effectiveness. The second D, decisiveness must be such that will push you to make a clear decision that you are going to practice good time management techniques until they become a habit. The third D is determination. Perseverance or determination must be such that will make you willing to confront persistently all temptations to give up from this decision until you have become an effective time manager. The desire you will express will reinforce your determination. The fourth D is discipline. The fourth point is also the most important point and the key point to success in life. We must discipline ourselves in order to make time management a lifelong practice.

He expressed time management in the following points: determination of personal values, vision and mission, project forward, written plan, project scheme, to-do list, clear priorities, overcome procrastination of tasks, blocks of time and organizing of work space. "My life is precious and important, and I value every single minute and hour of it. I am going to use those hours properly so that I accomplish the most I can, in the time that I have" (Tracy 2014).

Tom Peters underlines in his "In Search of Excellence" that the key asset is time. Allocation of tasks and determining a schedule is of a special importance and he says that "The schedule does not lie". One must always pursue excellence.

Improper time management besides decreasing in productivity, efficiency and effectiveness it also causes stress which is a modern disease of managers who are in constant pursue of time. The OATS principle (Outcomes, Activities, Time, Schedule) provides you with a simple process of writing down and planning things you have to do (Clayton, M. 2014). When does one have to use the four planning steps? The answer is before starting of any activity in order to avoid three common problems which are causes of stress in time management, and they are: postponing tasks for a later time, getting used to saying "No", and confronting the feeling of being perplexed by the huge amount of things to be accomplished. We often ask ourselves why there is never enough time for things we have to do or things we planned to do. This happens because we lack organizing the day and not that we cannot accomplish our tasks.

In case we wish to identify "what is eating our time", we have to conduct thorough analyses and to divide tasks into those that are urgent and important and into tasks that are not urgent and important. In literature we have mainly found that the internal environment factors consist of resources that an organization possesses; therefore, we have to deal with inputs such as people, material and financial resources of the organization. Their good-coordination results with the organization's competitive advantage. This study will mainly focus on the human resources, capabilities of the managers and of other employed staff, as well as the extent of integrated resources and capacities and their influence in time management. All these three factors must be on a high level because if they are separated they will not yield the required effect.

Vasilika Kume emphasizes in her book "Menaxhimi Strategjik,teori,koncepte,zbatime" [Strategic Management, Theory, Concepts and Applications] (2010), that the internal environment, which comprises of physical, human, financial resources and untouchable resources can be provided by the competitors, but the problem pertains in what types of resources are valuable for the clients and are difficult to be imitated by the competitors. The main message is that it is not sufficient to make an inventory of resources but it is necessary to study the potential strategic capacities.

"Analyses of internal organizing of the organization requires that the assessor identify the entirety of resources that the organization has at its disposal" (Musabelliu, Kercini, D and Bejko, A., 2012). Certain organizations must possess at least some capabilities and resources that other organizations don't, or at least they don't possess them with the same combinations. For the customer the value is measured according to product characteristics and its attributions, the value which the customer is willing to pay for. The product of public organizations is the service they provide to citizens and business organizations; whereas, the product of business organizations are products and services they offer to their customers. These products can be offered to customers if the internal resources and their capabilities are utilized vigorously. Organizations unable to do this result in a low performance. Time management, being an irreplaceable resource, has an immense impact in increasing of performance and utilizing of internal resources of the organization.

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## Organization's Resources and Capacities

Tangible resources – financial, physical, technological, organizational

Intangible resources

-human.- knowledge, faith, managerial capacity, organizational routine (R. Hall. 1992-)

-innovation.-ideas, scientific and innovation capacities

-reputational.- reputation with clients, trademark name

The knowledge possessed from the human resources capital is amongst the most important capabilities of the organization and it may be the source of all competitive advantages. Organizations must be able to utilize the knowledge they possess and have it transferred to their units in the organization (Musabelliu & Ali 2012). In such context, the challenge of the organization is to create an environment for people to integrate their individual knowledge with those in possession of the others within the organization, so that the organization would collectively have substantial organizational knowledge.

Capacities – consist of organization's capacity to develop the integrated resources aiming to achieve a certain final state. They surface in time through interactions between tangible and intangible resources. The bases of capacities rely on the unique abilities and knowledge of the employees. Capacities are often developed in specific functional zones or as a part of one functional zone.

Base competencies – the activity performed by an organization, public or business, in particular must be well compared with the activities of the competitors, the activity through which the organization adds value to goods and services during a time period. Criteria of competitive advantage: valuable, rare, costly to imitate and irreplaceable. In order to develop and use the base competence, managers must display courage, self-esteem, integrity, skills to deal with complexity and uncertainty, to express readiness to hold people and themselves accountable for their work. From these management principles in general, the same should be used in time management in particular. Base competence has got more to deal with business organizations and less with public ones because public organizations have no competition as they are authorized by law to provide services. Hence, this part shall not be subject of the study.

Culture of the organization – values, faith, hope, routine ways, rituals, backgrounds and symbolic aspects of the organization.

Analysing the chain value allows the organization to understand the part of its activity or operations which create value. Primary activities include creation of the final product, selling and distributing the same to the buyers and offering services for their buyers. This deals with the business organizations whilst public organizations only provide services and based on the quality of services provided to citizens and business organizations, and by way of such services they facilitate their activity. Support activities provide the required assistance for the main activities.

Out of all these factors mentioned above, for the purpose of analyses of present study I have oriented in human resources of both, managers and employees, knowledge, faith, their innovative capacity as well as commitment in achieving results and use of time.

Based on hitherto research, on trainings I have attended in the country as well as those abroad, based on domestic and international literature, and based on model presented by various authors in relation to time management, I shall strive to carry out an analyses of time management both in public and private companies in Kosovo; how do factors of internal environment of the organization influence, what are the obstacles causing poor management of such organizations in general, and for time management in particular, and then generate conclusions as to how much do these factors influence time management which is an irreplaceable resource, as well as to provide my recommendations with regards to the possibility of time management improvement.

### 3. Purpose of the Study

The main purpose of this study is to carry out an analyses on the impact of internal environment factors on the time management of public organizations as well as on private companies; what are the obstacles, why is time not managed properly while being aware of the importance of this valuable asset. Identification of problems for improper management of working time, starting from lack of communication, lack of obedience, lack of motivation, stagnation setting of objectives, lack in delegating and lack in accountability of both employees and managers. The focus of the study is also loss of time for private errands which is common in public organizations, but it is also present in business organizations. All these problems have to be identified and determine which of them has a greater impact, what is their presence, i.e. to what extent and what is their significance in non-efficient use of time and thus failing to accomplish revenues in private companies and failing to provide more effective services in public organizations.

Therefore, the aim of this study is to identify problems related to factors of the internal environment in time management, always bearing in mind the culture and tradition, because it also depends on them as to what extent I will be able to locate factors that impact time management.

The purpose of this study is to carry out an analysis with regard to the impact of the internal environment in time management and it is all summarized in a few objectives:

- The first objective shall be analysing the internal environment and current time management; weaknesses and strengths,
- Identifying factors that have influenced completion of non-completion of time management,
- Researching quantitative data in relation to use of working time,
- What are the activities in which the employees might waste their working time, and
- Generating conclusions and providing recommendations.

### 4. Methodology

For the purpose of this research, quantitative method was applied in order to realize the research, more specifically, the technique of questionnaires for collection of data from private company managers and directors of public organizations. Questionnaires shall consist of closed-type questions and will be the same for everyone. I shall carry out an analyses of data related to time management, both in public and business organizations, placing particular emphasis on the competence of managers and employees in completing their tasks and relationship of their competence with time management. Testing of such relationship is made possible through quantitative methods. The number of participants in the research was in total 38. Before application of questionnaires, the participants agreed to serve as respondents in this research. Hence, it means that their participation was on voluntary basis. Before drafting the questionnaires, some qualitative interviews were conducted, problems were identified and several research questions were raised.

For collection of data I shall distribute questionnaires to business organizations and to public organizations in the entire territory of Kosovo, and I will mainly maintain contacts in person and through e-mails. The purpose is to conduct an analysis of larger companies because they are more organized and have a greater number of employees. Besides, they shall be the carriers of the economic development of Kosovo and, accordingly, they need to manage their time properly.

#### Research questions

From the qualitative interviews and from consulted literature, the following research questions were raised:

1. To what extent can the managers' competence, as an internal factor, affect the effective time management in public and business organizations?
2. Do the information technology equipment and working environment, as internal factors, have any impact in time management in business and public organizations?
3. To what extent are the employees prepared in accomplishment of tasks and in managing their time, and to what extent does their preparation impact the time management?

## 5. Hypotheses

The afore-raised questions in relation to impact of factors in time management have resulted with the hypotheses of the research.

H1. Managers' competence influences positively in effective management of time in public and business organizations.

Time management is very complex in general, but in the case of impact of internal factors, the managerial skill is crucial, and to what extent does that affect in time management, I shall elaborate further on upon testing this hypothesis.

H2. Information Technology and work environment, as internal factors, have a positive effect in time management with public and business organizations.

Some qualitative interviews carried out with some of managers in relation to the impact of internal factors such as information technology and work environment, indicated that they might influence time management, the reason being that the equipment and environment have a great positive impact if they are optimal – on the contrary, they might have negative impact.

H3. Proper preparation to carry out tasks impacts positively in time management.

Employees' preparation has an immense impact in management of their time, and this in turn is hugely impacted by continuous training related to their work and other novelties.

## 6. Findings from the Empirical Data Analyses

Analyses of internal environment prompted to get acquainted with the organizational staff, understanding the impact of internal environment both in business and public organizations. Management is in general impacted by internal resources which represent the inputs of the production process or the process of realization of services, which are: capital equipment, employee's skills, financial resources and talented managers. Out of these internal factors, the skills of managers and employees were tested, as well as information technology and the influence of work environment, i.e. to what extent to these factors influence time management. Questionnaires were delivered as hard copy and electronically. Analyses were carried out based on 38 questionnaires, out of which 20 were with public organizations and 18 with business organizations. All respondents responded voluntarily. The analyses indicated that the average age of respondents is 39 years old, whereas work experience is approximately 15 years. The eco-numerical measuring generated the following results.

H1. Managers' competence influences positively effective management of time in public and business organizations.

### Results

Table 1: Correlation between managing competencies and effective time management

Correlations		Managing Competencies	Effective Time Management
Managing Competencies	Pearson Correlation	1	.350*
	Sig. (2-tailed)		.031
	N	38	38
Effective Time Management	Pearson Correlation	.350*	1
	Sig. (2-tailed)	.031	
	N	38	38

\*. Correlation is significant at the 0.05 level (2-tailed).

In order to test the first hypothesis of this study: "*Managers' competence influences positively effective time management in public organizations*", the analysis of correlation was carried out and we have the following statistical result [ $r = .350^{**}$ ]

and  $p < .031$ ]. In order to test this hypothesis, an analysis was carried out between knowledge, faith and innovative capacities of managers in managing their time. This hypothesis was proven and it indicates the managers' competence influences time management positively.

H2. Information Technology and work environment, as internal factors, have a positive effect in time management in business and public organizations.

Table 2: Correlation between information technology and time management

Correlations		Information Technology	Work Environment
Information Technology	Pearson Correlation	1	.508**
	Sig. (2-tailed)		.001
	N	38	38
Work Environment	Pearson Correlation	.508**	1
	Sig. (2-tailed)	.001	
	N	38	38

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In order to test the second hypothesis of this study: "*Information Technology and work environment have a positive effect in time management*", correlation was analysed and we have the following statistical result [ $r = .508^{**}$  and  $p < .001$ ]. This hypothesis was proven, which means that information technology has an impact on time management. Actually, although the impact of technology is very significant, the conducted qualitative interviews indicated that there is a need for improvement in this aspect to enable an even better management of time, as it is known that technology has advanced a lot and we need to take maximum advantage of it, but this does not depend only on the desire but also on the financial capabilities of organizations to possess such equipment.

H3. Proper preparation to carry out tasks impacts positively time management.

Table 3: Correlation between proper preparation and time management

Correlations		Proper Preparation	Time Management at Work Place
Proper Preparation	Pearson Correlation	1	.651**
	Sig. (2-tailed)		.000
	N	38	38
Time Management at Work Place	Pearson Correlation	.651**	1
	Sig. (2-tailed)	.000	
	N	38	38

\*\* . Correlation is significant at the 0.01 level (2-tailed).

In order to test the third hypothesis of this study: "*Proper preparation of employees in carrying out tasks has a positive impact in time management*", the correlation was analysed and we have the following result [ $r = .925^{**}$  and  $p < .000$ ]. This hypothesis was proven, which means that proper preparation of employees has an impact on time management.

All three hypotheses have been proven, and all the factors analysed have an impact on time management. In order to overcome the problems one must take into consideration the fact that as of recruitment of staff and all the way to their promotion in career, the employees with adequate education, employees who have ideas, creativity and commitment in accomplishing the given tasks, must be advanced.

Another analysis was carried out in relation to loss of working time for private errands or needs. The below table indicates the average of lost time – the results are quite unsatisfactory.

Table no.1 Activities on which employees lose working time for personal needs.

Type of Activity	Frequency of Repetition Within a Day	Average of Duration in Minutes	Average of Lost Time
Having coffee	2.39	12:02	28:43
Reading newspapers	0.89	3:12	2:58
Smoking	0.94	1:38	1:32
Private phone calls	1.13	2:31	2:51
Exchanging e-mails	1.26	3:46	4:44
Unofficial talk	0.76	5:24	4:03
Searching lost documentation	0.78	3:10	2:24
Persisting in perfectionism	0.5	3:36	1:48
Strolling and private shopping	0.26	2:36	0:39
Total average of lost time			49 min. e 42 sec.

Source – Analysis generated from the questionnaires. Conducted by author.

Data collected from the questionnaires and from conducted analysis on time lost for private needs of the employees, it can be ascertained that during working hours, the employees lose an average of 49 minutes and 42 seconds. This is an indicator that must be taken into consideration because an employee loses an average of approximately one hour during the one-day working hours, which is rather a lot and therefore forms must be identified to eliminate this lost time. As the table shows, the factor causing the biggest loss of time is 'having coffee', which is an average period of time of 28 minutes and 43 seconds within one working day.

## Conclusions

Time management is one of the most essential requirements for a maximum good progress of productivity in both personal and business life.

Time is an indispensable and irreplaceable resource for completion of tasks. Time is the valuable asset of managers and if they lose it, they cannot neither preserve nor recover it. The better we utilize time, the more things we shall be able to accomplish.

Time is the most valuable item one can spend; therefore, we must utilize time wisely. Lost money can be compensated, but lost time cannot be recovered – it is lost forever.

Management is in general impacted by factors of internal and external environment. The focus of this study was on the internal factors, in particular managers' and employees' competence, as well as information technology and work environment. Out of three raised hypotheses, the first "Managers' competence influences positively effective time management in public and business organizations" has been proven; respectively, managers' competence has an impact on time management. In addition, second hypothesis "Information Technology and work environment, as internal factors, have a positive effect in time management in public and business organizations" has been proven; meaning that this factor as well has an impact on time management. Third hypotheses, "Proper preparation of employees to carry out tasks has a positive impact in time management" has been proven, meaning that the competence of employees has an impact on time management. It not only has an impact on the time of employees but also on the time of managers because when employees are competent it is much easier to delegate them tasks and also receive feedback on the work completed. Losing time on private issues is a problem in its own which, according to the data generated from the questionnaires, it derives that out of a normal daily working time approximately one hour is lost on attending to private issues.

## 7. Recommendations

Time management is very complex and analyses must be carried out to identify the obstacles. Being a very valuable resource, time must be given priority so that it is used as efficiently as possible. The following are my recommendations in relation to an efficient time management.

Determining personal values and understanding what is important for the employee. Have them pose questions to themselves as to why they work with that organization, why are they doing what they are doing. Thus, the aim of the employees and managers must be determined in relation to their staying in the organization.

In order to manage time, one must first bear in mind the four Ds. First D is about desire to have time under control; second D is about decisiveness or commitment to practice effective time management techniques; third D is about determination or persistence against any temptation to waiver the issued decisions; and fourth D is about discipline in achieving the success in time management by converting it in a kind of lifetime practice (Brian Tracy, 2014).

Identification and prioritizing of aims, by ranking and grouping them in priority levels of very important, less important and those of second hand, which can be ignored. Accepting clear directives, understanding the tasks that have to be completed and by all means provide a feedback on completed works according to the given priorities.

Delegating tasks in timely manner and to persons who can complete such tasks; however, bear in mind not to delegate tasks to persons who are not able to complete such tasks.

Elimination of unnecessary time wasting meetings and reducing unproductive time spending while attending to private issues, as according to the analyses from the questionnaires, it results that over 10% of the working hours are wasted on attending private needs, searching for unimportant things which can be avoided through a better organizing at work place. Create a relaxing environment at the working place, avoiding persons who are inclined to give long explanations and who talk a lot.

Keeping notes on the tasks to be done and analyse at the end of working hours the completed tasks, strive to identify stagnations and apply improvements the following days. Abandoning the practice of postponing tasks at a later time can be a high priority task.

Establish a routine, that is to say a program from the very start of the working day to the end of the working hours, and establish a rule for work during the working hours.

Identifying continuousness in the event the organizing of a day or a week proves to be successful, and then the organizing of the coming week must be based on the week closed successfully. It is always a good idea to raise the foundations of a certain thing over something that has been proven successful.

Appearing as realistic in determining the date of completion of a certain task and this has to be done not out of force of compelling but realization of the same according to a plan, will inevitably prove to be more professional and less stressing.

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## The Non-Property Personal Rights and Obligations of Parents Towards Children

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### **Abstract:**

Parental responsibility is already defined in the Family Code as “the totality of the rights and obligations that aimed to ensure emotional, social and material welfare of the child, taking care, maintaining personal relations with him, and assuring him welfare, education, legal representation and administration of his property”. In this paper will be analyzed the parental rights and obligations that exercised about the personality of the child that arise as a result of personal non-property relations. This set of rights and duties is different from the other groups of rights and obligations of parent exactly for the lack of their economic content. Parental rights and obligations are the same regardless of the source of birth of parental relationship, biological or declaration of the will on one side, or regardless of the status of children born from the marriage or outside it, on the other side. The concept of the relationship between parents and children has changed a lot from the past in the time that we live today. In the modern concept, parental authority in exercising the rights and obligations to children is conceived in the interest of minors implying therefore the idea of protection that parents are obligated towards their children. This paper will also show how the non-property personal rights and obligations of parents towards the children are applicable in the practice; what are the main problems that appeared during this process and best recommendations for an efficient exercise of these rights and obligations based on the best interest of the child.

**Keywords:** Parental responsibility, marriage, family, children, non-property rights and obligations, welfare, education.

### **1. Parental responsibility and children**

The Albanian family legislation has paid special importance to the relationship between parents and their children. The concept of parental responsibility is an evolution in the way of conceiving of the parent-child relationship. With special emphasis on "responsibility", the legislator wanted to show the essence of the status of the parents, which in itself constitutes a right to assume obligations and respectfully with them to benefit rights in connection to the natural and legal relationship between them and the child<sup>1</sup>. As well as every legal relationship between parents and children it has essentially its rights and obligations. These rights are closely linked with the figure of parent and child as well.

The totality of all rights and obligations of that are carried at parental responsibility are non-transferable to other persons. Parental rights and obligations are the same regardless of the source of the birth of parental relationship or regardless of the legal status of the child.

### **2. The non-property personal rights and obligations of parents towards children**

Considering the economic content or not, from the totality of the rights and obligations involved in parental responsibility, we could mention the parental rights and obligations that are exercised in connection with the child's personality and that arise as a result of personal non-property relations. Personal rights are part of the category of absolute rights. Parents may

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<sup>1</sup> H.Kotherja, E.Abdiu, K.Gega, Manual in the implementation of Family Code and internal civil legislation regarding minors issues, Save the Children and School of Magistrates, 31.

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request for taking measure against any person who infringes them in the exercise of parental rights. These rights cannot be alienated to legal action between the living persons and cannot even pass through the heritage of others.

Also, as a result of this feature, the personal rights of parents and children not undergo to any terms of prescription<sup>1</sup>.

If we take a look at the provisions of the Family Code in Albania, the Article 220 of this Code sanctions that parental responsibility is exercised jointly by both parents for children born during the marriage or born out of wedlock but recognized by the parents.

This means that the non-property personal rights and obligations of parents towards children should exercised by both parents. So just being a parent if biological or adoptive one, the Albanian law has guaranteed the parental responsibility and this responsibility is equal between both parents.

The non-property personal rights and obligations of parents towards children are grouped as follows:

- Care for children; Upbringing.
- Education and schooling of children.
- The right to maintain personal relations with the child.
- Representation of the child and the protection of his interests.
- The right to consent to adoption of the child.

The Family Code in the Article 3 has defined and sanctioned the right but also the duty at the same time of the parents to care for the upbringing, development, well-being and education of children born from marriage or out of wedlock.

Also, if we refer to Article 215 of the Family Code, good care for children it is one of the legal obligations arising from the legal relationship with non-economic character between parents and their children.

But the Family Code has not precisely defined what is meant by the "upbringing of the child." To understand the legal obligation of parents to children in order to ensure the welfare of the children we should refer to legal doctrine and interpretation of children's rights standards established by the Convention on the Rights of the Child (UN)<sup>2</sup>.

Thus, Article 27 of the Convention of the Rights of the Child, the first paragraph states: "States Parties recognize the right of every child to a standard of living adequate for physical, mental, spiritual, moral or social development of him".

The second paragraph of this article defines the fact that the child's parents or responsible persons for the children, they have the primary responsibility to secure within their capacity or capabilities and professional capacities, all the necessary conditions of living for the child's development. "

This article basically highlights the need and necessity of fulfilling the rights of children with regard to nutrition, clothing and housing<sup>3</sup>. These rights should be fulfilled by the parents of child but also an important actor to be included in this process should be the State itself. But this does not mean that we should limit only in securing of these rights for children.

Upbringing of the child itself means:

- Ensuring the health, physical and psychological development of the child;
- Provision of material welfare.

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<sup>1</sup> S.Omari, 2012, Family Law, paragraph I,367.

<sup>2</sup>H.Kotherja,E.Abdju, K.Gega, Manual in the implementation of Family Code and internal civil legislation regarding minors issues, Save the Children, QSHPLI and School of Magistrates, 35

<sup>3</sup> In this article is determined that States parties (that have ratified the Convention, as is the case of Albania), in accordance with national conditions and within their means, shall take appropriate measures to assist the parents but the other persons responsible for child to implement the right to an adequate standard of living and in case of need provide material support and support programs, particularly with regard to nutrition, clothing and housing.

- Provide emotional and social welfare.
- Safeguarding and supervision of the child.
- Measures should be taken with educational character.

If we refer to Article 54 of the Constitution of Albania, this article specifies that the category of children enjoys special protection by the state regarding the health of their physical development. From this article derives the legitimate and fundamental right of children to have a healthy life. Therefore, their parents based on what is called "parental responsibility" have the obligation to ensure the conditions necessary for children to have a healthy life. Beside the obligation of parents to take care of health, physical and psychological development of children, appear the state which through legislation in the field of health offers a wide range of services in order to ensure a better ongoing of the health of the children.

Provision of material welfare although seems to have economic character and therefore related to incomes, in family law, is projected and involved in the rights and duties of parents with non-economic character.

Parents have a responsibility to provide the best goods to children for living. Material welfare includes all the actions undertaken by the parents in order to provide to children not only all the necessary means for life but also the material goods that serve for a dignified life<sup>1</sup>.

But what will be considered as "necessary means"?

The answer to this question has actually evolved from one time to another. It actually continues to constantly evolve by taking into account not only social and economic development of a country, the real possibilities of parents but also based on the requirements of the children. By necessary means are included: expenses for food, clothing, medical care and health services, education and other social demands of child<sup>2</sup>.

Also parents have the right and obligation to be involved in the upbringing and education of the child. Parents must have engagement to transmit to the child certain rules of behavior. In no case is legitimate, based on internal or international laws<sup>3</sup> the corporal punishment of children as a means of disciplining the child. Education<sup>4</sup> also is another obligation of parents to the child. If this obligation will not be fulfilled it means that there exist conditions for a misuse of the parental responsibility.

The right to maintain personal relations with the child is sanctioned in Article 215 of the Family Code which states that parents have the right to maintain personal relationships with children. For a much better upbringing, efficient supervision and better education of children is in the best interest of the child to maintain personal relationships with parents.

Also Article 219 of the Family Code provides that parents have an obligation to not stop child have personal relationships with his grandparents, except for cases when there are grave reasons. This article also determines that if there are disputes between the parties is the court which can decide on the manner of regulation of these relationships. For example, judicial practice shows how a grandmother sues the mother of children, that after the death of the children's father, she refused to children meetings with the grandmother by father side<sup>5</sup>. The assessments made by the Court, classified the behaviors of the grandmother toward children as grave causes in terms of Article 219 of the Family Code, which oblige the court to intervene in the regulation of these relationships in the interest of minors.

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<sup>1</sup> H.Gashi, A.Aliu.A.Vokshi, 2012, Commentary Family Law in Kosovo, LFK-First Edition, 303.

<sup>2</sup> S.Omari, 2012, Family Law,368

<sup>3</sup> See: Article 17, paragraph 1 of the Convention of the Rights of Children that states: "States Parties shall take all appropriate legislative, administrative, social and educational measures to protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse, while in the care of parent (s), legal guardian (s) or any other person who has the care of the child"

<sup>4</sup> Based on the Law no. 7952 date 21.06.1995(changed) of "Pre- university educational system in Albania" sanctions that the 9-year education is mandatory.

<sup>5</sup> H.Kotherja,E.Abdiu, K.Gega, Manual in the implementation of Family Code and internal civil legislation regarding minors issues, Save the Children, QSHPLI and School of Magistrates, 39.

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Based on the definition of parental responsibility, parents have the obligation to legal representation of children in carrying out various legal actions of their parents. Minors up to age 14 in all legal actions are represented by parents; their legal representatives or guardians.

Every legal action by which benefits the minor are performed by their parents or guardians on their behalf. Otherwise the actions committed by minors are null. For several juridical actions are required the consent of the competent court or that of the council of guardianship. For any damage caused, parents and guardians should respond, but also the minor in exceptional cases<sup>1</sup>.

Finally, as a right of parents with non-economic character, the Family Code, in articles 569, 570, has sanctioned the right of biological parents to give consent for adoption for their minor child. To biological parents is also recognized the right to withdraw the consent for the adoption of their child till the moment of taking the decision of adoption by the court.

### 3. Conclusions

*Parental responsibility is the totality of the rights and obligations that aimed to ensure emotional, social and material welfare of the child, taking care, maintaining personal relations with him, and assuring him welfare, education, legal representation and administration of his property. Parental rights and obligations are the same regardless of the source of birth of parental relationship, biological or declaration of the will on one side, or regardless of the status of children born from the marriage or outside it, on the other side. Parents should fulfill the non-property personal rights and obligation toward children taking into account the best interest of the child. Parents should exercise properly the rights and obligation with no-economic character towards children. Parents, authorities and courts in their decisions and actions should have as main consideration the highest interest of the child. Interest and welfare of the child shall be a primary consideration.*

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<sup>1</sup> M.Tutulani, 2008, The status of minors, 44.

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## Higher Education and International on-Line Degree Programs

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### Abstract

*Education delivered by universities and similar institutions are named as higher education where academic degrees are given. Teaching as well as research activities are the main goals of higher education which also involves contribution to society. The teaching activities can be grouped into undergraduate level (tertiary education) and the graduate (or postgraduate) level (quaternary education or graduate school). This study aims to summarize the new tendencies in higher education, how higher education effected by globalization, the chances accessible by ICT; and how globalization was effected by these changes in higher education. Taking this opportunities and changes in to account possible implications to university Information Systems Centers (ISC) will be discussed.*

**Keywords:** Higher Education, Online Degree, Information Systems

### Introduction and Literature Review

Higher education is becoming much more important to national economies of the countries as up to 50% of the population in developed countries are being involved in higher education during their lives besides itself is an industry and it supplies trained and educated people to the economy; "it is often argued that in a modern economy the quantity and quality of such human capital is the most important factor underlying economic growth" (Higher Education, 2009).

In the history the shape and the content of higher education was changed but in the last century also its delivery was started to change with the rapid changes in transportation of information and knowledge. French physicist Edouard Branly invented the radio technology in 1897 and radio broadcasting become feasible after 1920's (Radio, 2009). These innovations in communication area were rapidly adapted in education. The world become more global after the changes in transportation of commodities, and education become more global with the changes in transportation of knowledge. It was the books or written materials which were used in distance education but videos and audiotapes made it more feasible.

In earlier times distance education programs were called correspondence courses because of the way that they were mediated the education, via postal mail. As more sophisticated technologies emerged distance education also changed its form (Distance Education, 2009). It was the Internet which caused a drastic change almost in every area of our lives. Now we put a prefix of "e-" before every word; e-commerce, e-trade, e-democracy, e-government and finally e-learning. It is now possible to transfer data with an enormous speed where the biggest limitation is the speed of light.

As we all know each technological renovation may find an applicable place in education. The Internet, the magic wand of new era, transformed the Distance Education into e-Learning. It may be defined as "an approach to facilitate and enhance learning through, and based on, both computer and communications technology" (e-learning, 2009). Devices used in e-

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Learning include PC, CD-ROMs, PDAs and Mobile Phones and the ICT enables the use of the Internet, email, discussion forums, WIKIs, collaborative software and team learning systems.

So the new form of distance education can be called as eLearning where ICT mediates and leaning becomes possible where and when needed.

### **Change Demand in Higher Education**

Until the Big Bang everything is subject to change. Some of the changes occur in nanoseconds and some others occur in billions of years. When these changes are started to be recorded by human then the history has begun. At the beginning the old men lived in a certain place where they found or produced all their needs (Ersoy, 1996). During those times the changes occurred too slowly. After the Industrial Revolution an era of rapid change is started, actually the speed of change has changed drastically. The old men couldn't see any change at their surrounding rather than the seasons in their whole life. But now we recognize it every day, every moment. According to Elton (1981) "all human institutions perennially face the problem that, if they wish to survive, they must maintain a balance between tradition and change". Thomas Freidman uses an analogy of the Lexus and the Olive Tree to describe this situation. Here Lexus is analogous for change and defining the war between industrialized nations of producing the best car which is also defining the drive for prosperity and development. The olive tree is analogous for the war of being in possession of the olive tree or the land in other words the desire to retain identity and traditions. "Their identity is rooted in their traditions, and no institution can survive if it loses its identity. Their ability to change is needed in order to adapt to changing external conditions, and no institution can survive if it does not adapt to external changes" (Elton, 1981).

### **Effects of Globalization**

By the end of 20th century we started to observe massification, globalization, and internalization of higher education and transition of universities to knowledge industries (Gibbons, 1998). The term globalization, according to Daun (1997) and Holmes (1999) "refers to the transfer, adaptation and development of values, knowledge, technology and behavioral norms across countries and societies in different parts of the world". The globalization brought our lives new concepts and the marvels of globalization can be listed as "growth of global networking, global transfer and interflow in technological, economic, social, political, cultural and learning aspects, international alliances and competitions, international collaboration and exchange, global village, multicultural integration and use of international standards and benchmarks" (Cheng, 2002).

Bauman (1998) implies that globalization is inevitable fate of us, as the world becomes more global, time and space become more compressed. The most glorious thing offered by globalization is mobility. With the Industrial Revolution we become more mobile; as we became more mobile the world became more global. Up to now, end of the 20th century, the human body, the goods or raw material were gained mobility which triggered the second stage of globalization. But from now on, with the use of the Internet, most of us don't need to move, in the highways of the past know we have information superhighways (Internet) where the data are transferred at a limit of the speed of light which puts the world into a web of information (Bauman, 1998).

Maximizing the education for the needs global markets, giving access to scholarly sources, increasing the accessibility of education all around the world for learning, teaching and research should be the consequences of globalization for education such as "web-based learning, e-learning, use of the Internet in learning and research; international visit and immersion programs; international partnership in teaching and learning; interactions and sharing through video/web-conferencing" can be listed as implications of globalization of education (Cheng, 2002).

Globalization by default requires change in every moments of life. One of the consequences on education side is the skills are temporary and the one who cannot learn new skills or adapt himself then he turns into a vagabond (Bauman, 1998). This made higher education more popular to who wants to have better job opportunities and to earn more (Şahin, 2005). The other effects of globalization, related to online education, on universities can be summarized as follows: Computers and IT caused an increase in speed of the research processes and developed their quality. Online education increases the challenge between universities and makes the higher education more global. Flexible and part-time students are increased. University administrations are started to behave students as clients (Şahin, 2005). With the help of online technologies they

widened the client profiles. Now most of us do not need to go to campus of a university (i.e., in another country) to get a diploma, if we have a broad band connection, we turn into a possible client of the online university.

### **Trends of Change in Higher Education**

We have entered an age of knowledge in which, have become not only key to our social well-being but are driving great change in all social institutions. The main goals of the university “the creation, preservation, integration, transmission, and application of knowledge” seems to be not altering how these goals are realized are changing drastically as we are entering the knowledge age where “educated people and their ideas, facilitated and augmented by rapidly evolving information technology” supporting our eudaimonia as well as altering our institutions. (Duderstadt, 1997).

The methods that the data collected, controlled, and transferred is changing with the evolution of ICT. The needs of modern civilization can be supplied by universities if they are considered as a “knowledge server, providing knowledge services (i.e., creating, preserving, transmitting, or applying knowledge)” (Duderstadt, 1997).

The higher education institutions had not been yet evolved in terms of organizing the courses as it was years ago, as well as distribution of the contents developed by faculty, such as textbooks which are produced and distributed by textbook publishers while the future of multimedia, net-distributed educational services may force university to contract out both production and distribution (Duderstadt, 1997).

*Among the most significant effects of mass higher education, of special significance for the production and distribution of knowledge, is the great increase in the market for continuing education. With the emergence of a learning society, life-long study, as well as training and re-training, become possible and are taken for granted by large fractions of the population. This readiness to learn greatly increases the capacity of a labor force to respond to rapid technological change (Gibbons, 1998).*

### **Opportunities Presented to Higher Education by the e–Revolution**

The universities becoming more interested in ICT in order to facilitate teaching while becoming widely available all around the globe and possibility of transferring education with the help of ICT supporting “the development of learning packages incorporating multi-media and other information based resources” (McCann, Christmass, Nicholson & Stuparich, 1998). “The on-line economy grown-up and competition in communication services increased which resulted in a broader public policy environment regarding the learning society and the use of educational technology” (McCann, Christmass, Nicholson & Stuparich, 1998).

### **Reasons to use Electronic Media in Higher Education**

The trends in higher education force us to use electronic media and increase online education opportunities for students. The reasons why universities have to use electronic media and to invest more on online education infrastructure may be summarized as follows (Bauman, 1998; Hanna, 1998; Gürüz & Pak, 2002; Howel, Williams & Lindsay, 2003; Jones, 2003):

- The demand for higher education is increasing and the higher education learner profiles including online education are changing.
- Students are shopping for courses or degrees that meet their schedules and circumstances.
- The institutional model of higher education is changing: traditional campuses are declining, for-profit institutions are growing.
- Academic emphasis is shifting from course-completion to competency.
- Education is becoming more seamless between high school and further studies.
- Higher education outsourcing and partnerships are increasing.



- Technological devices are becoming more versatile and ubiquitous.
- There is a huge growth in Internet usage.
- There are fewer resources for higher education and higher education initiatives.
- Lifelong learning is becoming a competitive necessity.
- More courses, degrees, and universities are becoming available through distance-education programs.
- The Internet is becoming dominant among other distance-education media.
- The distinction between distance and local education is disappearing.

### **International On-Line Higher Education**

Increasing demand to higher education and high competitions on local clients and recession in the economies (Howell et al., 2003) forcing current universities to open or increase the number of international degrees awarded online.

*Online education efforts are occurring in at least three different ways (i) Some universities with little or no physical facilities intend for distance education to be the major method of delivery; (ii) Many established universities are developing 'on-line' presences to extend access to existing programs; (iii) Established universities are forming alliances or consortia to extend access to programs and conserve resources through 'on-line' courses. Programs offering undergraduate and graduate degrees as well as certificate and other non-credit courses have been developed (DiPiro, 1999).*

E-learning will have a great influence on the global trade in education as the borders for elearning more volatile with respect to conventional trade market (Van Der Vende, 2002).

### **Goals and Markets**

With the effects of globalization, the triumph of universities will be determined by “successful marketing, solid quality-assurance and control systems, and effective use of the new media than on production and communication of knowledge” (DiPiro, 1999). After 1980’s mobility of faculty and students had been increased rapidly while universities had to cope with “the needs of the rapidly globalizing economy by internationalizing their curricula” (Bennel & Pearce, 2003) as well as offering online degrees.

Part time and online education is becoming more popular (Naidoo, 2003) as the number of students involved in higher education is expected to be 159 million by 2025 according to Van der Wende (2002).

*Growing demand among learners for improved accessibility and convenience, lower costs, and direct application of content to work settings is radically changing the environment for higher education in the United States and globally. In this rapidly changing environment, which is increasingly based within the context of a global, knowledge-based economy, traditional universities are attempting to adapt purposes, structures, and programs, and new organizations are emerging in response. This combination of demand, costs, content application, and new technologies is opening the door to emerging competitors and new organizations that will compete directly for students and learners (Hanna, 1998).*

### **Students as Customers**

Students are becoming customers who shop for the best with the demand and supply where education is also becoming a commodity (Howell et. al. 2003). As we mentioned up to now the changing profiles, the push of globalization, fear of tourists (or skilled work force) becoming a vagabond, made most of us a potential customer for online education. Besides these new potential customers Bear (1998) lists the new customers as follows:

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- full-time students temporarily off-campus because of illness, work, or travel;
  - on-campus students who want to take classes from another institution;
  - people working full- or part-time; military service personnel and their dependents; parents at home with small children;
  - people living far away from educational centers; prisoners and retirees and others not actively working.

The students or the customers who are lining outside of the developed industrial countries are the demanders of international online higher education.

### **Degrees Awarded**

In the world the most of the online degrees awarded are on the areas of computer and IT, business administration, engineering and natural science areas. The most popular online degrees are Masters Degrees. Southwest University, USA, offers a virtual mode MBA degree. The advertisement says:

*Southwest University's programs are designed to build on your present knowledge and to respond to current and future educational needs of our students. More adults are returning to school because an advanced degree has become a necessity. In this competitive world, higher levels of education are a deciding factor when an employer reviews equally experienced candidates. Our courses can be completed in relaxed surroundings that fit your schedule, even while you are traveling. If you move, your degree program and credits move with you. Open enrollment allows you to start the program anytime.*

The above advertisement is actually summarizing why universities are installing online graduate programmes.

### **Accessibility and Accreditability**

The accessibility issues can be discussed in accessing the internet. By March 2009 the number of Internet users has become 1.6 billion around world more than 23.8% (World Internet Stats, 2009) of the world inhabitants and this number is increasing. The accessibility of the Internet reached 75% while the average of its usage exceeded 11 hours while youngsters between age of 12 to 18 usage becoming 100% in the U.S.A. (Computer Almanac, 2009). The usages of mobile hardware (PDA's, Smartphone's, netbooks, etc.) which are allowing Wi-Fi are increasing while the prices are decreasing. There are some cities where free Wi-Fi hotspots. This means, in the future most of us will access to internet wirelessly and hopefully free. 4G technology may be also a promising technology.

Educational outcomes becoming more important on accreditation and approval where large companies are becoming more interested in home cooked approval systems (Howell et. al., 2003).

In the United States accreditation is given by "nonprofit bodies known as accreditors" where the other countries involved in accreditation procedures "performed by the government" (Judith, 2001).

In the past, higher education was self-assured by academic self appraisal. In 1990 most of the countries in the world have formed their quality assurance systems and procedures. Most of them forming national agencies (in EU) or nonprofit organizations (USA), and meta-accreditation or recognition centers which may act internationally and formed by accreditation agencies having similar standards. These types of centers ensure recognition of quality standards within the accreditation agencies and make possible internationally recognized systems within the members. In USA Council for Higher Education (CHEA) is best known example for such a formation and European Network of Quality Agencies (ENQA) (Vardar, 2004).

## The Situation of Turkey and Albania

Up to now we have summarized the trends and demands in online higher education. In this part the situation of Turkey, Albania and Universities will be summarized with a general point of view.

Turkey has the chance of having world's 2nd largest distance education system, The Open Education Faculty of Anatolian University. This faculty has more than 600,000 graduates, nearly a million of registered students. There are 34 degree programmes accepting Turkish students from not only Turkey and also six different European Countries including North Cyprus Turkish Republic. Middle East technical University (METU), Anatolian University, Sakarya University and Bilgi University are some other universities offering online higher education programmes and the other universities are on the way. Most of the universities have continuous education centers (CEC) offering certificates. Some of these centers also offer online certificates. METU CEC offers 10 different certificates on computer, e-education and business and administration areas. Informatics Institute of METU offers a master's degree without thesis named Informatics Online aiming to train IT professionals. Similarly Anatolian University has two years diploma program on information management, Sakarya University has pre-graduate education programmes on information management and business and administration; Bilgi University has graduate program of e-MBA.

In Albania, to the present, the Universities have received support in terms of electronic equipment that helped them create the basic inventory of hardware needed to run their normal activity. There is no national policy on e-learning; no networks of "universities online" exist. On-line resources in Albania are not available for university students. Yet, whereas the Universities already have the human and (limited) financial resources in place to coordinate efforts and project themselves towards the new possibilities offered by Internet in terms of distance learning, eventually with the support of partner universities (*Ndroqi, 2002*).

## Conclusion

As the culture becomes progressively more Internet-oriented, universities have an obligation to understand what the Internet can do (Rada, 2001). The biggest effect of globalization on education is deskilling of current workforce because of changing structure of vocations and new branches of occupations. This trend also increases the need for lifelong learning. The reflex of higher education to this is online higher education (Burbules & Torres, 2000).

The curricula of countries become similar with the globalization; either mechanically copying from each other or borrowing curriculum (Suarez & Marcelo, 2005). What the new curricula intends are rising individuals who have metacognitive skills; knowing how to learn especially in new situations and experiences. Most of the counties are beginning to use constructivist methods where this method mostly uses computers and online technologies, for example, as mindtools where students learn with not learn from and about (Jonassen, 1996). They use technology to achieve critical thinking. In higher education, where higher education differs from primary and secondary education according to utilization of technology and the Internet, technology can be the only media to transfer knowledge.

## Proposals for Turkey and Albania

*In a number of countries governments have identified higher education export as a promising economic activity and an important source of additional income. Consequently, they stimulate their institutions to expand their markets internationally (Van der Wende, 2002).*

Online education applications are increasing while the Internet usages are escalating. We shouldn't fall behind this trend. Having limited sources makes online education suitable for us. If we want to catch trends and want to be a knowledge society we have to supply education for all. To achieve these goals we have to give enough importance to online education, should remove all bureaucratic barriers and support online education (Özkan & Dondurmaci, 2003).

In order to increase higher education rates, we have to offer online pre-graduate education, undergraduate and graduate courses as well as programmes within the various universities. These may help to form core consortia in and to gain experience in technology enhanced education (Aybay, 2004).

The number of native Turkish speakers is known to be approximately 250 millions. Online higher education programmes can be offered not only in Turkey but also other countries where Turkish is native language. Ahmet Yesevi University, a Turkish Kazakh university in Kazakhstan, decided to serve online higher education programmes internationally in 2002. For this purpose Turkish Language Education Programmes established for all Turkish speaking countries. The degrees awarded online are as follows: Computer Engineering, Computer Programming (pre-graduate education), IT management systems, Business Administration, Masters in Computer Engineering, Masters Degree in IT management systems, MBA. This project covers not only students in Kazakhstan, but also all students speaking Turkish all over the world. For example the students enrolled in these degree programmes from Şemdinli as well as Turkistan cities of Kazakhstan. Neither of the Education methods can act as global as these online projects.

The models of e-universities in the world are mostly in a form of consortia within various universities. Turkish Universities must speed up on forming similar structures. But we have to consider these consortia in some countries, such as Canada, are turning into national organizations from a nationwide e-university. Turkey must at least open online programmes coordinated with universities in order to gain experience until building an e-university. A nationwide e-university is better for Turkey like countries having limited sources as well as great demands because such a solution will focus the attention, management of human and financial sources will be straightforward, increase the possibility of producing higher quality products and services. Furthermore YÖK should act quickly to outline organization, learning, content, Technology, e-programs, etc issues (Cebeci, 2003). Cebeci (2003) summarized the hot topics for online education:

*(i) Cooperation within private sector, universities and the government required to work together and evaluate the processes. (ii) Arrangements in legal philosophy and laws required (description, legislations, and standards). (iii) Scenarios and works having foresight needed. (iv) Research and development is needed in areas. (v) Financial support and investments required.*

We couldn't seize the opportunities of the industrialization (second era of globalization) so that we became a piquant market in which many countries are interested in and we become much more dependent on industrialized countries as the time passes. But now we have another opportunity to keep in step with information age (third era of globalization). Either we will support online higher education in local and also in international market or we will continue to being a market. While solving problems we have to think globally but produce solutions locally in other words we have to be global to grasp the opportunities of globalization.

### **Proposals for University Computer Centers**

Most of the computer centers (CC) have similar mission statements. For example the mission statement of METU-CC is as follows: METU Computer Center defines priorities, develops strategies and undertakes the pursuit of technological advancements; firstly, to render them as central computing and networking resources that are responsive to IT needs of the University users, and secondly, to support computing, especially in the following fields; academic research, educational programs and administration; and finally, to take the initiatives to achieve the technology standards and architecture of the IT facilities of the world's leading institutions.

In other words a CC in a university coordinates and manages communication systems, supports administrative production and development projects, identifies and addresses emerging issues and technologies, facilitates the innovative use of computers in instruction and research, provides advanced information services, educates and helps users.

Taking these responsibilities and facilities into account, a CC has a major role for achieving universities online education goals. Studies on education and the relevant literature provide the effective methods for online education and the related media to serve the methods. CCs must in contact with Departments of Education. Departments of Education can choose methods of learning processes and relevant and effective media for online education. Contents for the courses must be provided by related departments. After all, CC's can determine the software, hardware and services to offer online content. Another important issue for IT is using and producing open source software. CCs' of universities can join up in a consortium for using and producing open source courseware for online education and can share each other's experiences and develop standards. These courseware must be also checked for usability. For testing usability Human Computer Interaction (HCI) Laboratories are required.

The education process may be carried fully online but there will be need for examination or evaluation. This may reduce the advantage of online education which is not being limited by location constraints. It is better to use local utilities for students. In Turkey we have universities in most of the cities. Each university in these cities may provide interconnected online evaluation centers. The CCs will also provide required technical support for these utilities. As a summary, CCs are the centers providing relevant software, hardware and technical support for services which are proposed by the academic units of the universities.

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## The History and the Environmental Security Features of Democracy in the Balkans After '90"

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### Abstract

The study of the Balkans is part of the study of human nature. Balkans is a historical name and "geography" is used to describe the Southeast of Europe. The term "*Balkans*" continues to have a wild meaning and a pejorative sense. Balkans is a real "*tinderbox*" of Europe. Balkans is the place where the biggest clashes of the Greek times, the Roman, Byzantine, Ottoman and Habsburg times have happened. After the fall of communism, the Balkans through the former Yugoslavia, developed war and genocide on the people of his federation, Croatia, Bosnia and Kosovo. To ensure peace and Balkan tranquility for the citizens and the nations, it is demanded and required that the problems of insecurity and instability in the Balkans, to be resolved through regional cooperation and through interstate cooperation among the countries of the region and the support from EU's assistance and from USA. Some of the features of the environmental security of democracy in Balkans after the '90 are: the dissolution of the Soviet Union and the dissolution of Yugoslavia; the creation of new states, the creation of a new world order, globalization, migration and organized crime.

**Keywords:** Balkans, communism, globalization, security, democracy



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## The Meaning of Punishment Alternatives

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### Abstract

Draft legislation imposes criminal democratic request for the inclusion of legal instruments that help more in punitive role of the sentence given by the court, by adapting a number of factors and circumstances that cannot accept the classical severity of punishment. This will maximize the peaceful character of the law but also would affect levels significantly above sentence enhancers' purpose. In other words, the criminal law has more need for legal flexibility, giving a considerable assistance and judicial bodies. This flexibility is achieved by using not only clearly defined penalties and stiffly but also creating an amalgam arising from the acquisition of qualitative elements of some types of penalties are available always maintaining sustainable character of the criminal sentence. This flexibility between types of sentences leads us first what is called alternative sentence. Must have a clear alternative that should not understand this notion of broad term for a criminal offense then you can choose punishment of imprisonment or fine, because this determines the choice of law without much skating, but we are dealing with a process which allows us to within a clearly defined type of punishment may be able to detach some other elements of criminal justice thus building a sustainable form of criminal punishment completely featured. Methods of her execution contain essentially what we call the social reintegration of morality offender. Resuming the alternative mentioned above for sentencing will give this definition: the alternative sentence of imprisonment shall mean those sentences given by courts for crimes when the law ve distinct criteria which lie within the framework of prison sentences but due to certain circumstances, psychological, moral, family, ways of executing them rigorously regulated by means of isolation are common. Alternative sentencing is not excluded from the punishment. Based on these alternatives sentencing court determines the extent of the general rules defined in the law. While suffering with conditional sentencing court a number of factors present as well as how you will behave in the future the prisoner. There are significant differences in terms of the way that making that final decision and the execution in respect of other fixed penalties. Regarding the mode of decision making unlike other court fines wider access in the provision of these convictions. For, although the law sets rigid criteria for these cases again the role of the court is crucial in analyzing and defining the specific circumstances that makes a decision necessary with such character. These circumstances can be very varied, character health, family, professional, moral, where the court must decide each case that when the elements of the relative usefulness for granting an alternative to imprisonment. While related to the form of execution of the sentence here we have a main difference with respect to the manner of execution of the sentence because although alternatives to imprisonment for a legal background has sentence to imprisonment, execution of sentence classical form far from this being done so original executed away from traditional insulation.

**Keywords:** Meaning, Punishment, Alternatives

### 1. The notion of conditional sentencing.

Suspended sentence is suspension of execution of sentence determined for a certain time and with certain conditions. If the convicted person does not commit the offense provided new deadline, and if it meets the conditions specified by the

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court which has given the penalty will not be executed and such person shall not be considered convicted. On the contrary, if the person convicted of the condition during the period of suspension of this decision, commits another crime or does not fulfill the other conditions of the sentence suspended, this type of criminal sanction will be revoked and the person shall be sentenced to conditional forced to bear.

Inside his conditional sentence consists of remission of sentence provided to the offender from society. This forgiveness is based on the belief that the offender in the future will respect the law and will not carry the offense. Penalty provided as ad hoc criminal sanction type is shown in the nineteenth century as a result of the knowledge that a number of convicted persons that have committed offenses courts less dangerous to society and persons who committed the act for first time and who have committed the offense due to poor material or the momentary effect of ease of mind or their indiscretion. Punishment provided for the first time presented in U.S.A and in England. This kind of sanction was introduced under the influence of motion for substitution of short-term prison sentences.

The purpose of punishment is provided socialization of delinquent through suspension of sentence. This type of criminal sanction is presented as a method of special psychological - pedagogical attributes of threat in the fight against crime. On the nature of his punishment provided is suitable to be given instead of the prison term for random delinquents in general for the perpetrators of minor offenses.

Based on the many Advantages of this type of criminal Sanction for Cases of offenders Was Moved Above That and the results are achieved with the Implementation of the his suspended sentence is appropriated almost all Democratic Legislation in Countries, we ALSO criminal law today is a Tendency That the eu-implementation of Conditional sentence extended to Higher number of offenses.

## 1.2 Systems sentence.

We are known criminal legislations three systems of sentence provided:

**1. *The Anglo American system*** is shown in several North American states and in England in the late nineteenth century - as a form of replacement of the imprisonment. First, this system of punishment provided is intended for authors of minor offenses and then for adult authors. As a characteristic of this system is that the perpetrator to criminal procedure, found guilty, but no penalty is given. Giving the sentence suspended for a long time and determines the conditions that must be fulfilled. Also this person at the time of the suspension being convicted placed under special surveillance which carries an officer appointed by the court.

If the author during the time that the court determines not commit any offense and whether it fulfills the other conditions set by the sentencing court shall not be granted at all. Also on the expiration of the time during which the convicted person has been provided trial, which stops any surveillance of persons have filed official.

In the U.S.A sentence may consist of a fine, suspension of sentence, imprisonment or combination of all three.

Penalties in U.S.A require payment of a monetary penalty in favor of the Court. Failure to pay this amount could lead delinquent subject to deprivation of liberty.

Suspension of sentence usually contains various restrictions on travel or behavior, e.g. obligation not to use drugs and alcohol, and not associating with people with serious criminal past.

Suspension of punishment may include placing the person convicted under the strict supervision of an officer or an officer. This person officer is obliged to maintain a periodic report regarding the behavior and actions of the convicted.

U.S.A courts simultaneously-that today they are actively developing the so-called intermediate sanctions. These intermediate sanctions in terms of the length of the sentence are less wild than prison but more stringent than the suspension of sentence.

And still comply with these conditions intermediate sanctions to imprisonment exposes the author. While prison sentence represents the essence of a criminal conviction. Though he is not present in any case, he almost always stays an option where a judge has in his discretion to grant it or not. Even when this punishment is not given as the main punishment, he still remains in the background, as a possible consequence of failing, the realization of the conditions of the fine, suspension of sentence, or intermediate sanctions. And still comply with these conditions intermediate sanctions to imprisonment exposes the author. While prison sentence represents the essence of a criminal conviction. Though he is not present in any case, he almost always stays an option where a judge has in his discretion to grant it or not. Even when this punishment is not given as the main punishment, he still remains in the background, as a possible consequence of failing, the realization of the conditions of the fine, suspension of sentence, or intermediate sanctions.

2. Continental European Arrangement is presented at the end of the nineteenth century first in Belgium and in France and for what is called the Belgian - French system. With this system after we acquired the other states of Europe. Characteristic of this system is that conditional sentence the offender is found guilty and the court gives sentence, however given sentence not execute, this will suspend for a specified time provided that the author during this time not commit a new offense, and to fulfill other conditions that the court may designate in the sentence. Unlike the system Anglo - American, Continental Europeans system, during the probation, suspension of execution of sentence, the offender is not assigned ANY supervision, advice or assistance. This characteristic of the continental European system of suspended sentence is considered as the major bugs since a person on parole whole left without assistance and for this reason can be found in such circumstances and difficulties which may contribute to this again to carry out criminal acts. However, even in some continental European countries, as envisaged in the countries' common law "a declaration of suspension of sentence. And this suspension for special leave to see the reaction of the accused later.

This behavior depending on the verdict the court gives its decision giving prison sentence or not given the decision at all.

Legislations of these countries in detail anticipating this kind of penalty put the restrictions against him, so that these states restrict the application of the suspension of execution of sentence to:

- a. certain categories of offenses authors such as repeaters or strangers, etc..
- b. a category of serious offenses that pose serious risks to the public.

A feature that appears in continental European countries is before the court to give such a decision should take the consent of the offender.

So then the offender must give its consent before the court be undertaken such a step. Consent of the accused for this punishment could be considered at least as a preliminary indication of the eventual essential success for any purpose that the court sentence enhancers.

Italian Penal Code as pronounced expression of continental European law suspension of execution of sentence provided in comprehensive manner. Italian courts can make a decision to suspend the execution of sentence for the offense for which a sentence of imprisonment awarded not more than two years or by a fine alone or associated with another penalty.

In such cases the judge may order that the decision to remain suspended (evidence) for a period of 5 years if the conviction is for a felony, and two years for offenses where the punishment is.

If the offense is committed by a minor until the age of 18 can be ordered suspension when we are dealing with a criminal offense which provides for a criminal penalty of not higher than three years. If the offense is committed by a person who is 18 years old, 21 years old and people over 70 years old, the suspension may be ordered when we are dealing with a criminal offense which provides for a criminal penalty of not higher than 2 years and 6 months (Article 163 KPI)

As for the restrictions, to which the Italian court gives these kind of decisions we have to do with an original system. Suspension of sentence provided under the Italian penal system cannot be given to Article 164 KPI:

- Persons who are repeating in various offenses although they can be forgiven and rehabilitated.
- In cases where the offense must be attached to a personal security measure if the person poses a danger to society public.
- Suspension of execution of sentence cannot be given more than once.

The suspension of sentence may order the fulfillment of certain obligations as returns of items, by paying an amount for liquidated damages incurred tampered behavior that the person you eventually leave road offenses. In any such decision officials must also specify the time when they should be fulfilled such obligations.

Even for effects that can lead to such a decision, they will be interpreted to the extent provided in the suspended sentence given by the court. Except in cases clearly expressed by these acts decision should not become an obstacle or object to stigmatization in society and in working relationships.

A suspended sentence is revoked, then the execution of the Article 168 of KP.I. :

- A person commits an offense equal to or greater than that for which he was sentenced during the trial period.
- Punished for a previous offense, the punishment that by joining the suspended exceed limits set for the suspension of sentence.

Each of these two systems as one Anglo - American and he also continental Europeans have advantages and their disadvantages. Anglo priority system - is that the U.S. recognizes supervision which exercises as saw the officer, who watched it offers opportunities for re-socialization of the person convicted. But as the bugs of this system is that in case of revocation of suspended sentence to be administered evidence for assigning correct sentence not working hard up because over time the evidence to be taken into account when deciding on the sentence is too difficult to manage.

The advantage of the system lies in that the continental criminal proceedings terminated by the court at the time when all the evidence is there, which over time is much more difficult to manage. Also this system is cheaper up because does not require the assignment of an officer to monitor and care provided to the person convicted. While the bugs of the system, with the right touch because it does not care at all about the convicted person on bail, does not provide any supervision, care and assistance and for precisely this condition a person sentenced to be found again in those circumstances that may contribute to this offense perform again.

### **1.3 Mixed system.**

Given the advantages of both systems aforementioned sentence legislation provided different European countries since the early nineteenth century to the confronted a mixed system comprising elements of system as well as elements of Continental Anglo-American System.

According to this system mixed offender of a criminal procedure given suspended sentence and its execution, but the court may also appoint special surveillance measure for a specified time. In this mixed system of sentence suspended avoid the shortcomings of Continental-European system and the advantages are acquired to Anglo - American the system.

Once treated suspension of sentence under several different systems from Continental European in that the Anglo - American, trying to highlighting the features and advantages as well as disadvantages, let's leap in our system of criminal justice Albanian.

With the adoption of the new Criminal Code legislation became our first time a treatment and a full range of alternatives to suspension of execution of sentence of imprisonment and fragmentation of the sentence of imprisonment. Follows analyzing how this code decodes this institute, though has not yet taken such proportions as in European codes for the fact that judicial practice it fails to acquire in properly.

## 2. Meaning and importance of suspension of sentence.

Our Criminal Code instead of legal terminology "conditional sentence" that use more codes in different countries use legal terminology "suspension of execution of the decision to jail." Suspension of execution of imprisonment sentence by the court understood the imposition of convicts on probation for a certain period, or conferral of a suspended sentence.

Suspension of the execution sentence of imprisonment sentence preserves the full features of the sentence as state punitive measure, although their term of imprisonment not deemed necessary when there are some circumstances provided for in the Criminal Code that allow for the objective punitive and improve your suspended sentence and its execution by imprisonment.

### 2.1 Terms and conditions of the suspension.

The suspension of imprisonment decision made by the court when these conditions and circumstances exist:

- Firstly when social dangerousness of the offense and the perpetrator is scarce. It is estimated in each particular case by the court for the convicted person taking into account the characteristics of his personality, age minors being that as a rule of eligible persons who have committed the offense under the influence of the immediate circumstances, the previously convicted, the elderly over 70 years old.

- Secondly when circumstances are committing such offense to allow a decision to suspend the execution of sentence.

However, the court in the suspension of execution of sentence of imprisonment should be guided primarily by the degree of social danger of the offense concrete, or bull that has brought, circumstances affecting the commission of offenses, the perpetrator's personality, his attitude and other circumstances that convince the court that the guilty isolation from society and their term of imprisonment are not only necessary but sufficient for the announcement of the decision.

In our criminal law is not recommended sentencing expressly provided for persons who have committed offenses before and in particular to specific repeaters. In each case the court shall argue that there are circumstances into account certain penalty for putting on trial. In those cases where the prisoner has committed a serious punishment for example murder, the degree of social danger of the offense and the need to ensure public tranquility by such a person does not allow the suspension of the sentence by imprisonment. In such cases the practice court has given its contribution to the installation of a clear legal framework regarding social suspended sentence. It should be underlined that the fundamental criteria for the implementation of this decision has and the Criminal Code with its provisions. Just suspension of execution of sentence by imprisonment is made by the court issuing a sentence by imprisonment of up to five years. Only in such cases the court may order that the prisoner be put on probation by suspending the execution of the sentence but not more than once. Test deadline is 18 months to 5 years and is determined in each case by the court taking into account the personality of the convict and other circumstances. Deadline test is very important moment for the offender, because this is the key moment of the execution or by imprisonment sentence not by the author.

During this period the prisoner should not carry any criminal offense as serious or severe and must also meet any other conditions the court may eventually give him too.

With the offense is so serious we will realize that for which the criminal law provides punishment is that kind of measure how committed the criminal offense of which the first was made for suspension of execution of sentence regardless of the type and extent of punishment that sets court for the offense.

While the most serious offense for which she understood predict the nature and extent of the punishment severe. Including two types of offenses cited above if the condition of the prisoner consumes even if one of them, then the decision of suspending the sentence of imprisonment for the first offense shall be revoked and the unification of penalties.

As mentioned above except that the prisoner during the probationary period shall not commit an offense of the same or greater than that for which he was sentenced, he also occasionally (this puts the court) should implement some conditions and measures which the court deems reasonable for the completion of the test.

## **2.2 Measures to be put on trial prisoners.**

Our Criminal Code, Article 60 and its commentary in support of the Criminal Code contain a new treatment on binding measures providing for measures that can be taken to court convicts put to the test. Taking measures against the prisoners put on probation by the court for the rehabilitation of the convicted order to become useful to society, to engage in useful work and to be disconnected from the environment affects their behavior its not sticking to the path of criminality. Taking such measures is not mandatory but optional for court so only when the latter deems reasonable and useful purposes of getting them. While other work related stays behind. He is bound in meeting these strict measures imposed by the court.

Court rules taking one or more measures against the prisoners put to the test keeping in mind his personality and the circumstances of the commission of the offense as well as its social dangerousness. Our Penal Code section 60 has listed all measures that mainly court may decide against the prisoners by placing one or more defined these obligations. Among these measures are defined in the code court gives those that are most appropriate, with high efficiency for the rehabilitation of the convicted in the trial taking into account age, occupation, and other properties of his personality, character and significance of offense criminal who has committed, family and social economic conditions in which he lives, social environment with whom he had connections, etc.

So if we are dealing with a new who has no profession or education, then the court compels him to learn a professional activity where primary education or training to obtain relevant professional schools or pursuing different courses. When it comes to condemn what families who have abandoned the court obliges it to pay family pension regularly or when his actions caused the damage or the individual state compels the court to indemnify the civilian damage caused.

If the prisoner has previously committed a violation of the traffic and caused death or injury to persons then run the court prohibits certain automjete. If the prisoner has previously committed a criminal offense that relates to the exercise of professional activity that prohibits it then exercise such activity.

When a person is convicted of disturbing the peace court decides as to its extent to stay in his apartment at certain hours. If the defendant is convicted of offenses against the person, or public safety, then the court decides that he does not hold for example weapon, for prisoners or mental ill for those using alcohol or narcotics court decides to undergo medical measures against alcohol and various narcotics.

It should be clear that every case is important that the measures to be put in trial prisoners be fully implemented according to the requirements stipulated in the Criminal Code, Article 60, ie. begin implementation of measures under the court's decision and continue to perform to their full. Ordering expressed these measures in our code and it manifests human character do deterrent to crime. But on the other hand it presents great difficulties regarding the control of practical implementation of the measures imposed by the court. In addition to these measures in almost the same form in its decision the court may also add charges that penalize the convict during the trial period.

## **2.3 Obligations of the convict during the trial period.**

The aim of these obligations stipulated in the Criminal Code, Article 61 is that the prisoner is subjected feel that control of the supervisor and be disciplined and obedient to the obligations imposed by the court which proves whether the prisoner has improved or not. Under the Criminal Code, Article 61, the obligations are clearly stated as follows:

1. The person convicted is obliged to respond to calls and requests for specific bodies of probation supervision, these bodies may be those of the police, order, or other specific bodies which we call under the supervision of convicts taken up in certain days and hours.

2. Obligated to notify the person convicted oversight bodies for changes in the type of work or profession. This requirement has close relation with the limits of the Criminal Code under which the court determines the type of work that will work and where the prisoner is obliged to respect and implement the decision of the court. In addition to the requirements made to prisoners already informed oversight bodies that the test has to do with this body exercising control over the conduct and behavior of prisoners

3. Duty is another of the prisoners that he received consent to bodies dealing with probation supervision for changing residential center, the employment center and departure abroad also add that these restrictive measures movement to deal with prisoners in order to ensure control of probationary oversight bodies and so on to ensure the execution of the court decision, the respected and implemented legality in criminal law.

Presenting certain conditions in the core of the test suspension of execution of sentence will not realize that the sentence of the court is fully exhausted, it was this or not depends on the completion of these conditions in our criminal law, especially the commentary of the Criminal Code represents a treatment a full revocation of the suspension decision by putting to the test.

#### **2.4 Terms of the revocation of the suspension decision.**

Revocation of suspension court decision to be made in putting to the test if they have during the term of probation commits an offense as serious or more serious than first offense. Also revocation of the suspension decision by putting to the test done even if the prisoner during the probationary period without good cause has not completed the measures and obligations we quoted above.

Thereby ensure completion of measures and obligations imposed by the court. According to the Commentary to the Criminal Code "without good cause" in cases of noncompliance with these measures and obligations understood that the prisoner deliberately acting contrary to the decision of the trial court with putting.

Besides the conditions and measures which the court decides that the above treated Criminal Code also provides another obligation which covers the suspension of execution of sentence of imprisonment. This obligation is it to perform a job in the public interest.

#### **2.5 Understanding and establishing conditions of forced labor in the public interest.**

By working in the public interest means any work from its character and content is in the public interest, without prejudice affected the dignity of such person working in the public interest can take place at the municipal service sector, in construction or maintenance of roads in , in the sectors of health, nongovernmental organizations near or in humanitarian sectors.

Replacement of the sentence of imprisonment with an obligation to fulfill a public interest job done when we meet all the conditions of the Criminal Code, namely:

a. the court finds that the social dangerousness of the person is conducted taking into account his personality, his past behavior, the fact that there is habitual, shown remorse for the crime committed, etc.. Also in these cases the court takes into account the commission of the offense, ie the importance of the offense, the way the vehicle with which the offense was committed.

b. the court may decide to suspend the sentence of imprisonment for the offense for which the sentence is fixed up to a year in prison, mainly word here is primarily for criminal offenses or serious crimes not envisaged penalties for not more than one year of imprisonment.

c. work in the public interest given by the court for a time from 40 hours to 240 hours, their calculation is done by instant. when it is determined by the sentencing court replacement imprisonment up to the moment when completed 240 hours of work in the public interest. Work in the public interest completed within 6 months from the date of entry into force of a court

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decision, ie to 240 hours it must be completed within 6 months. Court determines how many hours and days in which the prisoner will work in a public interest job. This facilitates the accurate calculation of the prison sentence imposed by this court.

d. obligation to work in the public interest determined by the court executed by the prisoner working without any remuneration in favor of the public interest or association determined by the court decision. So for example the court may decide to suspend the sentence of imprisonment to convict and his obligation to work in favor of a non-governmental association of the Red Cross, etc. without any reward.

e. obligation to perform a job in the public interest can not be decided by the court when the prisoner refuses to suspend judicial proceedings, the refusal of the prisoners can be done for various personal reasons when he is sick, or receives better than prison to work in the public interest.

The court is obliged to take account of refusal to convict and decide according to his request. Obligation to work in a job in the public interest can not be applied to the military court, invalids of the first group, the second, pensioners and other persons unable to work, against minors who have not reached the age of 15 years, employers and employees who have reached 65 years and women 60 years of age. Against these persons may be given a different kind of soft penalty. When the prisoner called to perform military service before or during vuatjes that punishment, or to perform military service or after may exempt from punishment. These circumstances, although not expressed in law understood by logical interpretation of penal provision. Who is considered unable to work assigned by forensic - legal expertise. When a person becomes unable to work during the execution of the court decision at the request of the Bailiff forced to replace the remainder of the sentence to a fine or a stay of execution or release him from the obligation to work.

dh. Our Penal Code provides for the provision of the above amount of the fine in the case of substitution of sentence with work in the public interest with a fine, but it will be settled out of court under Article 34 of the Criminal Code.

e. Court decision for the replacement of the sentence imprisonment, forced to work in a job with the public interest, is effective under the general rules laid down by the court in the Code of Criminal Procedure.

f. In the set hours for work in the public interest calculated missing hours reasonably justified by such medical report that has been ill, or for distress in family.

g. When the prisoner has been arrested or detained and is releasing the days and hours are calculated in the term employed in the public interest.

h. Albanian Criminal Code does not stipulate whether the prisoner to work in the public interest or not there will be other legal consequences, as penitentiary time will be calculated or not in time for the retirement of retirement, invalidity and for effects other financial institutions. Logic demands that this time of the penitentiary not known person for any legal effect. Also convicted person has not paid to citizens why the salary for the time when work is serving the public interest or common license. Surely the Penal Code deficiencies remain to be filled, or with additions of CC, or by judicial practice. However regarding work in the public interest I think, that these provisions of the Criminal Code are probably the only ones that are not really applied our practice court.

This leads to what any private entity that welcomes fulfillment of the obligation to convict through its activities or even when such a thing becomes covered by fictitiousness.

### **Fragmentation of sentence**

As a means of expression that aims to end resort conviction that our criminal legislation is well aligned sentence fragmentation. Fragmentation of the sentence is a relatively new concept in the modern criminal legislation. He went to meet with the best intentions on reintegration and improvement of delinquent giving opportunity that besides partial execution of the sentence to be involved also in everyday life for himself the surrounding social factors.



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Fragmentation in our Penal Code provided for in Article 58. While the commentary of the Criminal Code makes a statement about the meaning and requirements of the fragmentation of the sentence. Under his sentence fragmentation will realize that for convictions on offenses up to a year in prison, the court, upon finding serious family circumstances, medical, professional, health or social decides to execute the sentence, with no less fragmentation than two days a week.

For the fragmentation of the sentence should therefore certain conditions:

1. Fragmentation of the sentence imprisonment be imposed only for those who are sentenced to a year in prison.
2. Fragmentation of the sentence imprisonment is made by the court when it observes serious family circumstances, health, professional and social. With severe family circumstances is perceived when a person has had death to for example family member husband dies of prisoners and children are left without anyone to care for them. With serious health conditions they understand when the sentenced person is suffering from a serious chronic disease that must necessarily be proved however with medical report and assessed by the court that do not allow it to serve a sentence imprisonment. Serious personal circumstances when a person means the introduction in jail for the rest of the sentence could lose his professional skills (surgeon, artist, etc.). While serious social circumstances they understand when a person sentenced to imprisonment has lost the reputation or political or social cause annoyance for example incarceration of a famous footballer, journalist etc..
3. Fragmentation penalty is made by the court in order to execute her convicted by imprisonment for not less than two days a week.
4. The main condition provided in the second paragraph of Article 58 of the Criminal Code is that the execution of imprisonment sentence regardless of how fragmentation is done two or three days a week in prison, should be completed within three years.
5. Penal Code in the third paragraph of Article 58 provides for the revocation of the sentence handed down to fragmentation when:
  - a. severe family circumstances and social health no longer exist.
  - b. when the prisoner violates the obligations set out in the decision of the court. With the decision by the court to revoke the prisoner is forced to suffer the remaining part of the sentence in prison. It is understood that the execution of the court decision to sentence Fragmentation requires systematic control of body making special execution of the sentence by imprisonment the execution of judicial or other body charged with this task.

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## ALBANIAN JOURNALIST SELF-CENSORSHIP STEMMING FROM POLITICS CONTROL OF THE MEDIA

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## Albanian Journalist Self-Censorship Stemming from Politics Control of the Media

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### Abstract

As it is seen from the journalists' points of view, censorship and self-censorship occur through various forms. This study analyzes the mechanism in details that encourages self-censorship of the Albanian journalists in information newsrooms, mostly focused on the impact that politics and politicians have on them, based on the relationship they have built with the media owners. The main hypothesis is: Albanian media environment reflects the phenomenon of censorship and self-censorship as a result of the recent past and the current economic and political situation of the media. Consequently, this situation affects the professional standards of the Albanian media and it leads the journalists toward a permanent self-limitation, which makes them think more about the reaction that different political, media and economic actors might have rather than the fair information of the public. The study is mainly based on the research paradigm in social sciences. For the fulfillment of this study qualitative and quantitative methods have been used. Seven interviews have been conducted with editor in chiefs of the main Albanian media, as well as eight representatives from politics who have had experiences in both media and public engagements. The data of this survey are collected from 307 Albanian journalists and they are very important in order to understand the self-censorship that stems from politics. The study concludes that the politics, politicians and the relations they build with media owners, are an important source for their self-censoring.

**Keywords:** self-censorship, Albanian journalists, politics.

### INTRODUCTION

In the eighteenth century, US President Thomas Jefferson asserted that if he had to choose between a government without newspapers or newspapers without a government, he should not hesitate a moment to prefer the latter. Governments are interested in having media under their control, since it is an important element for their propaganda. Control of the media is one of the primary measures observed mostly in totalitarian regimes. In these regimes, says Kean Birch, totalitarianism consists of six main features: "These include an official ideology; domination by a single party, usually led by a dictator; a terroristic police force to eradicate dissent; a monopoly on the means of communication; a monopoly on violence; and state control of economic life" (Kean, 2007, p. 153).

In the case of Albania, Enver Hoxha used to order "that everything had to be traversed from the Marxist-Leninist philosophy and proletarian policy of the Party, aiming the revolutionary tempering and education of the people with Marxist-Leninist worldview" (Hoxha, 1969, p. 436). The press, as a lever of the Party, as well as the literature and art were commissioned by Hoxha as "significant areas of activity of the Party ideology" (Hoxha, 1969, p. 436).

On the other hand, in a democratic system, freedom of the media is a fundamental condition for democracy, which in itself is a pluralist system where the flow of information is free and the freedom and pluralism of opinions and ideas are very effective. The impact of the public, which in totalitarian regimes is done through a strict control of the mass media, in democratic regimes appear through various forms.

Pierre Bourdieu, in his essay *On television*, raises the question "why should we participate on television programs regardless of the conditions?". According to him and some of our philosophers (and writers), to exist means to appear on television... (Bourdieu, 2009, p. 81).

Thus, political communication in modern democracies takes a considerable role for the leaders in coming to power and in the exercise of their power, where using media plays a big role. It should be noted that the line between public and political communication is very close, as public communication helps create the image of the political man. Here, media space plays a major role also, since it occupies an important place in the public space.

It is kind of addiction and cooperation of media with external actors that has prompted debates on how different media messages are manipulated, depending on the interests of different stakeholders, in this case, the political control over them. This dependence, which in most cases exists between media owners and politicians, in most cases affects working conditions of journalists. Journalists are forced to lay down the self-censorship born out of this censorship, which in most cases is unwritten, but that stems from political influence, as an external factor influencing them.

### **Aim of the study**

This study aims to identify the political impact on encouraging self-censorship of journalists in Albania, as a result of the relationships that they themselves, but also the owners of media outlets have built with political representatives.

Through an extensive empirical analysis the study aims:

1. to lighten the Mechanism that encourages self-censorship among journalists and that is influenced by Albanian politicians
2. to define the mutual relations between politicians and media owners

The main hypothesis of this study is: *Albanian media environment reflects the phenomenon of censorship and self-censorship as a result of the recent past and the current economic and political situation of the media.*

### **Research questions:**

1. *Does the political environment influence the self-censorship within Albanian journalists?*
2. *Are the relations between the media owners and politicians self-censorship stem for Albanian journalists?*

### **Methodology**

In terms of time, the study is concentrated on the Albanian journalism after the period of 2000 until the spring of 2016. The analysis conducted throughout this paper focuses mainly on this period due to the fact that the actors involved in the survey and the qualitative questionnaires mainly belong to the journalism of these years.

The study is mainly based on the research paradigm in social sciences. For the fulfillment of this study qualitative and quantitative methods have been used. Seven interviews have been conducted with editor in chiefs of the main Albanian media, as well as eight representatives from politics, including former ministers, member of parliament, etc, who have had experiences in both media and public engagements. The data of this survey are collected from 307 Albanian journalists and they are very important in order to understand the self-censorship that stems from politics. In order to get the data, the frequency analysis was done.

We have paid attention to the selection of the journalists who are interviewed by selecting only those who are engaged in collecting and preparing information, and not including those who deal with different duties or administrative matters within the institutions.

### **ALBANIAN MEDIA LANDSCAPE DURING THE TRANSITION PERIOD**

The interviewee, the Director of Albanian Media Institute (AMI) Remzi Lani says that in the Albanian case there is a kind of Darwinism, where the one who is strong and skillful can survive while the others die. Lani asks how it is possible that in Albania there is no newspaper that bankrupts, even though Albania has the highest number of mediums in Europe, compared with the population. "A large number of these media exist because of the interests of political parties or the media owners themselves. So, in a way, the Albanian media does not exist in the model of a business," (Lani, 2015) Lani says.

Interference and influence of politics on the media have been part of ongoing criticism of various international organizations that monitor freedom of expression in various countries of the world. Periodically Freedom House, the European

Commission, Reporters without Borders, IREX, etc. reported on political interventions on Albanian media in their annual reports.

The close relations between the press and politics, especially during the 90s, is also seen in the high percentage of the daily newspapers that carry a political character or owned by politicians. According to a study conducted by academician Artan Fuga, it turns out that there is a large number of newspapers with political nature or political parties. As mentioned above, "their number raised to 39 titles, which represent 47.56 percent of the total number of titles. [...] The great politicization of the press is an apparent fact in the postcommunist Albanian media company" (Fuga, 2008, p. 42).

Meanwhile, according to Fuga, in all the newspapers there is almost complete dependence on treatises made by the political positions of the parties representing the newspapers concerned. "Each newspaper sides with the specific political parties, which has mutual relations, by excluding the realities of the alternative parties and it creates a very biased picture of the real world" (Fuga, 2008, p. 42).

Meanwhile, in 2016 the number of newspapers is just as many, but by a simple mathematical calculation, almost none of them can afford the costs with revenue collected from sales of circulation or flow of advertising. Thus, in May 2016 there appears to be 23 socio-political and 11 sports daily newspapers, 36 weekly newspapers, 69 tri-monthly and 169 annually, including magazines. At this point, Remzi Lani raises the question: "If they do not earn as much to resist in the market, then, where does this money come from?" According to him it is clear that money is pumped from other sources, mainly from political underpinnings" (Lani, 2015).

Through analyzing the organization and functioning of the Albanian media institutions, it can be seen that their sources of manipulation appear in different forms. It is noted that in the case of Albanian media, the governors try through different ways to take the media under their control.

*- Grouping of different owned media groups with common political interests to protect a certain direction.*

The Albanian case shows that at different circumstances government attempted to do something like that, through the "tendency of giving advertising to the media pro it from institutions they support such as KESH, INSIG etc. Incomes from these ads are sensitive and are seen as rewards for the government support. On the contrary, stations and newspapers that support the opposition are punished by being ignored by national advertisers" (OSI, 2007).

*- Unwritten definitions of ad's boundaries.* This is another way of government control over the media, similar to the practice of monopolist system before '90s in Albania. Governors exert pressure on media owners by setting them limits of the content to be published.

A former journalist in TVSH, A.T. asserts that it often happened that the head part of the news he had prepared for the edition at 16:00 was changed in the editions at 20:00. These interventions were coming from the political actors mentioned in the news.

*- Labelling directly addressed to media owners, journalists, experts and opinion-makers.* This phenomenon is found in both sides of Albanian politics. The words used frequently by the Prime Minister Edi Rama such as "Salute to Sandri", labelling one of the biggest media groups owner Aleksander Frangaj, are so present in the Albanian media environment.

*- Allowing / restricting or promotion / prevention of different individuals to participate to different mediums.* In fact, in the Albanian reality this did not happen only at the level of ministers, MPs, opinion makers or experts, but also with top leaders of the politics. SP leader Edi Rama, in September 2014 decided to return to the studio show of Blendi Fevziu "Opinion" on TV Klan, where he was missing for about 6 years, after the local elections of 2007. Similar behavior was faced by the Democrat leader Sali Berisha and his presence in the other rival show of "Opinion", "Top Story", hosted by Sokol Balla in Top Channel TV. Berisha turned up on Top Channel on June 20, 2013, after 10 years of absence from this screen.

*- Pressures of tax inspectors or other public agencies that monitor the media sector.* The pressures like this, in a market largely informal and unregulated as the Albanian media operates, were numerous during the period of political pluralism in Albania. Taking extreme measures against certain media institutions, although it can be justified legally, in the public and sectorial opinion are commented as attacks based on political interests, indicating the fact that the failure of the law is a common phenomenon in the country.

## ALBANIAN POLITICAL CONTROL OF THE MEDIA BASED ON THE MODEL OF PETER T. LEESON AND CHRISTOPHER J. COYNE

For the media, which belong to countries similar to Albania, in terms of development of the country they operate in and economic and democratic aspect, Peter T. Leeson and Christopher J. Coyne assess the manner and conditions in which the mechanism of media work, and the factors that control and manipulate the media enterprise.

The two American researchers think that to overcome the Reformer's dilemmas repeated, there must be some mechanisms for both detecting and punishing defecting political agents – those who cater to special interests instead of owning policy. According to them, an autonomous mass media perform two crucial functions: "First, a free media makes monitoring behaviour of politicians significantly easier and less costly...Secondly, a free media contributes to overcoming the Reformers' Dilemma by enabling citizens to more effectively use punishment mechanisms to discipline political defectors. Independent media sources are more likely to convey credible information about the activities of political actors to the public." (Leeson & J.Coyne, 2007, p. 241).

Despite the level of autonomy that media enjoys, media is not a perfect mechanism that may prevent or hinder the deviations and abuses of political actors. Leeson and Coyne assess two key aspects, because even in developed democracies, politics and governments find different ways to control media content to a certain extent. "First, even in these countries, the media is never perfectly autonomous from the government. Media-related taxes, regulations, and licensing, for example, are common features of the policy environment even where the media is highly free" (Leeson & J.Coyne, 2007, p. 242) The second aspect Leeson and Coyne state is that "even in countries where the media is highly free, the structure of the media market can also weaken media's ability to reveal relevant information about politicians' activities to voters" (Leeson & J.Coyne, 2007, p. 242).

In Albania this phenomenon was faced during the first half of the 90s when there were changes in the prices of ink, paper and other necessary elements needed for the press.

The two American researchers in economy, Leeson and Coyne, suggest four specific ways through which the government manipulates media in this environment, and in this section we will analyze it according to the situation in Albanian media:

- a) Direct control via outlet ownership;
- b) Indirect control via infrastructure ownership;
- c) Indirect control via financial pressure;
- d) Indirect control via entry regulation. (Leeson & Coyne, *Manipulating the Media*, 2005)

- *Direct control via outlet ownership.* Leeson and Coyn assess that in the case of explicitly state owned media outlets, it is not difficult to imagine how government influences media provided information. Sticking to financial sources, the media of this nature, generally are not critical for the government in power. In communist Albania, the means of transmission belonged to the party in power, including here also the news agency (ATA), as well as the salaries of journalists which were garanted by the state budget.

In the case of public media, the influence of government on the media products can be easily understood.

These media are mainly financed from the state budget and have no direct link with the public. Property addiction causes them to be away from government criticism. Furthermore, the reality shows that the managers or chairs of these institutions, who decide on the entire chain of information transmission, are appointed under a scheme that favors the ruling party. The main governing bodies of institutions like the Audiovisual Media Authority (AMA), election of the Chairman of the National Council of Radio and Television (NCRT), etc., are mainly aproved with the consent of the parliamentary majority.

It is very interesting the testimony brought by Ylli Dylgjeri, a former journalist of *Koha Jone* daily, later Director of Information in the government of Fatos Nano. The interviewee, Dylgjeri states the following:

"In the spring of 2015, I ran for the Board member of TVSH and managed to come in the top five names who would be sent to vote in parliament. At 10:30 am they phoned and said that you are among the top five names of the majority. Later, at 10:45 they called back and said that I was removed from the list. Vice President of the Commission went from ear to ear and told to the MPs: 'We have an order to remove Dylgjeri from the list.

At this moment I was replaced by another name. In fact, I know the person who did the action, to whom I sent an SMS. I wrote that I had competed because of their demand on this topic." (Dylgjeri, 2015).

Within this type of ownership can also be considered those media enterprises, which by way of operation recall the so-called "Berlusconi syndrome". Thus, it often happened that political leaders or politicians are active in this area and they buy shares or entire media for their political benefits. This practice was called so due to how the former Italian Prime Minister Silvio Berlusconi, a powerful name and known in the Italian politics, tried to control under the same hand the media venture beyond political power. In this model, although it seems that the media are in the hands of private owners, not state, they do not serve the economic interests of their owners, but mainly political aims that they carry, by manipulating the way the information is provided to the audience.

The Berlusconi model was born in Albania after 1997, when private media was allowed, including a large number of newspapers, radio and television. According to analyst Fatos Lubonja, all this media industry has a particular characteristic: it is not profitable in itself, but it is funded from the profits of these young businessmen, who derive their profits from other businesses, mainly by using the power relations they have with politicians.

There are many examples of this kind in Albanian reality.

"The Parliament elected in 2013, contains two deputies who are also the owners of different businesses, as well as owners of media. One of them is Astrit Veliaj, who owns *UFO TV*, a local television station, besides several other positions. The other one is Koco Kokedhima, one of the most famous businessmen and media owners in the country" (ISHM, 2004, p. 71).

In 2007, "Albanian Centre for Media Monitoring" reported that one of the daily newspaper companies, and one of the most popular groups, *Spekter*, was 100% owned by Koco Kokedhima. At that time, the company owned dailies *Shekulli*, *Sport Online*, an online economic newspaper *Business*, as well as a monthly magazine *Spectrum*. In addition, Spectrum Ltd. also owned Max Publishing.

According to the same report, Kokedhima owned shares in a national radio, a television, and an advertising agency.

Over the years, similar examples often coincided. For instance, in 2004, *Koha* was another important media group, which is closely linked with the name of its owner, Nikolle Lesi, a well known politician. The group that owned the daily *Koha Jone* and *Sport Express*, was totally owned by Lesi. Earlier the group, had also owned the *Koha TV*, which in late 2002 was sold, while he had significant financial shares of *Radio Koha* (ISHM, 2004, p. 58).

It is an interesting fact that even when Nikolle Lesi sold the *Koha TV* channel, buyers were again not only business representatives, but also politicians. "Agron Duka, a businessman and a politician, and his brother Armand Duka owned 25% of each. Other names were Ardian Abazi and Lefter Koka" (Fuga, 2008, p. 42).

- *Indirect control via infrastructure ownership*. Even if the media are privately owned, vital means of production and distribution are monopolized in the hands of the state; the government control over the media still remains strong. These tools at the state could be different, as a state monopoly on printing, distribution of newspapers etc.

Providing the frequencies from AMA, a public agency with broad powers in the licensing of audio-visual media, in some way constitutes an indirect means of control for permitting or not. In this context, the process of digitizing of analogue networks which was planned to be finalised by AMA in 2015, it is still unknown when it will be concluded.

- *Indirect control via financial pressure*, is another way of censorship on media enterprises and promoting self-censorship on media workers.

According to a survey conducted in April 2004, it is noted that marketing space provided by the Albanian dailies of that time is above 50 percent of the pages. The data published in the newspaper *Reporteri* at the time shed light on the state budget revenues for newspapers. "In 24 pages of main newspaper, *Shekulli*, 5 pages are advertising, ie about 21%. Of these, 75% are state advertising. [...] *Gazeta Shqiptare*, within 28 pages in total, there are 10 pages of advertising, 75 percent of which comes from state institutions. *Korrieri* newspaper has about 90 percent of its advertisement space from the state budget. *Koha Jone* has about 50 percent, *Balkan* newspaper about 54 percent etc." (Mema, 2004, p. 13).



The problem of financial resources to the media is also confirmed by the former Prime Minister, Fatos Nano. In the parliament debate over the media in July 2004, Mr. Nano claimed that "half of the licensed television stations have filed statements of financial loss. Interesting is the conclusion that emerges from official facts that for licensed TVs only 45% of earnings come from advertising, 5% from sponsorships and about 50% from other sources. It remains to be underlined that based on a review of financial balances, they fail to justify the investment funding sources that some media owners claim" (ISHM, *Monitorimi i medias*, 2004, p. 131).

At a moment when 25 daily newspapers and 120 radio and television channels were operating in the country, on March 2 2006, the Government decided that advertising and announcements of state administration with state funds would not be published any more in independent media means, but in an official government bulletin. The government of that time justified this decision by reducing the costs of advertising with public funds. The decision was commented by independent newspapers as a government attempt to damage independent media financially. Meanwhile, the interviewee, the democrat former defense minister, Arben Imami, claims that politicians can find different ways to support the media they want and according to their preferences among numerous public tenders, etc. (Imami, 2015).

It was not infrequent that a concern was raised that the government gave advertising or media awareness campaigns to those mass media institutions that are close to the majority in power. "In recent years several occasions have been experienced when the media community has raised concerns that the state is distributing ads on television or media that favor the government. One of the important media owners in the country also confirms this trend: Media owners have used television to honor the government, in order to receive a larger share of government advertising, among others" (ISHM, 2011, p. 11).

- *Indirect control via entry regulation.* Having various instruments, the government is able to offer or refuse this opportunity to those to enter the market of media enterprises which are critical according to it. In this way, the rules established by state bodies constitute a control method. The rules set by government agencies for opening or not these media, directly affect the control and manipulation of the media. In Albania, the private media can enter the market only through a license given by the National Council of Radio and Television (NCRT), amended later in the Audiovisual Media Authority (AMA).

## **DIRECT PRESSURE OF POLITICS ON ALBANIAN JOURNALISTS**

The data collected from the survey carried with Albanian journalists show that politics is considered as one of the main actors that exerts pressure on their work and the sector in general.

Politics and politicians' impacts on journalists and media in general are assessed in various international reports, as well as by the journalists and actors operating within the media.

On World Press Freedom Day on May 3 2012, citing the Annual Report of the US Department of State for Human Rights, Ambassador of USA in Tirana, Alexander Arvizu said that "in the Albanian media, there are cases of direct or indirect political pressure, including threats against journalists. ..." (Shekulli, *Gazeta Shekulli*, 2012, p. 9)

In 2015, immediately after the elections of 21 June, the US State Department listed the same problems. Despite the improving freedom of expression, Department reported again that "political pressure, corruption, and lack of funds, were the source for restrictions on independent print media, and journalists admitted that they practice self-censorship".

Another foreign diplomat that has introduced the reports of the European Union for several years for an institution he represented, Ambassador Ettore Sequi, in an interview in *Shekulli* daily assessed the presence of political interests in the Albanian media that pressures are influencing the self-censorship of journalists (Shekulli, *Gazeta Shekulli*, 2013, p. 8).

In the interim report of May 15 - June 1 2015, the OSCE office in Tirana reported back on press freedom problems that stem from political pressures and interests of media owners.

Another concern of the OSCE comes about public television, Albania Radio and Television (RTSH), which is widely regarded as a supporter of the ruling political party and as a non-independent medium. Its viewership estimated to be below 10 percent (OSCE, 2015).

Earlier, on May 12 2015, representatives of OSCE on freedom of the media called "politicians and businessmen to stop manipulating the media in general and institutions such AMA, and allow journalists and professionals to do their job

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independently and professionally for the benefit of the Albanian public.” (OSCE, 2015). Similar concerns have been shared over the years by the European Commission, IREX, Freedom House, Reporters Without Borders, etc.

On June 17 2015, Albanian Ombudsman Igli Totozani, through a reaction associated with the video displayed about a conversation between the candidate for Mayor of Elbasan city and a journalist, expressed his concern that unfortunately in Albania there are many cases of censorship and self-censorship in the media where journalists are threatened with dismissal. Such cases have been numerous in Albanian pluralistic journalism after 1990. More specifically we will mention only some of them which have had a public reflection.

The first incident to mention is the violence against journalist Mero Baze in 2009 from an Albanian businessman. Baze himself considered the relationship of the aggressor with the ruling party as a close one and the government as a political shield to Rezar Taci, the businessman who fired him.

The close interests between politicians and media owners deepened even more in times when the interests are of a greater magnitude. Fatos Mahmutaj, a journalist who was injured while reporting live for ABC News TV about the events of January 21 2011, was wounded and the channel he was working for did not publish this story. A year later he left Albania and as a guest in *Top Story* program of Top Channel TV, he said the following:

“On Thursday, 6 days after January 2, I was invited to the Top Story show of Sokol Balla. A day later, I went to Mother Teresa hospital to have my hand treated. On the way back I met a policeman whom I had had an appointment before. The police put the pistol in my ribs to give me a message. 'Do not talk much' - he said. I had no other choice except leaving Albania... A few days later, a prosecutor suggested me to leave Albania, because it was unsafe for me... I chose an Albanian machination of these tricks to escape, there was no other chance” (TCH, January 21, 2012).

Another case, which is still not resolved totally but thought to be related with political scene, is also the burning of the first independent newspaper in post-communist Albania, *Koha Jone* on March 2 1997. In lack of clarification of events, *Koha Jone* began publishing the testimonies of journalists who had worked for the newspaper at the time. Evidences were obtained through confidential ways. Thus, according to the evidences published by *Koha Jone*, Blendi Fevziu and Ben Blushi, both admitted before the investigative group that “on that day it had been an extraordinary situation. For several days, *Koha Jone* was under different threats because of strained relations with the government. The newspaper openly had kept the side of the protesters in Vlora and the whole Albania” (Koha-Jone, 2015, p. 4).

A case where the journalist faced with violent acts for reporting against the interests of politicians was that of March 10 2008 with the regional director of BIRN (Balkan Investigative Reporting Network) who was hit by the deputy of the Christian Democratic Party, Tom Doshi. The event took place in the bar of the Hotel Sheraton in the presence of customers and hotel staff. The violence came as a result of a research that was published by Likmeta about false university diplomas of Albanian MPs. To reflect the atmosphere in editorial matters relating to politics, the relationship established between politics and the media, as well as the care that journalists show not to affect interests of (partnership) media and politics, we discussed these issues with the editor<sup>1</sup> and journalists of one of the three largest television stations in the country, who refused to be identified publicly about the issue.

The discussions inside the newsroom have been held between Editor in Chief of the TV Channel and the journalist who had been following the story of the arrest of socialist MPs Armando Prenga on charges of “intentional injury”, “illegal weapon bearing” and “Threats to life” on September 6 2015. As noted in the articulation of the event, the news, even though it may seem correct, in fact it omits journalist’s arguments including the analysis of the case under the responsibility of socialist leadership, when in the country there have been a lot of debates on the issue of inclusion in MPs lists of persons with criminal records in the past.

News headline: *7 injured in Lac; SP deputy Armando Prenga arrested*

Armando Prenga, SP deputy was arrested on Friday night after a conflict in the town of Lac, where 7 people were injured. In the conflict there were included members of two tribes: Prenga and Cali. According to police, the quarrel started in the

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<sup>1</sup>For ethical reasons, and due to the editor of the TV channel concern, we are obliged not to give his name, as well as his initials. This is based on the demand and requirement of him in order to talk about this issue.

premises of Cali brothers, in Patok, after the Denmark - Albania football match. MP Prenga and his brother Eduart quarreled with the owner of the premises, Gjok Cali, which was hit with the butt of a pistol, a fact officially confirmed by the head of the commissariat Nik Nikolla, who announced the names of six arrested. Police officially confirmed that Gjok Cali was the one who informed the police, who accompanied the groups to the Lac police station. But members of the two families gathered in front of police commissariat and clashed again. This time, besides knives and sticks, there were also guns and Tom Cali got wounded. But, according to the chief of the police station, all these occurred outside the premises of the police.....

In terms of this event, the relevant editor says this is just one case among many others, when the debate transcends the issue of achieving professional standards and exceed the debate perspectives on the news or editorial line on compliance. "It may happen that debates can further push the journalist to create a logical line reporting, adapting with the workplace, in other words, a kind of self-censorship, but not in the first sense of the word. One of this was the issue of decriminalization, the presence of persons with criminal background in the Parliament. One case was the arrest of socialist deputy, Armando Prenga. I personally insisted on a fair coverage of the case, without giving more space to analysis or opinion. So, focusing only on the news." - he says.

On the other hand, G. Xh. Journalist expresses his concerns about this issue. According to him, fearing from political pressure forces him, and almost all the editorial board, to often obey to what is required by politics, based on a relationship between them and the media owners. "I think that the news had more space on the responsibility of political leaders over the selection of candidates for deputies. The lists are closed and the reaction of the Prime Minister in the case of Prenga, seemed to avoid the real responsibility on resigning the arrested deputy "(G.Xh, 2015) –the abovementioned journalist says.

## FINDINGS

According to the points of views of politicians and editors in chief of different Massmedia means, after analyzing the conditions that determine the relationship between media and politics or the self-censorship applied by journalists as a result of this interdependence, it seems that the work of editorial boards in the newsrooms is shaped on the basis of common interests of media owners and political representatives. This conclusion is supported not only by the heads of newsrooms, but also by most of the politicians and analysts interviewed during the implementation of this study.

Analyzed in this context, the editor in chief of *Klan TV*, Fatos Hakorja says that "politics is increasingly attentive to the news published by the media. In many cases, the reactions that come from it are a form of pressure. This fact may force journalists to apply self-censorship" (Hakorja, 2015).

Qamil Xhani, editor in chief of the newspaper *Koha Jone* states with respect to this matter: "When the media fails in self-financing and its revenues come from business or directly from state institutions (politics), reportings that contradict the politicians or government become more rare. It is present in Albania where the policy is introduced in each cell" (Xhani, 2015). Roland Zili, the editor in chief of *Vizion Plus TV*, says that "politics cannot live without the media. This is why the links between them and journalists are increasingly dynamic. Of course the pressure or the attitudes of politicians' insistence find a place in the news" (Zili, 2015).

The News Editor in Chief at *Top Chanel TV*, Mentor Kikia states: "The owners of the media and politicians have common interests. Politicians want to have access to the media and when they are friends of the owners then the doors are open, while the owners use them as a shield or assistance in economic relations that may have with the government. For this reason it is not easy for journalists to publish news that could affect these politicians" (Kikia, 2015).

Included in a case of a public denunciation of corruption affairs of a minister in 2015, the former director of Albanian Telegraphic Agency (ATA) Basir Colaku says the interests of the owners of media are maybe influenced by the economic crisis and it has made them even more sympathetic to the government, no matter current or former. Information that is of concern to people in public duties, especially in the case of ministers most of the time, cannot be published if you do not get permission or if the publisher does not notify the officer that news cover (Çollaku, 2015).

From the politicians' point of view self-censorship of journalists stem from politics. Democrat former defense minister Arben Imami thinks that it is a consequence of informality. "Contracts, moral conventions etc. are the ones that protect the

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individuals. A journalist who is not protected by society, cannot be protected either by the state or by law, neither by political parties etc. As a result in Albanian case, journalists are not protected by their media owners" (Imami, 2015).

Alfred Dalipi, who has worked at positions such as director and deputy general director of RTSH the public television for eight years believes that in the public broadcaster censorship and self-censorship is applied by administrators who are in charge of this entity. Interviewed in the framework of this study, Dalipi claims that in the public television or in general censorship comes from those who were administrators in the earlier years, and when it was fully funded by the state, influences were bigger than today obviously. "In these conditions, when the owner was the state, its influence on the editorial policy was undisputed. I had experience with four directors, they rarely had the tendency of independence, and they lacked the communication to resist the government censorship, because, before the 8410 law, the television at that time was still completely under the influence of state" (Dalipi, 2015).

An MP of the Socialist Party with a long career of journalism, Alfred Peza has had experiences in the both sides of this media-politics report and he believes that more than political interests, economic interests are the ones that lead journalists to self-censorship. "Not politicians, but economic interests of publishers in a poor market, small advertising shares, a market where incomes about 50% come from informal and nonclear sources are some of the main causes encouraging self-censorship" (Peza, 2015).

Another interviewee, former Minister of Justice during the government of Sali Berisha, Enkelejd Alibeaj also recognizes the impact that politics have on journalists, connecting it directly to the reports arising between politics and media owners. Alibeaj says that "In addition to magazines or newspapers about sports, arts, fashion (surprisingly few of these!), any other media, has had its success by access to political power. The rest is just a matter of price" (Alibeaj, 2015).

Sadri Abazi, a Socialist MP, also a powerful businessman, sees the problem not in politics, but at the owners of the media. Interviewed during this study, Abazi says: "I think that politics is innocent in this topic. Of course that may have interests, but the interests of media owners seem to be much larger than those of politics" (Abazi, 2015).

On the other hand, after the frequency analysis of the survey conducted among the Albanian journalists, the similar result is seen.

During the analysis conducted in this study on the influence that politicians have on media, we often faced difficulties in analyzing which of them affects each other more, whether the politics on the media, or vice versa, media on politics. The analysis indicates a close connection between them, which leads to the conclusion that neither could do without the strong support of the other.

The evidences of political representatives, who at various times have enjoyed and still enjoy important public positions, such as ministers, former ministers, MPs etc. support the idea that if government agencies do not invest financially on the media, the latter turns into a blackmail tool. Almost all respondents assess the problem of false information reporting not to journalists, but to the close ties that exist between the representatives of the political class and media owners.

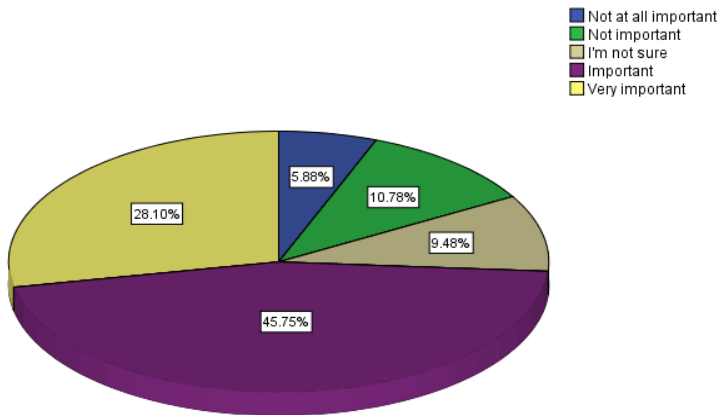
There are 11 variables alleged as the key which the Albanian media faces: government pressure, self-censorship, interference of media owners, the loss of public confidence, soft news, reduced number of professional journalists, reduction of real news, concentration of media in rating, lack of objectivity, the decline of newspaper circulation and

professional competition. In the survey, 140 participants out of 306, or 45.8% of them assess governmental pressures as an *important* problem and 86 other, or 28.1% of them as *very important*.

So, about 74% of journalists share this opinion. (Figure 1)

**Figure 1 How do you assess as problem "the pressure / censorship of the government inside the news article?"**

**How do you assess as problem "the pressure / censorship of the government inside the news article"?**



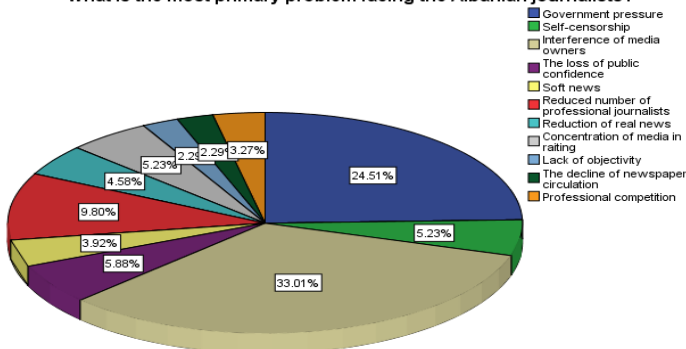
Source; Survey conducted by the author, March – April, 2015

When journalists were asked what the most primary problem facing Albanian journalism is, after the intervention of the owners 33.1%, the pressures of government and politics inside the news, with 24.51% is evaluated as the second more important issue.

When journalists were asked to rank the importance they thought about the four main actors that affect more inside news, after media owners in the first place and advertisers in the second place, 111 of 306, or about 38% , listed government institutions as the third actor with the greatest impact. (Figure 2)

**Figure 2 What is the most primary problem facing the Albanian journalists?**

**What is the most primary problem facing the Albanian journalists?**

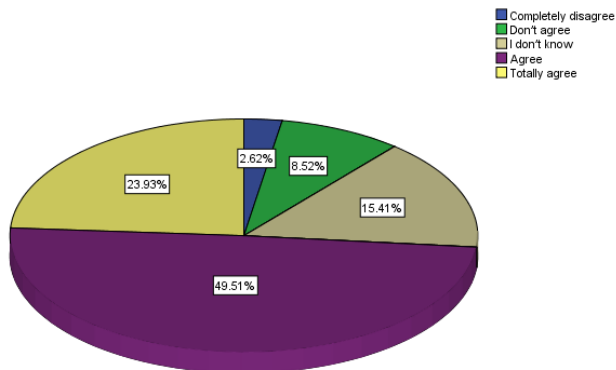


Source; Survey conducted by the author, March – April, 2015

Pitted against different pressures such as legal penalties, fear of losing their jobs, the reaction of the audience, the pressure of advertisers, political pressures, etc., in the case of the latter one, from the 305 who expressed their opinion, 151 journalists (49.50%) agree and 73 others (24%) totally agree that this kind of pressure causes making or not making news of a situation that carries information value. (Figure 3)

**Figure 3 Give your opinion: "The political pressure" forces journalists to refrain from an event that carries news information value.**

Give your opinion: "The political pressure" forces journalists to refrain from an event that carries news information value.



**Source; Survey conducted by the author, March – April, 2015**

According to the Democrat former Minister of Justice Enkelejd Alibeaj, today, the relationship is as politics desires; politicians are prone to manipulation of information, but also media is inclined to provide it. "Like a business relationship, the only point where you can have discussions is the 'relevant price'. So politics today does not need to apply pressure, but simply choose the extent of the price to pay for receipt of service – manipulated information" (Alibeaj, 2015).

In the same line of thought goes even the former Democratic Party candidate for Mayor of Durrës in the local elections of 2015, Grida Duma. Interviewed during this study, Duma says: "While discussing the censorship of political preference, prior censorship reasons do not directly stand to politics. Business class certainly tries to lobby to ensure the maintenance of their jobs, creates the first level of preferences and the political bias of the media which develop censorship and self-censorship in the way of their accrued interests". (Duma, 2015).

Ylli Dylgjeri also links this dependence of journalists on politicians to the relationships that media owners have created with political circles. He makes a comparison of income that *Koha Jone* daily had during 1997, with the money provided through auctions nowadays. "Consider that when our newspaper was the only one in the market, so in 1997 the best month we had up to 60.000 dollars. After 2000 a contract from the state went in unimaginable numbers. The contract was an amount to \$ 1 million.."- he adds (Dylgjeri, 2015).

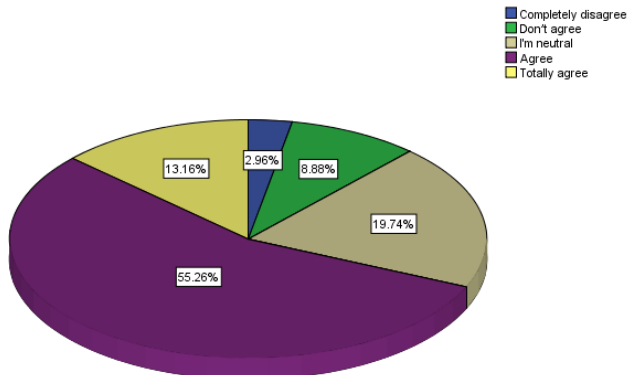
According to Dylgjeri, after 2000, media focused on political and governmental financial income rather than the income received by private sectors advertisement. "The money gained by business may be natural, because it is competitive, while the money coming from the government is a planned one and it is clientelist." - emphasizes Dylgjeri, a former journalist and former Information Directory Chair of Fatos Nano government.

The survey question "Is the violation of the interests of political groups / politicians" news subject/field that can be censored?" was conducted among 304 journalists. Out of 304 respondents 40 of them (around 13%) fully agreed while the

other 168 (55%) agreed . Only less than 12% of them do not accept this fact, on the other hand 20% of the respondents express their neutrality (Figure 4).

**Figure 3** Is "The violation of the interests of political groups / politicians" subject / field that can be censored news?

Is "The violation of the interests of political groups / politicians" subject / field that can be censored news?



Source; Survey conducted by the author, March – April, 2015

This result is supported by the former Minister of European Integration at the right wing governance during 2005-2009, Majlinda Bregu, also a former journalist in profession, who accepts that politics exert pressure on journalists, something that becomes a source of self-censorship for them. Interviewed as part of this study, Bregu says: "Politicians and certain powers have the suppressing of the news as a business practice, who seduce the media owner. These media owners become not only the owners of the journalist, but unfortunately they also become the owner of news!" (Bregu, 2015).

A group of topics that can be censored in newsrooms are those dealing with involvement in corruption practices of government representatives, municipal bureaucrats who work in public administration. Out of 298 journalists that have answered this question, 130 of them (43.6%) express agreement and other 55 (18.5%) express full agreement. Only about 22% of them are against this phenomenon, while about 16% have a neutral opinion.

## Discussions and Conclusions

After an in-depth analysis conducted through qualitative and quantitative methods of research, the study concludes that Albanian journalists exercise their profession under the pressure of various factors that are internal or external, being subject to the phenomenon of self-censorship, which stems from reports and relationships that these actors build with each other.

In Albania, the mutual relation between media and politics is influenced by the large number of daily newspapers of political parties, the closer ties of the owners with politicians, the visible approaches of editorial policy in support or opposition to a political party, the debates on the financial benefits of different media companies etc. Analysis of Albanian media landscape, its close ties with the politics and financial interests, makes us think about a connection between the information and politics. It seems that the political groups, which by nature are obsessed with holding power, consider the media not as a major instrument but as the main mean for their policy.

The period of political transition in Albania, imposed such a development which cannot be thought detached from politics on the local media. Many media companies have resisted due to their connections with different political directions. The clientelist features of media increased the rate of double dependency, but in most cases the media is inferior to the political supremacy.

Quantitative measurements with regard to this issue are also supported by the statements of political representatives who allege that state agencies make funding through various media which otherwise would turn to blackmail tools.

Research shows a high degree of self-censorship of journalists which stems from the close relationship built between media owners and politicians. Journalists in the Albanian media newsrooms widely self-censor on the news that has to do with the interests of media owners, politics etc. for more complex reasons.

Analyzed in terms of politicians' impact, the mechanism that pushes Albanian journalists to self-censor in information processing is mainly conditioned by the links built between media owners and political representatives. In this mechanism, the journalists remain outside their journalistic mission, thus falling prey to self-censorship. This conclusion is largely determined by the journalists when asked about the level and frequency of their self-censorship on the news, dealing with the reports of the above actors.

In these circumstances, an important condition for the improvement of this situation has a lot to do with the deepening of the process of democratization of politics, so politics would learn to coexist with the media and to benefit properly from it. Setting balances between politics and the media would lead to a significant reduction of the problems journalists face which are mentioned in this study.

In this context, in a triangle of media, justice and politics, the media seems to have the greatest importance on ensuring the smooth running of any state structure. The second main problem encountered in this regard is justice and the third is politics. If justice and media function without problems, politicians have nothing to do.

However, the battle between the media owners, journalists and internal or external powers is a constant struggle regarding the censorship and self-censorship; this battle of power knows no boundaries, time, nationality, political or economic regime and which seeks recognition, awareness, effort, courage and social individual to be able to win.

Consequently, this situation affects the professional standards of the Albanian media and it leads the journalists toward a permanent self-limitation, which makes them think more about the reaction that the different political, media and economic actors might have rather than the fair information of the public.

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# Psycho-Social Influences Perceived on Elderlies Due to Senile Difficulties at Nursing Homes and Its Impact on Their Well-Beings

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## Abstract

The present study was based on survey data collected from elderly people living at the nursing home in Tirana. The study indicates that there is lack of social activities in these nursing homes that requires research thus structured the present study which brings dissatisfaction and lack of fulfillment. The presence of apparent needs requiring immediate care and attention to these individuals increases the risk of not having the best living standards in following years. The overall results of the data collected in this nursing home indicate that social activities are missing apart from nursing home activities organized internally. This study also shows that there is a correlation between social activity and well-being of the elderly people. The data was collected through interview that was subjected to 65+ old aged people. The elderly gave information on how they spend a day at the nursing home, activities organized, different ways of passing their time and what sort of differences they would like to have. The data analyzed through responses to elders also confirmed the hypothesis that the laws were not enough or financial support was purely which was not sufficient to protect the social lives of the elderly, and had a negative psychological impact to them directly affecting their well-beings.

**Keywords:** well-being, nursing home, elderly, living standards, psychological impact.

## 1. INTRODUCTION

Although this research involves elders at a nursing home, the results indicate general conditions as well as psycho-social factors that have influence on elders, analysis and data collection from nursing home in Tirana. In more details it can be explained; aging as a biological phenomenon, their psychological factors and the role of social impact in their lives. Aging and nursing homes, as another concept studied through which analysis and data collection was applied.

This research is structured through some chapters which include elders in general, their four principles, psycho-social factors that influence their lives, analysis and data collection from nursing home with elders. Following was also studied: aging as a biological phenomenon, including their biological changes, the psychological factors about stress, memory, insomnia and the role of social impact in their lives. The aging and nursing home, aging and their four principles were also studied under this article.

### 1.1 The Scope of the Study

Although positive psychological impact is crucial in having social support in aging there is lack of social support that resulted in a negative psychological effect on elders, and a negative effect on their lives.

The purpose of this study is to investigate the relationship between social support and psychological impact on elderly. The influence of positive and negative effects on elders that resulted from social support and from lack of activities in this institution was basis of the research. Below were some of the objectives of the research:

- Bio-psychosocial impact of aging factors in the last stage of life. Providing a brief informational map of biological, psychological and social influences on elderly.

- The influence of social support and its effect on elders. Taking into consideration the social factors that influence the psychological impact on old age.
- They psychological impact in regard with being part of social support or not being part of it. The key elements that indicate their participation to communal activities and their social roles that they see themselves through in nursing home.

## **2. METHODOLOGY**

The purpose of this study was to investigate the relationship between social support and psychological impact of aging, as well as the influence of positive and negative effects on elders that as outcome of social support at nursing home. In this study an interview with 13 questions was implemented to elderlies at Tirana nursing home; there were 47 elders at nursing home. The methodology used for the present scientific research was mainly qualitative. Qualitative method is the method that did not get result with statistics but interpreted the questions and this research in qualities form. Forty elders at a nursing home; men and women, aged from 65 to 85, were interviewed about their psychological impact by social support. Following questions were used to obtain data and interpret them through analysis of them.

### **2.1 Can you define one of your daily routines?**

Apart from celebration days, they reported that they spend all they together and have all the days same as the other days. The day starts with breakfast, some of them mentioned of the TV after that, some played either dominoes or read books afterwards, and had coffe with some close friends as they reported to have seperate groups of hanging together and having chitchats while having coffes.

### **2.2 Do you have social activities?**

They reported not to have any activities but they played some passtime games in their immidiate surroundings. As mentioned earlier, the only activities they played were of those games that were organized by themselves and that they spent every single day together with the others in the nursing home.

### **2.3 If "Yes" Can you name or define some of them?**

Elderly in Tirana nursing home were seperated into groups, some of them (mostly women) watched TV, some others played dominoes (mostly men), chess(mostly men), and read books (both women and man) or had coffee (mostly men). These were some of the everyday activities they did themselves. Once a week they reported to have a trip to the artificial lake to drink a coffee together which was organized and financed by the director of the nursing home.

### **2.4 Do you participate in social activities?**

All members of the nursing home claimed that they were part of social activities that they tried to organize themselves. They also affirmed that the need for different social activities was beyond necessary. It was very difficult to live in a nursing home where there does not exist any social activities and any new participants for them.

### **2.5 Do you think if there is lack of social activities?**

All members of the nursing home agreed that the lack of social activities was prevalent and no one was doing anything about it. Also they asserted that they were tired of the routine and the dissatisfaction of their day. For members of the nursing home only thing that government paid attention to them was meals and housekeeping.

### **2.6 Are there disadvantages or missing parts of these social activities?**

Disadvantages were reported numerous, which were: the absence of an agenda of social activities, which should be different and appropriate for their age, also was needed financial funds to realize these social activities. Also another disadvantage was lack of desire of working by social workers in this institution.

### **2.7 Are these activities needed for you?**

All answered that they had given up on their well-beings; they did not have any activities in this environment that could influence either mentally or physically. Also their social life in the group would be more active and they would become more satisfied from last years of their lives.

### **2.8 How do you feel about the lacking of the social activities?**

Each member of the nursing home confirmed that feeling lack of social activities was very negative. The negative feelings had been part of their lives every day. They wanted to interact with one another; they wanted to create different forms of dialogues among the existed social activities.

### **2.9 Would you have a more beautiful day if you had more social activities?**

Based on the reported responses, their day would be much more beautiful if they had been part of social activities, because there would not be space for being upset, they would be more active and they would feel like other elders. Also they would be healthier in the way of thinking, perceiving things and feelings.

### **2.10 Do you think if social activities have impact on your psychological well-being?**

Most of the elders did not know if there was an influence of the lack of social activities on their psychologies, but they responded that different activities would make them feel better, more fulfilled and satisfied.

### **2.11 Do you find commitment important if you have anything to commit to?**

It was very important, because they did not report to have any commitment, and that every day was boring for them. One of them reported that they should not have been considered as "*dead*" just because they were living in the nursing home. They had lived a difficult life and they needed to complete days with different activities to forget about the bad memories of their lives.

### **2.12 What sort of physical and mental effects do you feel on yourself in regard with social activities?**

They all agreed that each physical activities made them feel much better and happier in this world as it made them feel that they had a role in the social life. About mental health they responded that social activities helped them not to be stressed, and that it made them feel more alive.

### **2.13 What else would you like to have in your nursing home?**

Their responses mainly involved following points:

1. More spaces and parks in their environment
2. Visits to museums, cinema, opera, theater etc.
3. More time outside
4. Trips to short distances

They all agreed that these activities would make their lives more active and meaningful.

## **3. CONCEPTUAL FRAMEWORK OF AGING AND ITS IMPACT ON ELDERS**

The concept of "social impact" and its relation with health and psychology is one of the main concerns of elders. Together with aging, individuals often decline in physical and cognitive functionalities, and their social networks might narrow down. Much of the literature demonstrated that social relationships are positively associated with health and psychological status throughout the lifespan, the restriction of social networks (as a measurement of social relations) may be problematic for health at old ages and lessen quality of well-being, life satisfaction. As time passes elderly's difficulties grow and are thus

important elements which accelerate aging. *“As life expectancies increase, it’s important, from a public health standpoint, to delay the onset of diseases associated with aging,”* (Bauman et. al, 2012).

First and foremost, a significant element is their self-concept, which they have formed by passing of the years affecting negatively or positively on their psychology. Self-concept is associated with a set of conceptualizations that people have about their psychological, physical and social aspects. *“The self-concept involves individuals’ evaluations of who they are, including their evaluations of abilities, competencies, successes, and failures.”*(Carstensen, L. L., & Hartel, 2006) How do elders respond when asked the question “Who am I?” Similarly, how do elder’s perceive their future selves? Moreover, how do elders experience and evaluate their lives? Are they satisfied or are they depressed? Aging is another role of life that should be passed; a role which leads to death.

It is normal for elders to be part of different physical and psychological problems since they have gone through a long and difficult life. Identifying with youth rather than old age is correlated with higher scores on tests of physical and emotional health (Hummert et al., 2002; Tuckman and Lavell, 1957) Edward J. Stieglitz defines aging as *“the elements of time living”*. According to him *“aging is part of living.”* Aging begins with conceptualizations and ends with death. Aging could best be defined as the survival of people who have finished traditional adult roles of making a living and child bearing.

Social life effects directly on an individual's lifespan. Individuals with enhanced social relationships not only are able to improve their psychological well-beings but also their physical health (*e.g., by enhancing immune function and reducing heart attack risks*) (Cohen, 2004). Psychologists have been at the frontline of research and enhancement of interventions and assessment devices to appeal the special needs of various elders. This may help elders to understand their ages and issues. *“Researchers confirm that elder’s adults with evidence of mental disorder are less likely than younger and middle aged adults to receive mental health services and that, when they do, they are less likely to receive care from a mental health specialist”* (Karel, Gatz & Smyer, 2012). Health and psychological risks associated with social isolation have been compared in consequence with well-known perils of smoking and obesity (House et. al, 2001). *“Individuals who lack social connections or report frequent feelings of loneliness tend to suffer higher rates of morbidity and mortality”* (Brummett et. al, 2001; Seeman, 2000; Uchino, Cacioppo, and Kiecolt-Glaser, 1996), as well as *“infection”* (Cohen et. al, 1997; Pressman et. al, 2005), *“depression”* (Heikkinen and Kauppinen, 2004), and *“cognitive decline”* (Barnes et. al, 2004; Wilson et. al, 2007). Yet, compared to health behaviors such as smoking and obesity, much less is known about how and why social isolation affects health.

Elders adults face a number of challenges to remaining socially connected, but recent research indicates great heterogeneity in age-related changes in social connectedness and satisfaction with social life. *“Life course changes, such as retirement and bereavement, may lead to a loss of social roles”* (Ferraro, 1984; Weiss, 2005), *“...and health problems may limit participation in social activities”* (Li and Ferraro, 2006). However, *“...social participation and volunteering increase with age, partially due to increased free time brought by retirement”* (Cornwell et al. 2008; Mutchler, Burr, and Caro 2003).

This group of people needs to keep themselves busy by connecting with other people as often as needed. This method leads to better overall mental and physical health and better well-being.

The amount of social support is the key to determine life satisfaction among the elder’s adults. As expected, elder adults who elect not to do any working during their retirement experience a lower level of life satisfaction. *“Their body functions would deteriorate more quickly compared to other elder adults who keep themselves busy.”* (Aquino et. al, 1996)

#### 4. BIO-PSYCHOSOCIAL PERSPECTIVE OF AGING

The bio-psycho-social perspective involves; a view of biological changes, psychological factors and the social influence. Biological process involves the functionality of the body. The psychological process includes; thoughts, feelings, and behaviors, also consisting topics such as memory, stress, depression and insomnia. The social influence includes the environment, indicators of your position in the family, community, culture, country, and the world.

##### 4.1 Biological Effects of Aging

One of the biggest concerns about aging is how to do it well. Aging brings significant biological changes. Around 60s, aging processes develop throughout the body, beginning with wrinkles, gray hair and then eye problems, ears, heart, etc. There

is also a gradual reduction in the number of brain cells. Body loses a large percentage of water. The heart is a muscle that pumps every day about 6-8000 liters of blood with about 100,000 heartbeats. Blood vessels become stiff and less flexible, and blood pressure rises. This makes it more difficult for the heart to fill with blood and contracted. In physical activity increases the risk of heart rhythm disorders, which in turn reduces the oxygen supply to the body. Lung elasticity also decreases making it difficult to breathe out. This means that carbon dioxide is exchanged for oxygen blood there. Stress is an important factor that affects the cardiovascular functions and blood pressure. And this is why the elderly needed more physical activity, it will reduce many diseases.

## 4.2 Psychological Aspects of Aging

The importance for having a fulfilled life in all aspects consists with different situation that people had have in their life span. Feeling had the importance in their life to be happy and to live life in all contents of this.

Most elder's adults enjoy good mental health. Mental health disorders, including anxiety and depression, adversely affect physical health and ability to function, especially in elders adults. Some late-life problems that can result in depression and anxiety include coping with physical health problems, physical disability, grieving the death of loved ones, and managing conflict with family members; substance abuse, anger, and stress-related health problems, including cardiovascular disease.

## 4.3 The Influence of Social Elements

To be active person in social life including the relationship in family, with friends, with all people arround of us. This factors influenced positively in a recent aging and successful life. Social support is very important for physical and mental wellbeing of the elders, this for many reasons. Elder's people need to know that someone cares and love them. This makes elders to feel safe in the environment that surrounds them. Therefore the support of family and friends is very important. "Social relationships" represents the quality of social integration: level of social support and strain experienced from a spouse or partner, other family members, children, or friends.

But another aspect of social support has to do with social engagement in the life of the elders. The elders need an active social life as for example different games with dominoes, chess etc. Or various volunteer commitments in the community. This thing makes them feel part of the community or environment. As well as made they feel alive.

## 5. NURSING HOMES AND ITS ROLE ON ELDERLIES' WELL-BEINGS

While time passes an elderly problems grow and are therefore important factors which delay aging. Aging affects every individual. From the second you are born, your aging process begins.

"Aging," is process of biological, psychological, and social changes that occurs between adolescence and old age.

Nobody has the right to feel abandoned, even when all the gray hair, even when being covered by wrinkles, even if they have problems with the eyes and ears. There is a home for all these elderly who suffer abandonment and this place is nursing home.

Nursing home is an institution which protects and takes care of elders up to 65 years old. They provide meals, housekeeping, and assistance with personal care such as bathing and grooming. Another important factor that influence positively on physical and psychological health is social support. So, the regulation of nursing homes and community based services for elders adults have to be a major focus of health policy and legislation in Albania. Life satisfaction is important to elders adult because the aging process can be looked upon as a negative life experience. A multidiscipline connection is necessary among medicine, sociologist, psychologist etc.

## 6. CONCLUSION

This interview was implemented to members of a nursing home who responded negatively presence of these social activities, which underlines a negative psychological impact on these older. Negative psychological impact is noticed in the way they spend their days and negative energy hey transmit while describing these experiences. Their day starts and ends

with the activities they organize themselves to spend their time in that environment, including games such as dominoes, chess, reading books, coffee together etc. Elderly as claimed these activities are not satisfactory for the last days of their lives to be productive and joyful. It is such a pity that the lack of these activities is due to revenue shortfalls from the state anything for which had been agreement with the opinion of the elderly that this claim is only a failed excuse. These elderly hope that one day the state will take measures to their everyday life filled with activities, a fact which is noted in the enthusiasm they have when they write about what they would have liked to be different in their social activities.

Based on the literature review as the result found in nursing home, had realized that the lack of these activities doesn't come as a result of the lack in support from the state, but also as a result of poor performance of nursing home officers. The suggestions consist with exactly this point. For example:

- Psychologist and social balance must analyze the psychological impact of the lack of these activities in order to understand and do something about this.
- Officers, can organize social activities and within nursing home as for example games, chats, aerobics etc.
- Social activities do not consist only in financial income, because these activities can be organized even by the social worker that would want to make those elderly enjoy living.
- Not necessarily social activities such as walking, visits to museums or the beautiful countries want revenues.
- The underlining that nursing home must enhance cooperation with different institutions to these social activities without any monetary fund.
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