

CONFERENCE PROGRAM

May 26, 2026

Tirana, Albania

SUSTAINABLE FUTURES

Building Regenerative & Competitive Economies

EPOKA University
Department of Business Administration

CONFERENCE PROGRAM AT A GLANCE

<i>Tuesday, May 26, 2026</i>		
08:30 – 09:00	Registration	
09:00 – 09:15	Opening Ceremony <i>(Venue: Conference Hall)</i>	
09:20 – 10:35	Parallel Session Block I	
Panel 1 (a): Digital Finance, Fintech & Economic Risk <i>Venue: Conference hall</i>	Panel 2 (b): Digital Business Transformation, Analytics & Organizational Performance <i>Venue: Eagle Meeting Room</i>	Panel 3 (c): AI, Machine Learning & Intelligent Systems <i>Venue: Diversity Meeting Room</i>
10:40 – 11:00	Coffee Break	
11:05 – 12:40	Parallel Session Block II	
Panel 4 (a): Consumer Behavior, Digital Experience & Service Innovation <i>Venue: Eagle Meeting Room</i>	Panel 5 (b): Digital Governance, Education, Cybersecurity & Society <i>Venue: E-320</i>	Panel 6 (c): Sustainability, Circular Economy & Institutional Transformation <i>Venue: Diversity Meeting Room</i>
12:45 – 13:15	Closing Ceremony <i>(Venue: Conference Hall)</i>	

09:00 – 09:15

Opening Ceremony

Venue: Conference Hall

Welcome Remarks:

Assoc.Prof.Dr. Alba Kruja, Dean, Faculty of Economics and Administrative Sciences, EPOKA University

Conference Overview

Instructions for Parallel Sessions

09:20 – 10:35

Parallel Session I (a): Digital Finance, Fintech & Economic Risk

Venue: Conference hall

Jury: MSc Mikaela Süslü, MSc Eglá Mansi, Assoc.Prof.Dr.Nargiza Alymkulova

LITERACY-WEIGHTED EXPECTATIONS AND POLICY TRANSMISSION: EVIDENCE FROM ALBANIA

Ami Hoxha

Epoka University, Albania

FEDERATED CREDIT SCORING WITH DIFFERENTIAL PRIVACY

Stin Arifi

Epoka University, Albania

THE IMPACT OF FINTECH ON FINANCIAL INCLUSION IN DEVELOPING COUNTRIES

Vikena Mera

Epoka University, Albania

DRIVERS OF CREDIT CARD DEFAULT

Mei Zhuzhi

Epoka University, Albania

CASHLESS ALBANIA 2030

Ridlei Liçi

Epoka University, Albania

DETERMINANTS OF HOUSING PRICES ACROSS U.S. STATES

Bediana Rrika

Epoka University, Albania

09:20 – 10:35

Parallel Session I (b): Digital Business Transformation, Analytics & Organizational Performance

Venue: Eagle Meeting Room

Jury: Dr. Vilma Çekani, MSc Anisa Isufi, MSc Sidorela Meta

BUSINESS INTELLIGENCE TOOLS AND DECISION-MAKING

Klea Doci

Epoka University, Albania

DIGITAL TECHNOLOGY ADOPTION IN TOURISM SMES

Melina Myrtollari

Epoka University, Albania

DATA VISUALIZATION AND BUSINESS DECISION QUALITY

Vanessa Konjari
Epoka University, Albania

DATA ANALYTICS IN ALBANIAN SMES

Dea Laci
Epoka University, Albania

ORGANIZATIONAL READINESS IN SME DIGITAL TRANSFORMATION

Ester Tollozhina
Epoka University, Albania

REMOTE WORK AND EMPLOYEE PRODUCTIVITY

Stela Gabeta
Epoka University, Albania

**MACHINE LEARNING FOR CUSTOMER CHURN PREDICTION IN TELECOMMUNICATIONS
MARKETS**

Kejdi Bega
Epoka University, Albania

09:20 – 10:35

Parallel Session I (c): AI, Machine Learning & Intelligent Systems

Venue: Diversity Meeting Room

Jury: Prof.Dr. Osman Koroğlu, MSc Ardita Dorti, MSc Dafina Muda

DYNAMIC AIRLINE PRICING OPTIMIZATION USING REINFORCEMENT LEARNING

Serena Korbi
Epoka University, Albania

DEEP LEARNING TECHNIQUES FOR VIDEO-BASED SECURITY SYSTEMS

Flavja Llukaj
Epoka University, Albania

WEAKLY SUPERVISED IMAGE CLASSIFICATION USING MULTIPLE INSTANCE LEARNING

Ajlin Hoxha
Epoka University, Albania

AI ADOPTION IN GLOBAL SUPPLY CHAINS

Izabela Lako
Epoka University, Albania

AI CHATBOT FOR EPOKA UNIVERSITY

Kejtlin Bushi
Epoka University, Albania

DEFI MONEY LAUNDERING DETECTION USING GRAPH NEURAL NETWORKS

Endri Hysaj
Epoka University, Albania

**CO-DESIGNING A MULTI-LAYERED RESTFUL PARKING MANAGEMENT API WITH A MACHINE
LEARNING-BASED OCCUPANCY PREDICTION SERVICE**

Kejdi Sheqeri
Epoka University, Albania

10:40 – 11:00

Coffee Break

11:05 – 12:40

Parallel Session II (a): Consumer Behavior, Digital Experience & Service Innovation

Venue: Eagle Meeting Room

Jury: Prof.Dr. Osman Nuri Aras, MSc Anisa Isufi, MSc Sidorela Meta

ALGORITHMIC INFLUENCE ON CONSUMER DECISION-MAKING

Ema Sadiku

Epoka University, Albania

AI CHATBOTS IN TRAVEL CUSTOMER SERVICE

Elsa Beqiri

Epoka University, Albania

AI CHATBOTS IN ALBANIAN E-COMMERCE

Eldrina Çela

Epoka University, Albania

INNOVATION, SECURITY AND TRUST IN E-COMMERCE IN ALBANIA

Roena Vrana

Epoka University, Albania

MOBILE TELECOMMUNICATIONS APPLICATIONS AND CONSUMER BEHAVIOR

Inis Roboci

Epoka University, Albania

ANALYZING HOW THE COUNTRY-OF-ORIGIN INFLUENCING THE BRAND PERCEPTIONS AND CONSUMER PREFERENCES: HOW PSYCHOLOGICAL AND ECONOMIC REPUTATION SHAPE PURCHASE POWER IN COMPARISON BETWEEN CHINA AND SWITZERLAND?

Kateryna Tarabanovska

Epoka University, Albania

11:05 – 12:40

Parallel Session II (b): Digital Governance, Education, Cybersecurity & Society

Venue: E-320

Jury: Prof.Dr. Osman Koroğlu, MSc Ardita Dorti, MSc Dafina Muda

INSTITUTIONAL TRUST, EU ACCESSION OPTIMISM AND DIGITAL INCLUSION

Inva Hasani

Epoka University, Albania

CYBERSECURITY GOVERNANCE IN ALBANIAN PUBLIC INSTITUTIONS

Samuel Osmani

Epoka University, Albania

MOBILE LEARNING ADOPTION IN ALBANIA

Altea Janopullo

Epoka University, Albania

AI, TASK EXPOSURE AND WAGE POLARIZATION

Briana Vathi
Epoka University, Albania

TECHNOLOGY AND INCLUSION IN EDUCATION

Fabjola Gjata
Epoka University, Albania

CYBERSECURITY AND DIGITAL PAYMENT ADOPTION

Klea Mersinllari
Epoka University, Albania

SMART CAMPUS RESOURCE ALLOCATION

Olgesa Profka
Epoka University, Albania

11:05 – 12:40

Parallel Session II (c): Sustainability, Circular Economy & Institutional Transformation

Venue: Diversity Meeting Room

Jury: MSc Mikaela Süslü, MSc Eglä Mansi, Assoc.Prof.Dr.Nargiza Alymkulova

CIRCULAR ECONOMY IN SMES

Erma Nasufi
Epoka University, Albania

ESG STRATEGIES IN HIGHER EDUCATION QUALITY MANAGEMENT

Nerilda Hamza
Epoka University, Albania

INFORMATION SYSTEMS AND SUSTAINABLE BUSINESS PERFORMANCE

Amanda Markeci
Epoka University, Albania

POSTHARVEST LOSS MANAGEMENT IN SUPPLY CHAINS

Deni Huqi
Epoka University, Albania

CUSTOMER EXPERIENCE AS COMPETITIVE ADVANTAGE

Xhoana Braçi
Epoka University, Albania

GROWTH MINDSET AND INNOVATION IN SMES

Majda Mali
Epoka University, Albania

SMART CITIES AND SUSTAINABLE URBAN DEVELOPMENT

Kloe Sinaj
Epoka University, Albania

DIGITAL CAPACITY GAP AND SUSTAINABLE INVESTMENT

Stiv Karabeci
Epoka University, Albania

12:45 – 13:15

Closing Ceremony

Venue: Conference Hall

Closing Remarks

Certificates

Group Photo