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THE CASE OF ‘DO-IT-YOURSELF’ PRODUCT DEVELOPMENT AND BUSINESS SECTOR IN ALBANIA

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Abstract

This paper explores the potential of the *Quadruple Helix Model* in emerging contexts such as the case of Albania with a particular focus on architecture design research. It investigates in what ways and to what extent government, business sector, research and civil society could work together to drive structural changes far beyond the scope of what any single organization could do alone. It does so by looking at particular case studies of the impact of research architecture design on product development in the ‘Do-It-Yourself’ business sector in Albania. The research intends to contribute and amplify the dialogue between the design discipline and the development challenges of the contemporary business sector as well as society, characterized by social and environmental unbalance as a result of an unsustainable development model, particularly evident in the emerging context such as Albania and the Western Balkans. The findings of this paper are relevant to the current Albanian policy framework development in line with the European Union accession process. In addition, this topic is relatively under-explored in Albania and as such it contributes to the development of knowledge and provision of recommendations for business and research sectors and paves the way for future research.

Key words: *design, product development, D-I-Y, research, impact, Quadruple Helix*

Introduction

The role of research in driving innovation and development processes has been significantly affected by the transformations in the knowledge production system and the new dynamics in the interrelation and communication networks between the university, the government, business, civil society and media. Hence from the Triple Helix model - university-industry-government relations - we have moved towards the Quadruple Helix. The later embeds the Triple Helix by adding as a fourth helix the ‘media-based and culture-based public’ and ‘civil society’. However, the application of such models in emerging contexts such as the Western Balkans is complex and very much dependent on the national and regional research systems and socio-economic priorities.

This paper explores the potential of the *Quadruple Helix Model* in emerging contexts such as the case of Albania with a particular focus on architecture design research. It seeks to investigate in what ways and to what extent government, business sector, research and civil society could work together to drive structural changes far beyond the scope of what any single organization could do alone. It does so by looking at particular case studies of the impact of research architecture design on product development in the ‘Do-It-Yourself’ business sector in Albania. The research intends to contribute and amplify the dialogue between the design

discipline and the development challenges of the contemporary business sector as well as society, characterized by social and environmental unbalance as a result of an unsustainable development model, particularly evident in the emerging context such as Albania and the Western Balkans.

The paper argues that the Quadruple model can be applied in Albania if we acknowledge the role of non-R&D innovators in this emerging contexts, which implies that a considerable part of the innovation process is not technology and R&D driven. Given the limited reliable quantitative data to measure research impact, development and innovation in Albania, the paper applies a qualitative methodology approach by using in-depth expert interviews and document analysis. However quantitative data from secondary resources and document analysis are used in order to address this. The findings of this paper are relevant to the current Albanian policy framework development in line with the European Union accession process. In addition, this topic is relatively under-explored in Albania and as such it contributes to the development of knowledge and provision of recommendations for business and research sectors and paves the way for future research.

The paper is organized in two main parts: First, potential of quadruple helix in Albania, second on architecture and design. The first part explores the potential of the Quadruple Helix Model in emerging contexts such as the case of Albania. It begins with a general view of Triple and Quadruple Helix in the Western Balkan countries followed overview in Albania with the strategic policies towards a better integration with the regional priorities and access more international support. The second part focuses on architecture design research investigate in what ways and to what extent government, business sector, research and civil society could work together to drive structural changes far beyond the scope of that any single organization could do alone. It does so by looking at particular case studies of the impact of research architecture design on product development in the ‘Do-It-Yourself’ business sector in Albania

The potential of the Quadruple Helix Model in emerging contexts such as the case of Albania

The Triple Helix model in a knowledge-based society and economy implies the involvement of government, higher education /academia/research and industry/business. Three groups take a very important role in innovation. Later a fourth helix added, the ‘media-based and culture-based public’ and ‘civil society’ moving Triple Helix towards the Quadruple Helix. However, the application of such models in emerging contexts such as the Western Balkans is complex and very much dependent on the national and regional research systems and socio-economic priorities. Higher education institutions are seen as more ‘entrepreneurial’, as centres to drive innovation systems and provide knowledge and research to business, industry and policy-making processes (Etzkowitz, & Leydesdorff, 2000). Consequently researcher, higher education institutions as centres of education, training, are driven towards innovation and development processes. The Triple Helix model for regional development in South East Europe is considered as a policy mechanism, through which due to the relative lack of knowledge-production enterprises and developed research institutes, higher education institutions are the most prominent knowledge actors (Etzkowitz, & Zhou, 2006). While it is generally accepted that higher education institutions through cooperation with the business and government sphere could contribute to economic growth and regional development in emerging economy contexts too (Huggins & Strakova, 2012)

Considering this point of view, The Triple Helix model was initially not relevant to the WB countries because of the limits of the three helices such as low scientific capacities both in the private and the public sectors, low R&D investments, absence of frontier technologies and the lack of strategic innovation governance (Švarc, 2014: 239). Eventually, this model concept has been changed; the three key elements of the Triple Helix model are integrated with the

innovation system model. It is needed to promote innovation, researcher and business collaboration, updating technology, work for innovation, and knowledge in relation with actors like: institutional, R&D innovators or none and individuals. Innovation in the Western Balkan countries is significant as it is in developed countries, entering in the EU for this countries is relevant, it has to do more with technology upgrading, innovation and R&D as factors for economic growth and social progress have emerged as new policy issues in the WBC (Kadare et.al., 2014).

In Albania, if we acknowledge the role of non-R&D innovators in this emerging contexts, the Quadruple Helix model can be applied, which implies that a considerable part of the innovation process is not technology and R&D driven. Given the limited reliable quantitative data to measure research impact, development and innovation in Albania, the paper applies a qualitative methodology approach by using in-depth expert interviews and document analysis. However quantitative data from secondary resources and document analysis are used in order to address this.

Albanian research institute were previously separated from the education institutions, it was attached to the ministries. Years 2006-2013 were big changes for research system experienced to introductions of national strategies, accession to EU policy, action plans and programmes addressing research, education, innovation and technology. The Knowledge-based economy in Albania is developing through: the establishment of new faculties of science and technology, programme by the Albanian government, action plans, innovation, science and ICTs.

During these years higher education shift in upgrade level: establishment of new faculties of science and technology, in 2007 was introduced The Bologna Process¹), participation in the EC Framework Programmes Erasmus+, Horizon2020.

Table 1 The main action plans towards Triple helix model in Albania 2006-2013.

when	what	whom
2006	Was launched Brain Gain Program	Albanian Government
2007	The Bologna Process	Higher Education
2008	Established GoA the Excellence Fund	Researchers
2007	Established the National Agency for Information Society (NAIS)	Government
2009	was launched National Strategy for Science, Technology and Innovation	An instrument functioning the research system
2009	Established the Albanian Agency of Research, Technology and Innovation (ARTI)	Policy implementation
2010	For Innovation and ICT	The Minister for Innovation, Information

¹BP is a collective effort of public authorities, universities, teachers, and students, together with stakeholder associations, employers, quality assurance agencies, international organisations, and institutions, including the European Commission (http://ec.europa.eu/education/policy/higher-education/bologna-process_en)

		Technology and Communication
2008-2013	Launched the Cross-cutting Strategy on Information Society	Information based economy
2014	A reformation process of the higher education and research system in Albania	The Government
2011-2016	Introduced Business Innovation and Technology Strategy	Business sectors

Source *data collected from ‘The wiiw Balkan Observatory’

Referring to the EC Recommendations for R&D and innovation in the WBC, to improve the Research Excellence needed to attract Diaspora, therefore in 2006 was launched *Brain Gain Programme*, with the main purpose withdrawing the talented researchers from the scientific diaspora to return to Albania. Only after two years an Excellence Capital has been established to support human capital. Meantime *National Agency for Information Society* was established to coordinate government activities in information technology and communication. Based on the model of the national innovation system, in approach to the Triple Helix model, was launched on 2009 the National Strategy for Science, Technology and Innovation as instruments for designing the foundations of a functioning scientific research system. The Albanian Government took an initiative on 2014 towards the accession perspective to EU, as an indication of the country social, economic, and cultural development, giving a special focus on the R&D and scientific progress.

Even though the number of patents and international recognized publication in WBC is relatively low compared to the EU, production capability has improved in Albania, Macedonia and Croatia with technology upgrading and product differentiation in sectors such as food, furniture, clothing and footwear (Radosevic, 2014: 62).

Table 2: Indicator to assess R&D capabilities in Albania

Indicator to assess R&D capabilities in Albania	Level
Expenditure for research;	low
Internationally recognized papers/publication;	low
Resident patents;	low
Technology transfers;	low
Research – industry collaboration.	low

Source *data collected from ‘The wiiw Balkan Observatory’

The indicators in Albania are showed very lower comparing to the EU: a number of internationally recognized papers/publication and resident patents as well as technology

transfer is low (Kutlaca, 2013). Even though the production capability has improved in Albania, Macedonia and Croatia with technology upgrading and product differentiation in sectors such as food, furniture, clothing and footwear (Radošević, 2014: 62).

Public or private companies have two main problems: first is that mostly of them have still old technology or are in their earlier phases of development, they need to import innovation as far as the knowledge to build the business already exist, second is the lack of the researcher system and most policies that are aimed at developing research and scientific capacities of the higher education sector. Some private companies in Albania generally are willing to spend much on R&D or to become partners in possible research projects with public institutions. Thus many programs have been launched to provide concrete support by promoting innovation system that will enhance interaction with institutions that support enterprises, public-private partnership ProTIK Innovation Centre, began operations fully in 2013 as well as Albanian Investment Development Agency. The Ministry of Economic Development, Trade and Entrepreneurship has revised the previous national strategy on business and investment development and development Strategy 2014-2020. These policy documents are very important to revitalize the Albanian economy through a dynamic venture and productive industry, where ‘an important part of the strategy is given to innovation and venture culture for SMEs’ (Draft BIDS, 2014). The Quadruple Helix model in Albania still faces big challenges, researchers need an infrastructure in academia, innovative projects from business and public sectors need to be supported as well as the young researchers, the innovation policies devote effort to societal challenges. Not all the programs succeeded because Albania does not have a critical mass of specialized researchers, nor does it have sufficient infrastructure and funding for research excellence (Correa, 2013: 7). For instance the NSDI (2007-2013) lost the grant funds for some of the key issues included in the program such as Fund for transfer of technology and knowledge, Cluster program; Incubation Program etc., Another reason is that it is not appropriate capitalizing on knowledge from skilled nationals abroad through enhanced innovation linkages, much less reversing migration trends by providing professionals new and better employment opportunities (Correa, 2013: 7). Other issues relate to research infrastructure, low levels of research and industry collaboration and funding.

Albania has undergone major transformations with the change of political system and free market, liberalization and privatization reforms since the early ‘90s. New companies have emerged contributing to the development of the country as a whole. Albania as a post-communist countries, moving towards the accession of EU union and free market in the past 27 years which were impacted by the structural changes in the economic system; the opening up of the research and innovation system and the introduction of the quality as a funding criteria (Radošević & Lepori, 2009: 661).

One of the most important step to be encouraged is the collaboration of the Albanian Government with UN organization addressing a regional approach to R&D and innovation policies. A progress done in terms of regional and international cooperation in research and development, drafted in two main policy papers²³. These main documents are expected to potentially affect the R&D policies towards a better integration with the regional priorities and access more international support as regards support measures.

Quadruple Helix model with the focus on architecture design research

²Albania – United Nations Programme of Cooperation 2012-2016 represents a common action plan for 20 UN agencies with the Government of Albania for the coming five years. The programme substantiates the UN’s contribution to national priorities and outlines a series of expected results in four priority areas: Governance and rule of law, Economy and environment, Regional and local development, and Inclusive social policy.

³Regional Strategy for Research and Development for Innovation for Western Balkans represents the regional strategy, as analyzed above.

Two keys of the Triple Helix model are taken in this survey, the private sector (businesses and manufactures), and universities (researcher) and as well included the representative from the government sphere to the third helix. The fourth helix the ‘media-based and culture-based public’ and ‘civil society’ potential complete the Quadruple Helix *Model* in emerging contexts such as the case of Albania. In this part of the paper will be the survey with a particular focus on architecture design research, investigating in what ways and to what extent government, business sector, research and civil society could work together to drive structural changes far beyond the scope of what any one organization could do alone. What is learned from the survey with stakeholders working on the sustainable development and innovation the data are as below:

Table 1 Percentage of the actors working on sustainable development and innovation

%	Stakeholders	Working on sustainable development	Triple Helix model
67%	socio-economic	on sustainable development	33% established collaboration with the research/higher education sphere (as conferences, roundtables, workshops, joint publication or awareness raising campaigns)
84,6%	environmental	of sustainable development and innovation in area such as urban planning, architecture and design, landscape and environment, technology and materials, energy, water and pollution	77% established collaborations with the research/higher education field focus groups reveal that the collaboration research-business in the field of environment and urban planning has been successful in influencing the government policy as well
78%	agriculture	sustainable development and innovation in areas such as plant protection, environment and ecology, aquaculture and fisheries, technologies and materials, food and biotech	established a legacy of successful cooperation with the government and the business sector

Source *data collected from ‘The wiiw Balkan Observatory’

Many university establish the research/high education centre seek to work in the same direction, but by focusing on local businesses and development issues. To have the concrete outputs and impact the indicator to assess R&D capabilities are yet to be fully established and measured. The environmental stakeholder as show in the Table 6 with the focus groups research-business in the fields of urban planning and environment, which has been as successful as to influence the government policy as well. A good example to be taken is the strategic partner of the Polis University with the institute Co-PLAN⁴, the Institute for Habitat Development.

This successful collaboration between one university, POLIS University and an Institution

⁴Co-PLAN is a non-profit organization established in 1995. Co-PLAN’s research and consultative work built upon four expertise areas: Urban and Regional Governance, Spatial Planning and Land Development, Urban Environmental Management, with Research constituting a cross-cutting. Co-PLAN has worked closely with the GoA, supported by international donors.

CO-PLAN, is a successful model of *Quadruple Helix Model*, in four main programmes on Architecture, Urban Planning, Environment and Energy. In all these area the institution is working closely in research and development with the Institute for Research and Development at POLIS University. Its activities are to coordinates with the Faculties and the scientific products are carry out through Innovation Factory; acts as a cross-discipline cloud which combines the activities of the two faculties and RDI with the purpose of generating and provoking new creative and experimental solutions (Polis official Website). Finally all the process above brings in light that Triple Helix in Albania attempts to function in the field of environment, urban and spatial planning and energy, where government, research and business development and innovation create environment for interplay and collaborations for sustainable development and innovation.

Indeed Co-Plan institution has the first traces working with high education since its first established years, like different programmes on developing of habitat with Polytechnic University of Tirana. In the other hand Polis University has enlarge its experience to offer to enterprises collaboration on industry design, a full programme degree is dedicated to art and design with the main focus on the private sector and public sector.

In Ferrara University as a PhD partner programme with Polis University, has a healthy structure of the high education institution. The model co-operating the R&D with enterprises is very mature nowadays. There are different working field with enterprises on site and on designed research product. A final product is being achieved through a course and researcher (phd degree). Industrial Design of the product is a subject offered by the Department of Architecture, it is as well a full degree program. The academic activity, in lectures and workshops, are aimed at training designers with design expertise in the areas of products for the industries, interior design, exhibit design and communication design (Ferrara University Website). University organize different activities like national and international workshops, laboratory, or exhibitions to display the student work during the annual year or an event with particular topic or special demands from a business line. Often the winning designs are inquired from different kind of industry, textile, furniture, accessorises or decoration, and many of them are succeeding to be recognizing the patent.

Hence, this university is more completed on the Triple Helix model; a direct demands form the enterprises are submitted to doctoral graduation. Their demands on particular subject is developed from the researcher towards a grant to the university, increasing the standards of education offering a qualitative service helping the growth economy, social and education society.

Sponsorship and grants for Albanian research system is lower, public and private sector need to encourage and support the research and high education system wherefore The Quatre helix model is facing major challenges than the EU researcher and developing system. The crucial and emerging actions are to improve the infrastructure and invest in human resources; in this light researcher and innovation contribute to regional development.

Industries/business in Albania are today developing, new technologies are updating every single part of manufacturing process and a common agenda with researcher/ high education institution is emerged. The customer demands is increasing on quality and numbers, the costumer knowledge is improving helping the competition increasing. Most challenging is in the fashion business like home furniture, decoration, clothes and all kind of textiles. The production must be faster than the costumer's enquiry. New material, new colours, and new accessories for assembled spare parts of furniture developed consequently the manufactures need to run with the same diversity as all these elements if they would like to be still competitive. Businesses /industry are searching more and more researcher / high education system's services and innovations. Some of them have the lack of information what the observatories do, what are their benefits, how to apply, enquire.

This is the reason why enterprises in Albania often ask for designing: projects, strategy, business planning, furniture, houses, to other private enterprises, not to the observatories, some of them are weak confident in the capabilities and achievements of the observatories.

Mostly of university establish the research/high education centre seek to work in the same direction, with the same agenda with Albanian businesses. Albanian market since the collapse of the communist regime and moving towards the accession processes in the European Union has been very dynamic, as well as the demographics of the Albanian society as a whole, is reasons impact the ways in which products are designed, development and produced. The ‘D-I-Y’ market is recently established in Albania and currently attempting to catch-up with the regional and international advancements and respond to the Albanian customers’ needs, interests and demands. In this view has taken the case study between Polis University and Megatek SA, a ‘Do-It-Yourself’ business sector in Albania with the focus of the impact of research architecture design on product development. Megatek SA is a furnishing and decoration company with first ‘Do-It-Yourself’ store in Albania. The collaboration was between Product development divisions of the enterprise with the innovative institute of Polis University. Firstly built the agenda: what kind of designs and deadlines settled, furniture, patterns, adaption on functionality of the furniture, secondly what kind of activities were needed to reach the common aim, workshops, training from the company exhibition, and the most important was the project “made in Albania” all kind of furniture, accessorises, decoration, table clothes and textiles would be designs from students of the university and will be produced and display in the store of the enterprise.

The first practical step started with the first project, two designs of chairs. It lasted for half semester, many designs has participated in the competition organized during spring exhibition. The winners were two designs that met these requirements: accepted in Albanian context as design, concept, and cost. Chosen designs were calculated from the Product Development department of the enterprise, to find an assembled version with a suitable cost for Albanian Market. After evaluating the offer with many suppliers to meet the target price with the inquired quality and specification the product will be produced and hopefully waiting to be very popular item in the store. This first step between two keys of the *Quadruple Helix Model* has been successful and wishing the other programme in their agenda will continue to be so.

If private sector does not have a common agenda with the researcher or high education institution, sometimes is the lack of not same strategy, sometimes lack of not build trustful relation, and sometimes too many difficulties to start the process and recognize the local patent. Improving the infrastructure needed in lieu investment in human capital, as an instrument to prepare future generations, a DIY enterprise in Albania has placed a particular focus upon education and especially so professional education, which is an essential element for economic development. An indicator of the importance of professional education as a public service or public good for the company can be seen by the increased budget for training programmes and other professional education activities. The programme “Professional Olympic Skills” was initially launched in 2011 and is organised every year. A number of concrete initiatives started since 2010, but the program comes true in the beginning of 2011. This project, as a part of the program for “social community development” of the DIY enterprise, is one of its important events in cooperation with the Ministry of Social Welfare; the Ministry of Education and the National Agency for Education and Training and Qualifications, which is also supported by international donors such as the Swiss Contact, German Fund for Development – GIZ and Vodafone. Thus the project involves public institutions dealing with professional education, schools, international and national donors and the company itself. Professional Olympic Skills includes all schools of secondary professional education in the country. Competing Specialties are: thermo-hydraulics, electromechanical, Wood Processing, Construction, and Agriculture (Horticulture). The winner takes a modest grant for improvement of their labs. DIY company,

as a private company contributes towards the professional education sector by providing spaces and opportunities for practice and internship for students. This includes trainings in store, meeting suppliers and learning more about technology and D-I-Y products and services. Municipalities are creating more opportunities for the young researcher, involving in the regional developments, for instance Tirana (capital of Albania) Municipality with the support of private sector to invest in the capital city's schools organizing workshop or different project in the warfare of the community. For example a national project on the revitalizing of the Park of Tirana with the artificial lake, Municipality of Tirana creates a team with foreigners higher education researcher collaborated with students of Architecture University of Tirana, since 2003. Today the main centre park of the Albanian capital is designed from this group of researcher and high education Albanian and Belgium team with the contribution of f implementation from private sector.

Concluding remarks

The Quadruple Helix model in Albania still faces big challenges, researchers need an infrastructure in academia, innovative projects from business and public sectors need to be supported as well as the young researchers, and the innovation policies devote effort to societal challenges. Other issues relate to research infrastructure, low levels of research and industry collaboration and funding. Albania has undergone major transformations with the change of political system and free market, liberalization and privatization reforms since the early '90s. New companies have emerged contributing to the development of the country as a whole. The paper is important to understand that researcher and business strengthened communication is necessary to build a common agenda for applied research with social-economic relevance that fits to the Albanian context.

Sponsorship and grants for Albanian research system is lower, public and private sector need to encourage and support the research and high education system wherefore The Quadruple helix model is facing major challenges than the EU researcher and developing system. The Triple Helix key must have common agenda to have successful collaboration. In this light the interplay between research, innovation and growth needs to be fully explored in order to inform sound policy. The transition of emerging economies towards knowledge-based and innovation-driven growth is of particular research interest. The architecture and design research interlinks to the other helices such as government, private sector, civil society and media are a good example of how the model of Quadruple Helix can work in the context of Albania. The best practices developed by Polis University and Co-Plan as well as Megatek SA could be replicated in other institutions and also expanded. The challenge of sustainability of such interlinks still remains.

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VC MINORITY RIGHTS IN INTERNATIONAL LAW

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"NOTHING, I VENTURE TO SAY, IS MORE LIKELY TO DISTURB THE PEACE OF THE WORLD THAN THE TREATMENT WHICH MIGHT IN CERTAIN CIRCUMSTANCES BE METED OUT TO MINORITIES" WOODROW WILSON

Abstract:

The question of the minority rights in an international context and its materialization in the domestic legal systems is among the oldest and the most pressing concerns of the international law and within the international lawyers. Minority rights are human rights and as such are guaranteed by a large set of provisions resulting from principles and norms accepted by the international society. However, the fact that all these provisions remain legally unbinding for the sovereign states, a large number of ethnic, language or religious minority groups lack legal protection and realization of the acknowledged minority rights in the international law. And usually, when things go badly, minorities are frequently targeted for exploitation. This makes the issue of minority rights ineffectively resolved at the international level and this further reflects on the national level of protection which depends on the sovereign countries' will and interest. Beside this main weakness, additional fuel to the fire is that today, precise and widely acceptable definition of minority is lacking and this is mainly connected with the social surrounding in which minorities live and their strong or weak sense of collective identity. The present article aims to interpret the minority rights from international law perspective i.e. as developed by the main international institutions, the United Nations, Organization for Security and Cooperation in Europe, Council of Europe, and European Union. It also tends to address the current state of minority rights in international law, as a very important question whose imbalance may cause inter-ethnic tensions and instabilities. The last especially refers to the territorial minorities holding a potential to create forceful secession.

Key words: *Minority rights, Minorities, International law, Conventions, UN, EU*

INTRODUCTION

The claim that a minority population possesses rights that shield it from assimilative tendencies of a majority population fits uncomfortably with a conception of international human rights law as a field devoted to protecting essential features of what it means to be human (Macklem 2008). For almost forty years after World War II, the issue of minority rights was essentially invisible within the international community (Kymlicka 2007). But it re-emerged in the 1980s, and reached the top of the UN and European agendas in the early 1990s, leading to a flurry of studies, negotiations and drafts, the results of which have gradually become institutionally consolidated and diffused around the world over the past fifteen years (Ibid).

As the development of the international community increases interdependence, collective security systems, institutionalization and the development of regional organizations - so decreases the imperative of the country's internal unification as a condition for security and

coherence, autarchy and a way of demonstrating sovereignty (Frckoski 2005). This process opened the gate of perceiving the minority rights as an integral part of the human rights and later has developed greater dimension in their mutual intercourse. Some critics see the general movement to promote minority rights as a betrayal of the founding ideals of the international community thus according to these critics, such as Alain Finkelkraut, the UN's embrace of minority rights has involved abandoning Enlightenment universalism for cultural relativism: "The United Nations, founded to propagate the Universalist ideals of Enlightened Europe, now speaks on behalf of every ethnic prejudice, believing that peoples, nations and cultures have rights which outweigh the rights of man. The 'multicultural' lobby dismisses the liberal values of Europe as 'racist' while championing the narrow chauvinism of every minority culture" (Kymlicka 2007).

Some authors dealing with this matter are in position that the problem of minorities and their rights does not appear in the circle of initially set civil-political and social-cultural rights, because they are based on the principle of equality of subjects before the law or their so-called civil status, but that the problem of a minority appears with respect to the functioning of democracy and thus, the appropriate principle of majority rule or the way of making decisions by constituting a political majority (Frckoski 2005).

Clear legal definition of the term majority is crucial mainly for précising the rights and obligations of the titular: people must know what are their legal rights and duties and thus to accommodate their behaviour in the so-called legal traffic.

Nowadays, barely can be found a country without minorities – having different ethnic, linguistic, religious characteristics than the majority of the population. Although there are no accurate statistics, the United Nations (UN) estimates suggest that 10 to 20 percent of the world's population belongs to minority groups (Alan 2015) while another statistics state that there are 8,000 languages accompanied spoken by similar number of distinct ethnic groups worldwide (Petričušić 2005) in the UN state system of approximately 200 states. This is an additional argument to the level of importance of the minorities' rights issue not only for the domestic legal systems but also at the international level. The need to strengthening minority rights in order to strengthen peace and security both at the national and the regional level became in particular apparent when at the beginning of the 1990s the conflicts in the Balkans, Ruanda and Sri Lanka involving the persecution of ethnic, racial, linguistic and religious minority groups proved that nationalism combined with the oppression of minority groups is likely to open a Pandora's box of political conflicts and tension.

International human rights law comprises a variety of sources and instruments, including the Universal Declaration of Human Rights⁵, various international and regional treaties, principles of customary international law, and general principles of international law and all these sources and instruments provide minorities with several avenues for challenging the exercise of state power, but these instruments have come to be understood in terms that display a deep ambivalence about the international legal significance of minority status (Macklem 2008)

1. WHAT ARE MINORITIES?

Surprisingly, until the present day, despite various attempts, there is no generally agreed definition of the term 'minority' in international law (Alan 2015). The Universal Declaration of Human Rights does not even mention minorities' rights in an explicit fashion. Due to the strong political opposition, the preliminary draft of this Declaration proposing minority rights protection was omitted in the final version adopted by the UN General Assembly in 1948.

⁵ GA Resolution 217A, available at: http://www.ohchr.org/EN/UDHR/Documents/UDHR_Translations/eng.pdf

Therefore, the attempts to define the minority in its individual form or in collective terms still remains an open issue in the international law. This is primarily because of a feeling that the concept of ‘minority’ is inherently vague and imprecise and that no proposed definition would ever be able to provide for the innumerable minority groups that could possibly exist (Rehman 2000).

An additional burden for definition refers to the plurality of principles vital for composing a minority: political, ethnic, linguistic, religious, gender or sexual orientation, etc. It is often stressed that the existence of a minority is a question of fact and that any definition must include both objective factors (such as the existence of a shared ethnicity, language or religion) and subjective factors (including that individuals must identify themselves as members of a minority).

General agreement for defining minorities is absent even in the basic international documents dealing with minority rights. For example, there is UN Declaration on the Rights of Persons belonging to National or Ethnic, Religious and Linguistic Minorities⁶, but even within, the UN failed to agree upon a definition on the meaning of minority. Furthermore, efforts on the defining concept of the minority have been unsuccessfully undertaken within the Council of Europe. Council of Europe’s (hereinafter: CoE) Framework Convention for the Protection of National Minorities⁷ (hereinafter: FCNM), the only existing legally binding international instrument for minority protection, contains no definition of the notion “national minority” (Petricusic 2005).

In the absence of a definition of the concept of a minority under international law treaties, there have been repeated attempts to define it in the literature and the Commission works of the United Nations. (Paech and Topcuogly 2014). The most extensively cited definition of ‘minority’ is probably the one proposed by Francesco Capotorti who had carried out the most prestigious study for the UN on the question of minority (Alam 2015). According to him ‘minority’ is “a group which is numerically inferior to the rest of the population of a state and in an on-dominant position, whose members possess ethnic, religious or linguistic characteristics which differ from those of the rest of the population and who, if only implicitly, maintain a sense of solidarity, directed towards preserving their culture, traditions, religion or language. In fact, Capotorti characterizes minority protection as requiring both equal treatment and special measures and this characterization finds textual support in the presence of equality rights and minority rights in both the 1992 declaration and the ICCPR (Macklem 2008).

In 1984 the Commission on Human Rights requested the Sub-commission on the Prevention of Discrimination and Protection of Minorities to explore the issue of defining ‘minority’. This task was given to the Canadian member of the Sub-commission Jules Deschenes who made only minor refinements in Capotorti’s definition thus defined the minority is “[a] group of citizens of a state, constituting a numerical minority and in a non-dominant position in that State, endowed with ethnic, religious or linguistic characteristics which differ from those of the majority of the population , having a sense of solidarity with another, motivated, if only implicitly, by a collective will to survive and whose aim is to achieve equality with the majority in fact and law”

Although Deschenes made minor adaptations of Capotorti’s conception of minority, his definition was used in the later international initiatives to close this issue, such as in the fourteen years product of work by the Working Group of the UN Commission on Human Rights and namely the UN Declaration on the Rights of Persons belonging to National or Ethnic, Religious and Linguistic Minorities. The importance of this document is that, besides setting out an affirmation of individual rights of persons belonging to minorities, it addresses itself explicitly

⁶ A/RES/47/135, available at: <http://www.un.org/documents/ga/res/47/a47r135.htm>

⁷ H (95) 10, available at: <https://rm.coe.int/16800c10cf>

to the content of state obligations to respect and maintain minority identity (Currie 1999). Yet, this Convention has failed to agree a definition of what constitutes a minority.

The Organization for Security and Cooperation in Europe (OSCE) laid a significant foundation for minority protection. That the OSCE monitors the treatment of minorities in the region is an indication of how European law and policy comprehends minority rights as both potentially stabilizing and destabilizing (Mackhlem 2008). Yet, besides the attempts to draft a definition within the OSCE and especially under auspices of Office of the High Commission on National Minorities, established in 1992, the mutual consensus of the experts for creating acceptable definition concerning minority issues is still lacking.

Further efforts for defining the concept of a minority have been unsuccessfully undertaken within the Council of Europe Framework Convention for the Protection of National Minorities (hereinafter: FCNM), which is the only existing legally binding international instrument for minority protection, contains no definition of the notion "national minority". (Petricusic 2005). However, despite the provocative claim in its preamble that the use of a regional or minority language is an "inalienable right," this 1992 charter seeks to protect regional and minority languages, not linguistic minorities (Macklem 2008). Further criticisms have been raised against the Council of Europe's norms of minority rights, which are said to impose ethnic identities on individuals and to privilege cultural differences over our common humanity (Kymlicka 2007).

Finally, the European Union is perceived as a global champion for minorities' protection. The level of respect for these rights is demonstrated with the accession criteria as an essential condition for all EU candidate countries that aspire to EU membership. Namely, they must comply with the 1993 European Council Copenhagen criteria, which, among the other provide that the candidate countries must fulfil the political criteria thus demonstrate "stability of institutions guaranteeing democracy, the rule of law, human rights and respect for and protection of minorities." The more striking is that the European Union has not developed any coherent policy or standards on minorities (Weller et al. 2008) and is maybe not the best actor to from any standards, having in mind the critical position towards minorities by France or Greece (Witte 2004). On the other hand, even though the EU introduces the term national minorities within the primary law, the Lisbon treaty does not provide the necessary legal background to actually protect minorities. Nor there is any qualitative attempt to define the term of minorities within the EU work (Vogelsang 2010)

2. INTERACTION IN PROTECTING MINORITY RIGHTS IN EUROPE BY RELEVANT INTERNATIONAL INSTITUTIONS

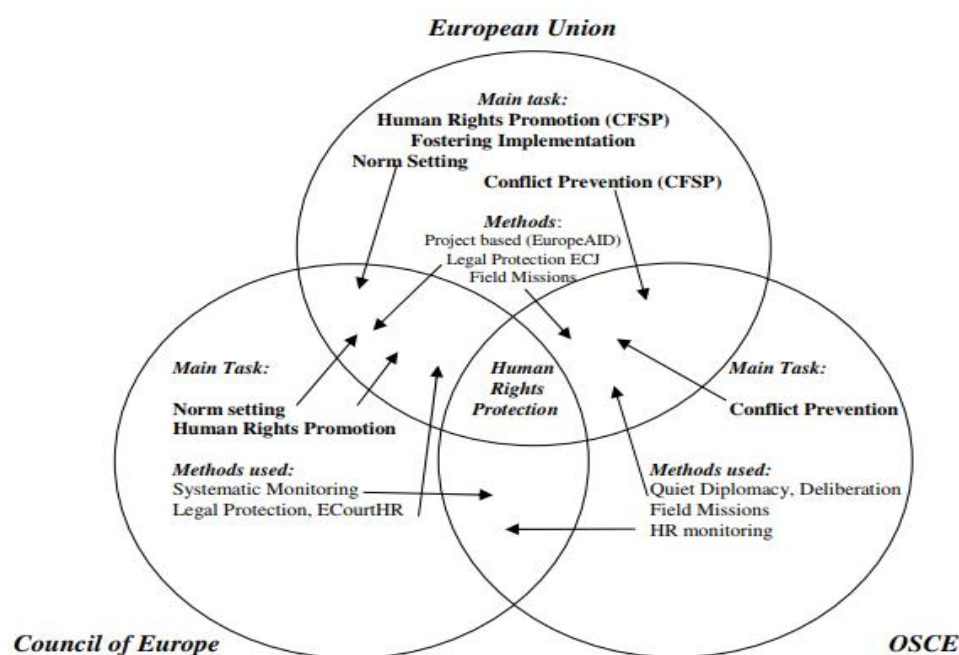
While there are many reports being issued regularly on the protection of minorities in Europe by several agencies at national and regional levels, the fact remains that the legal protection of minorities is still very much a work in progress (Jeronimo 2013).

The question of minorities is of global importance, however, it has very specific meaning for Europe as the "home" of national state ideology and the classical issue of national minorities (Frckovski 2005). Therefore one of the fundamental characteristics of the European human rights order refers to the question of minorities and observance of their rights. The political and legal development of the European minorities' rights system is a product of interdependence and complementarity of the main international institution and namely the Council of Europe, (which adopted two essential documents in this field namely the European Charter for Regional or Minority Languages, in 1992 and the Framework Convention for the Protection of National Minorities, in 1995), the OSCE and the related High Commissioner on national Minorities as well as the European Union which is considered weakest link with minorities paradoxically far more involved in all aspects of every-day life than the Council of

Europe and the OSCE (Fleth-Barten, 2016). As for the latter, there has been much talk about the role that the European Union can play in the definition and implementation of a European standard of minority protection, given the outstanding minority issues brought to the Union's political landscape by the 2004 eastern enlargement and the growing commitment of the European Union to the protection of human rights, attested by the adoption of the Charter of Fundamental Rights of the European Union (Jeronimo 2013).

The conditionally accepted term "European minority rights" was originally created on a political and declarative level by the OSCE, which characterized human rights issues and national minorities as "the foundation of a new Europe", i.e. as the "foundation of the new European legal order in the field of human rights". (Frckovski 2005) In fact, the OSCE was the first European body to make an official declaration on minority rights, in its Copenhagen Document⁸ of 1990 and Geneva Document of 1991 (Kymlicka 2007). A very comprehensive table for the role of the mentioned institutions in the human rights protection hence the minorities' rights protection is illustratively given in the flowing Figure:

Figure 1: A Triangle of Human Rights Protection



Source: Brosig, 2010

When three different players are involved and get engaged in one field, there is always the inherent danger of duplication of work resulting in inefficiency and waste of resources.

⁸ 1990 CSCE/OSCE, available at: <https://www.osce.org/odihr/elections/14304>

This especially refers to the role of the European Union in this regard. Long time it has been debated that the work of the EU in the minority rights protection will only duplicate the meaning of the already existing norms and protection mechanisms. This infamous duplicity was severely criticized in the literature and led to the adoption, by a group of prominent academics, of The Bolzano/Bozen Declaration on the Protection of Minorities in the Enlarged Union, in January 2004, which called upon the Union to drop the double standard and to play an active role in the protection of European minorities, in addition to the Member States, the Council of Europe and the OSCE (Jeronimo 2013). To be otherwise, the Union would have to have the power to establish its own definition of minority and to apply said definition to the groups living in the territories of the Member States, granting them a "European minority status" with corresponding rights, independent of their recognition as minorities in their respective Member State (Ibid). Figure 1 demonstrates the same situation: barely may we find an area in which there is no overlapping or duplication of work. Although each organisation has its own home turf, they at the same time share substantial parts of their traditional territory with other organisations and the end the separation of tasks between institutions is no longer clear but becomes blurred very quickly (Brosig 2010).

For the European human rights regime the EU's growing engagement in human rights issue, such as the drafting of a Charter of Fundamental Rights⁹ or the setting up of field missions in third countries, has led to a considerable overlap with the competencies of the Council of Europe and the OSCE (Bailes, Haine&Lachowski 2008).

Council of Europe is the only institution which established legally binding documents for protection of minorities. As already mentioned, the Council adopted two essential documents in this field: The first one is the European Charter for Regional or Minority Languages, focused on preservation of cultural diversity thus indirect protection of minority rights. The second one is the Framework Convention for the Protection of National Minorities, which is the first legally binding multilateral instrument with respect to minority rights. The main deficiency is that none of the two treaties is involved within the jurisdiction of these instruments is that due to the missing ratification of all member states, they cannot be subject of the European Court of Human Rights and in addition, the Council is not entitled to impose formal sanctions to force the national governments to observe the provisions of the mentioned instruments.

When talking about the relationship between the OSCE and Council of Europe as a whole it is established with Decision No 670 by the OSCE Permanent Council, which states that "various forms of co-operation between the two Organizations should be explored, such as joint meetings and joint activities, with more active involvement of the Member and participating States, in order to produce synergies and avoid unnecessary duplication, giving the fullest account however to the different nature and membership of the two Organizations, and making best use of their comparative advantages". Furthermore, the Decision provides that: "the two Organizations need to work more closely together in identifying effective co-ordinated responses to the threats and challenges (...), on the basis of the principles of complementarity, transparency and democratic accountability, while respecting the autonomy, different membership and distinctive tasks of each Organization".

The High Commissioner on National Minorities was established by the Organization for Security and Cooperation in Europe (OSCE) motivated by the ethnic war in Yugoslavia back into the early 1990s. The HCNM is not an international representative who speaks out for all kinds of minority interests - his first goal is conflict prevention at the earliest moment (Brosig 2010). As such, it is focused on those minorities' issues that hold the potential to

⁹ 2012/C 326/02, available at: <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:12012P/TXT&from=EN>

threaten the security. Apart from the Council of Europe, the High Commissioner does not have the power to create legally binding obligations. Despite a quite independent role, the HCNM has to lobby for political support from OSCE member states in order to put political power behind operations (Ibid). However, while exercising his so-called quiet diplomacy and giving expert recommendations, is able to create a „soft law“.

Cooperation between the (mentioned) three institutions is, therefore, necessary in order to reach common objectives and, importantly in times of financial crisis and limited financial resources available in the participating states, to promote efficiency in the allocation of financial resources.

Indeed each organisation aims at accomplishing its own goals on its own home turf but this becomes more and more difficult to carry out in isolation from other organisations (Loewen 2006).

CONCLUSION

The issue of minority rights is among the most contested area today and occupies a very sensitive position in the international arena. One cannot disagree with Will Kymlicka that while the category 'minority rights' is now widely accepted as a legitimate component of international human rights, it remains under-developed and controversial.

The international law is a difficult medium for providing and effectively safeguarding the minority rights worldwide. By exploring the legal documents in this text it becomes evident that international law lacks an obligatory, comprehensive framework for protection of minority rights.

The protection of this category of people should be viewed from the aspect of the interest of a state. Not all of them are in position that minority rights are appropriate or necessary. Some claim that introducing anti-discrimination is adequate tool for protecting minorities from injustice by the dominant groups. This view has long dominated the international community for long in the post-war era. Starting in the early 1990s, however, all the efforts, both at the global level and at regional levels to codify and protect minority rights which exploded in the early 1990s have run into a number of problems, especially in determining who are the "minorities" to be protected, what sorts of rights attribute to minorities, and weaknesses in the exercising and monitoring of these rights.

This seems to be the biggest problem and challenge in this area: states even after signing the treaties and subjugate under the treaty regime try to escape the fulfilment of these international standards claiming that they have no minorities on their territory.

There is much to be done by the international organizations in this regard. As it stands, neither the UN nor the mentioned regional organizations successfully address this issue although their work stimulated the importance of formulating international minority standards. And it is of course precisely these minorities that have been at the heart of the most important violent conflicts and secessionist struggles in post-communist Europe, and indeed around the world. For all of them, this question needs to be perceived as a continuous task.

In the 21st century minorities are still seen as a threat to peace and security having a potential to break up the country through forceful secession. This is not an accidental perception as since the mid-nineteenth century, minorities have been a source of conflict, often redrawing the map of Europe in many disrupting ways. The present international standards as seen above are not very strong in both their content and monitoring to apart from their primary goals, reduce the ethnic violence and secessionist movements. Therefore, the prospects for future evolution of minority rights still remain uncertain.

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THE IMPACT OF DATA VISUALIZATION ON USER INTERACTION

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Abstract

Since the prehistoric times, people have painted various figures inside caves and other places they inhabited. In other words, humans have always wanted to visualize things in order to facilitate their explanation of moments and situations to others. Nowadays, computers on the other hand, have established a bridge for users to interact between themselves, and to make things easier, data scientists have designed visual representations of the data with the goal of making communication easier, and in that way achieving faster results. In this paper we will explain the process of data visualization and its importance for user interactivity.

Key words: data, data visualization, interaction, user interface.

Introduction

Data visualization has been around for quite some time. We can trace its roots all the way to the 18th century, although some go a lot further down history. Of course people didn't use computers back then to display their data; they were mainly drawn representation of important data for a given field. So now, this raises the question, what is different today compared to the past. Well, although at first it doesn't seem that there exists some big change in this aspect, if we dwell deep into the issue, we will see that a lot of things are different. (Kirk, A., *Data visualization: a successful design process*, 2012) With the introduction of computers, especially from the time when they became tools for general use, they became devices for writing, graphic design, gaming, etc. all these fields require different approach to data visualization.

Take for example the gaming industry. When we play a game, be it on a desktop computer, laptop or a cell phone, we will see various graphs which represent the player's name,

score, health, ammunition, and so on. This practically is data visualization. But people don't always play games, they use their computers to store data about their monthly expenses, work, family pictures, videos, etc. Every one of those requires data visualization. In other words, when we visualize data, we actually organize data, which is the most important aspect to make any meaning out of them.

Data, data, data,...

When the ex-Microsoft CEO Steve Ballmer was at a conference, presenting the company's achievements and future goals, while talking about the importance of developers, he started repeating that particular word, over and over again. We did the same thing for the same purpose with our title here. Data are extremely important in every business imaginable. They represent the indicators by which we establish our path towards success. Of course, data require analysis in order to use them in a particular field. To achieve a given analysis with more success, we must visualize data so they become more accessible and easier to manage.

Today, we are highly connected with data in every step we take. We go to a store where we use our credit card to make a purchase, we go to a school where we need to be registered in the school's database, we enter a house where we can be recorded by surveillance camera, etc., etc. all these things have made us highly dependent on data. (Kirk, A., *Data visualization: a successful design process*, 2012) This can become scary at times in thinking that everything we do is being recorded somewhere, but that's the truth and we need to accept it and find ways how to use the recorded data so it can benefit us in our everyday life.

A picture is worth a thousand words

Almost all of us has heard this saying. At times it may seem as an exaggeration, but a lot of times it's very near the truth. In other words, we visualize data so we can have a specific view on what we need. By visualizing we can look at graph and in a few seconds understand what's the point and what needs to be done, without wasting time trying to decipher a vast amount of numbers and letters. Until now it all sounds ideal and very catchy, but we should keep in mind

that data visualization is not an easy task. It may seem easy if we use Microsoft Excel for example, and store some data which it will immediately present them as a pie graph or something similar. But think about the code behind such a presentation, think about the designers who had to think a lot in order to find the most acceptable way to visualize a specific set of data, because we must understand that different data, requires different ways of visualization.

To have a better understanding of what data visualization actually means, we will show the following example.

x1	y1	x2	y2	x3	y3	x4	y4
10	8.04	10	9.14	10	7.46	8	6.58
8	6.95	8	8.14	8	6.77	8	5.76
13	7.58	13	8.74	13	12.74	8	7.71
9	8.81	9	8.77	9	7.11	8	8.84
11	8.33	11	9.26	11	7.81	8	8.47
14	9.96	14	8.1	14	8.84	8	7.04
6	7.24	6	6.13	6	6.08	8	5.25
4	4.26	4	3.1	4	5.39	19	12.5
12	10.84	12	9.13	12	8.15	8	5.56
7	4.82	7	7.26	7	6.42	8	7.91
5	5.68	5	4.74	5	5.73	8	6.89

Fig. 1 Sample of statistical data

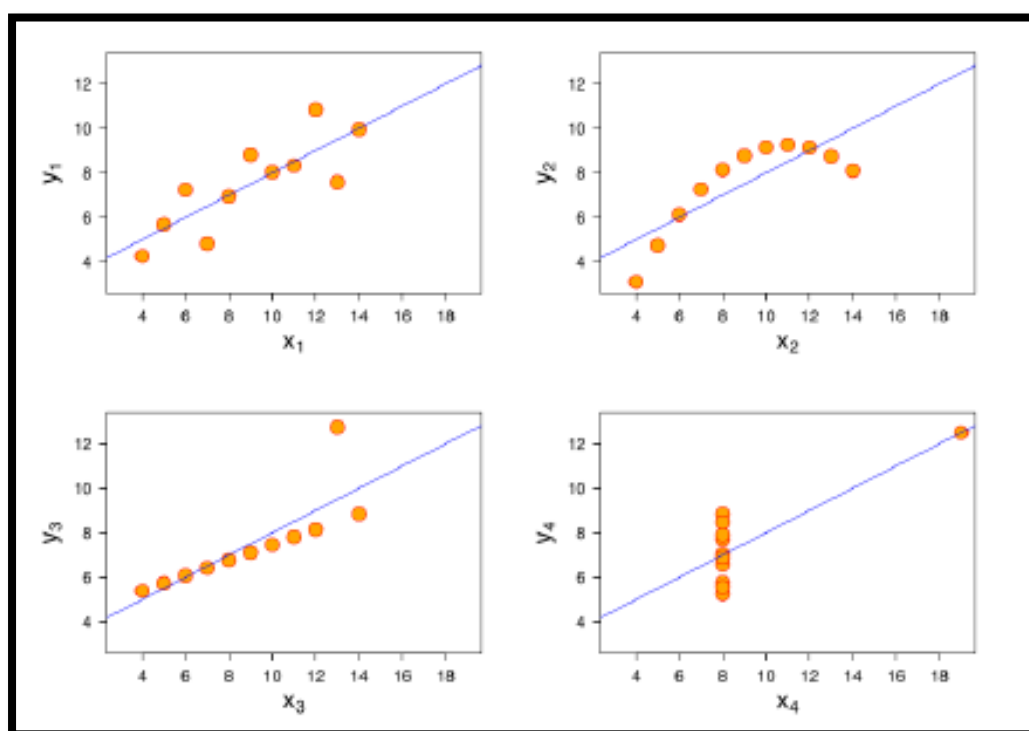


Fig.2 *Visualization of the same data*

(Kirk, A., *Data visualization: a successful design process*, 2012)

As we can see from the pictures above, the difference is very big. The first one requires a deep evaluation in order to get any meaning out of it, because it looks like some random numbers are thrown at us and we have to deal with them somehow. Whereas, the second picture is a lot more clear, and we can immediately see the relationship between X1 and Y1, X2 and Y2, and so on.

Data visualization is especially important when dealing with the end user. A consumer has no interest in the way you manufacture the shoes you sell, the consumer wants a clean user interface when he will want to purchase them from your website, so he can see a picture of the shoes and the price right beside the picture.

Graphics

The main tools to visualize our data are called graphics. They may come in different shapes, but the goal is always the same, making it possible for the user to comprehend what he is looking at. If you can remember, we said that data visualization are not new in the age of computer technologies, they have a long history in the human civilization. Emphasizing this, we can say that if we are to mention a graphic representation that has been used since ancient times, it will probably be geographical maps. They are some of the oldest graphical representation known in the human history. Maps as a visualizing tool have been very helpful for all societies.(Myatt, J. G., Johnson, P. W., *Making sense of data III*, 2011)

In our age we have digital maps that we can access by using our cell phones. They can have animations, 3d representation, different views such as satellite, road and terrain views.



Fig.3 Different visual presentation of geographical data (Google Maps)

To visualize data, a working relationship of a group of people is required. There should be specialists for the given scientific or artistic field, graphic designers, programmers, etc. all of which will cooperate so the end result can be successful.

All in all the process of data visualization can be seen as a two-phase process as suggested by Bertin (fig. 4)

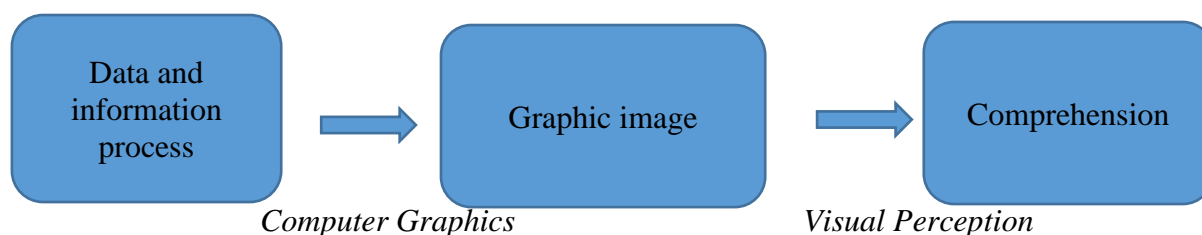


Fig.4 The two-phase process

Where to begin?

User devices come in various shapes and forms. It may be a laptop computer, a desktop, a cell phone, a smartwatch, or something else entirely. Data designers need to evaluate the platform on which they will develop their application, so they can build quality software and appropriate data visualization. This is very important, because it is not the same when you present data on a 32" screen compared to a 6". Designers must take this issue into consideration if they want

to build responsive apps for different devices. Sometimes it will be required to build two or three versions of the same app, based on the usage platform.

Microsoft as one of the IT giants has developed its latest OS while having in mind the facts we mentioned. Windows 10 programmers, are working to make the platform available to all devices, stationary or mobile, so when a developer will make an app, the code will work on both form factors, thus removing the need to recode the same app over and over again. This is very important considering that in today’s business landscape, an employee may start working on a desktop PC at work and continue while traveling by bus or train on his cell phone. When the app will be consistent on all platforms, data visualization will benefit from that, and the work will be done in time.

Sometimes, however, data designers, are required to focus on one specific platform where they should visualize the given data.

By the second half of the '90 and first half of the '00, the PC market took the world by storm, and that platform was the main focus of developers, data scientists, data designers, etc., but then everything changed. The mobile market exploded. (fig. 5). This required a shift of focus on everything IT, and data visualization in particular. In the beginning, mobile devices didn’t have powerful specs, and in order to make them useful for business or entertainment , developers had to scale down the graphical representation of data, to achieve optimum performance.

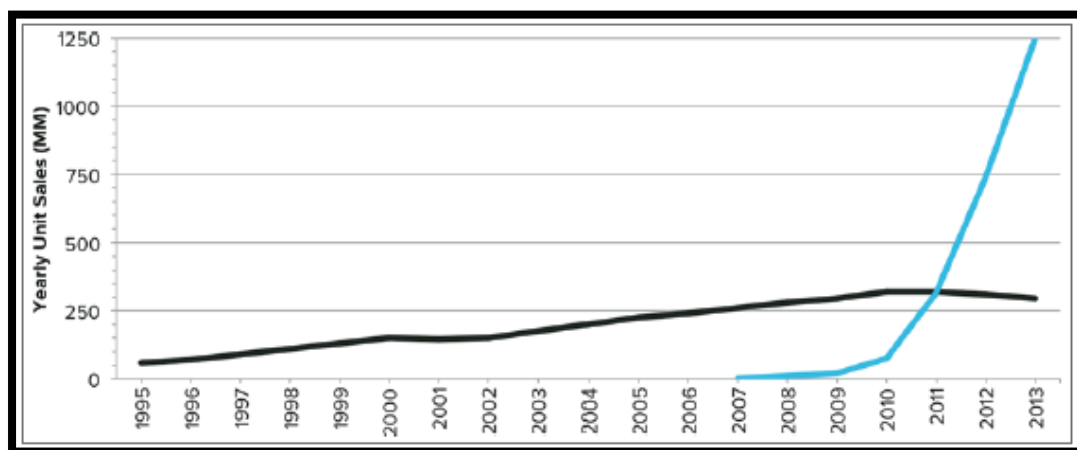


Fig.5 PC and mobile devices sales comparison (black: PC, blue: mobile)

(Hinderman, B., *Building Responsive Data Visualization for the Web*, 2016)

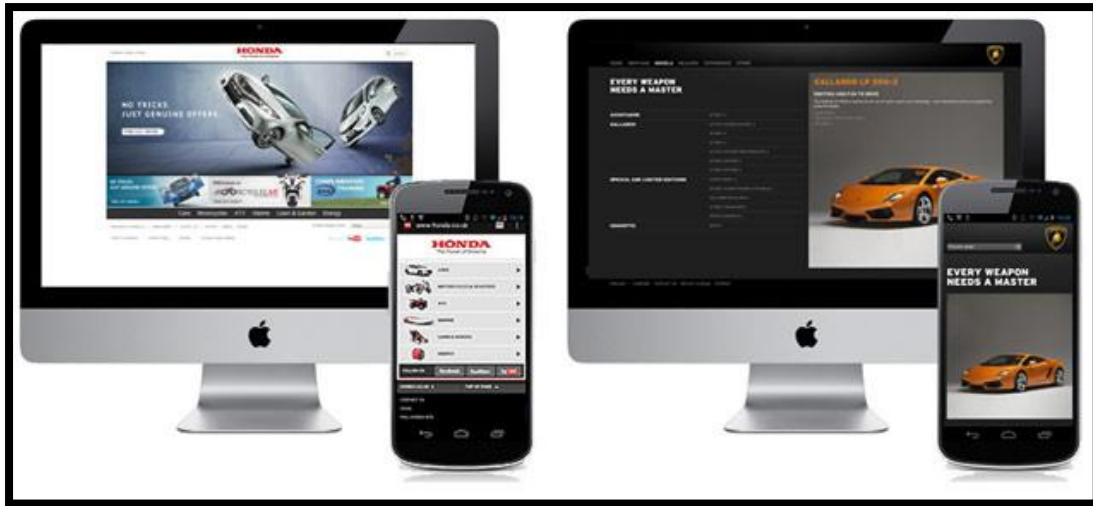


Fig.6 Data visualization comparison (desktop vs. mobile)

(picture taken from: <http://www.vividoptimizers.com/2015/08/11/mobile-search-taking-desktop-usage/>)

The last 3 or 4 years mobile devices have had a huge jump in specs, although still way behind powerful desktop PC-s, still, this means that the gap is getting narrow, especially in relation with visualizing data.

One other thing that data designers should have in mind is to analyze the market, especially the mobile one. There exist a variety of mobile Operating Systems, but only two of them have a vast user community, Google's Android and Apple's iOS platform. At one time the Blackberry's OS showed a promising future, specifically in the enterprise area, but it vanished from the mobile landscape for various reasons. The same can be said about Microsoft's Windows Mobile OS, which also had a short period when it seemed that the platform combined with Microsoft's hugely popular services such as Office, had a great potential, but they failed to gain any important following, so they pulled the plug for the OS.

All these specifics should be known to the data designers, so they can prepare themselves what to expect while visualizing data, if they tend to create a better user interaction.

The Software

The IT landscape which encapsulates an enormous software development landscape, has a lot of data visualization tools by which professionals use to design data. Developers of software such as PowerBI, Excel, Google Charts, Visio, IBM OpenDX and other similar visualizing environments, are continuously finding new ways to improve the way we represent our data.

These tools are invaluable because they help data scientist to easily display a given set of data to the world, where users will interact based on what they see.

There is very popular acronym, especially in relation to Game Engines, that goes by WYSWYG, which expands as What You See is What You Get. This basically means that what you are actually seeing is what the developer has intended for, and there is no need to dwell into deep analysis of what a specific number or word means. This is very important when we deal with business data. When we see a pie chart that shows the percentage of male and female students in a particular school, we are actually seeing all that we need, without the need to make any further evaluation or calculation.

Let's consider this example: what if someone gives us the percentage values for various items in a store in the following way: 10%, 5%, 25%, 13%, 5%, 12%, 11%,... where we need to find the item with the largest quantity. We will have to check and recheck the numbers, to see whether 25% is the number we are searching for. But what if we are presented with this chart:

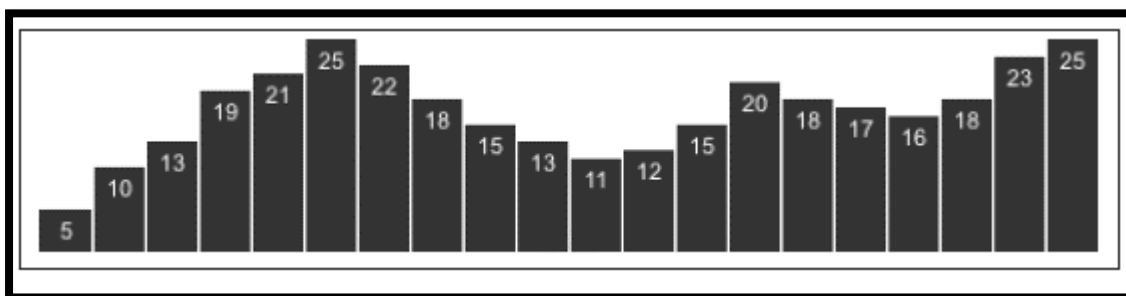


Fig.7 Data visualization

(Murray, S., *Interactive Data Visualization*, 2010)

With this we will immediately find what we need just by looking at the highest bars. That is what data visualization stands for.

The Virtual World

We have seen the Matrix trilogy of movies, where people interact in vast virtual landscapes, fighting viruses that are represented as abominable robots. It seemed only as science fiction at the time when the movies were released, but today we are witnessing a big expansion of virtual reality. In the beginning it was mainly used for the gaming industry where devices such as Oculus Rift gained huge popularity. But in recent years, there is a shift in the usage of virtual devices. Today they are used in many areas ranging from games all the way to architectural visualization. One piece of important technology needs to be mentioned here, which goes by the name Mixed Reality, developed by Microsoft. With the introduction of Holo Lens, Microsoft revolutionized the way we use our computers, and in that way data visualization. By using Holo Lens we could interact with the computer in the same way as arranging our room. If by using our PC-s in a conventional way we can store documents in folders and put them on the desktop or any other place in the hard drive, with the new technology we would store them in virtual drawers, or hang our pictures on virtual walls.

This kind of technology is a huge step in the area of data visualization and user interaction. Now an architect can design a house and show it remotely and virtually to the client by walking him around, even though they can be miles and miles apart.



Fig.7 Microsoft's Mixed Reality

(picture taken from: <http://www.techradar.com/news/images-show-windows-10s-upcoming-mixed-reality-viewer>)

Conclusion

We believe that we have shown how important data visualization can be. Regardless of the tools we use for visualization, the importance of the technology rests on the fact that it can be applied on every field of science and art. We have seen that it is a new and an old phenomenon at the same time. No matter how we see it, it seems that we are witnessing the dawn of a true revolution of data design, which will hopefully be of great use to human society, and it will provide us with new methods to improve our lives.

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HOW TO CREATE A SUCCESSFUL GLOBAL SOCIAL MEDIA STRATEGY

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Abstract

In a world where advertising is classic denigrated by a growing consumer, buzz marketing appears to be a real alternative to war trusts. Buzz marketing is the implementation of a planned action to advance the cause of mouth. According to the book of Briones and Stambouli (2002), it is mentioned that buzz marketing is initially appeared on the Internet and has an exponential diffusion of the medium. The Internet has been instrumental in the rise of the concept. Indeed, the tools inherent in this type of media used to convey information in a few clicks. The message can be sent directly to a third person.

Born around 1997, it travels out of bounds and win virtual "reality." The best illustration of this phenomenon is the rise of communication campaigns that grow out of the media.

Social media websites allow marketers to employ a broad range of tactics and strategies to promote content and have people engage with it. Many social networks allow users to provide detailed geographical, demographic and personal information, which allows marketers to tailor their messages to what is most likely to resonate with users. Because Internet audiences can be better segmented than more traditional marketing channels, companies can ensure that they are focusing their resources on the audience that they want to target.

Social media [marketing campaigns](#) have the advantage of appealing to a broad audience at once. For example, a campaign could appeal to current and prospective customers, employees, bloggers, the media, and the general public and other stakeholders (such as third-party reviewers or trade groups). Some of the metrics used to measure the success of a social media marketing campaign include website reports (such as Google analytics), return-on-investment (by connecting marketing to sales activity), customer response rates (how much customers post about a company), and reach/virality (how much customers share content).

A major strategy used in social media marketing is to develop messages and content that individual users will share with their family, friends and coworkers. This strategy relies on word of mouth and provides several benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit [endorsement](#) when sent by someone who the recipient knows and trusts.

Social media strategy involves the creation of content that is "sticky," meaning that it will get a user's attention and increase the possibility that he or she will conduct a desired action, such as purchase a product or share the content with others. Marketers create viral content designed to spread between users quickly. Social media marketing should also encourage customers to create and share their own content, such as product reviews or comments (known as "earned media").

Key words: buzz marketing, social media marketing, audience, goals, languages, cultural differences, social networks.

Introduction

Morrissey (2007)¹⁰ uses this definition for buzz marketing: "The buzz marketing is like a virus, it is ideally spread with a predefined target which will relay the message to the people who love surrounding the same products and services that carry the message." Gicquel (2006)¹¹, defines the buzz marketing as a technique formerly called "street marketing", it aims to promote products and services in public places in order to develop a "word of mouth" with a large population focused.¹²

Social media marketing is a main component of buzz marketing. Facebook and Twitter are two of the main social media platforms that companies try to maintain a presence on. Using these and other, smaller social media sites, companies can interact with customers, receive feedback, address issues or concerns and promote their products and services. Cultivating a rich set of shareable content and amassing a strong following on these sites enable consumers to obtain needed materials straight from the company and also, more importantly, allows the company to have a real-time dialogue with their constituents to foster an atmosphere where customers feel valued and informed.¹³

Social Media Marketing is marketing that focuses on people, not products (Diamond, 2008)¹⁴. The products can be presented by the company with as many qualitative features and promotional tools as possible, but what really matters is the comments and appreciations left by the customers. People provide the content, and this is the reason why Social Media Marketing is so scary and challenging for marketers. They do not control the marketing content anymore. Negative word-of-mouth can be spread worldwide in a couple of minutes only. With the explosion of Internet-based messages transmitted through the Social Media, they are now a main factor in influencing many aspects of consumer behavior, such as awareness, consideration, information gathering, opinions, attitudes, purchasing decisions and post-purchase evaluation. International marketers need to recognize the power and critical nature of the conversations being hold by consumers using Social Media. Consequently, the ability of influencing the crowd effectively is the main quality needed by the marketing team (Evans, 2008)¹⁵.

Also, what is important about Social Media Marketing is that marketer can listen, track and measure what is shared on the Social Media Sites in order to improve the offered message and adapt it more to the customers' needs. Thanks to the Social Media analytics and metrics available, the impact of Social Media on a company's marketing strategy can be measured and evaluated relatively easily.¹⁶

1. What steps should companies take when creating their global strategy?

When creating marketing campaigns of any sort, it is important to understand who your audience is. Social media is a great way to connect with company's audience and have a two-way conversation. However, it can be easy to forget that not everyone who finds company's

¹⁰ Morrissey, B. (2007). 'Clients Try to Manipulate 'Unpredictable' Viral Buzz,' Adweek, 48 (12), 12-13.

¹¹ Gicquel, Y. (2006). Le Buzz Marketing, Le Génie des Glaciers.

¹² Chebli, L., Gharbi, A. (2013). "The Impact of the Effectiveness of a Buzz Marketing Campaign on the Image, Awareness and Purchasing Decision: The Moderating Role of Involvement," Faculté des Sciences Economiques et de Gestion de Tunis, Tunisie, p 2.

¹³ Retrieved from <http://searchcrm.techtarget.com/definition/buzz-marketing>

¹⁴ Diamond, S. (2008), "Web Marketing for Small Businesses: 7 Steps to Explosive Business Growth", Sourcebooks Inc., Illinois.

¹⁵ Evans, D. (2008), "Social Media Marketing: An Hour a Day", Wiley Publishing Inc., Indiana, United States.

¹⁶ Celine, A. (2012), "Social Media Marketing benefits for businesses", Aalborg University, Denmark, p 14.

social media pages will speak its language, or be able to relate to its region's latest trends. If the company is only targeting a local audience, that is all right.

But what if the company is targeting a global audience? What if the company is located in a country in Europe and needs to branch out to other markets to scale? What if it is in the U.S. seeking the attention of a French and Spanish audience?

When targeting multiple nations, there are several challenges to plan for:

- Being understood by an audience that speaks multiple languages;
- Reaching an audience that lives across multiple time zones;
- Supporting different interests, cultures, and regulations;
- Segmenting social media efforts to the right audiences;
- Prioritizing company's efforts in accordance with its resources.

Creating a global social media strategy early on will help the company plan for all of these challenges, and will keep it from overextending its resources.

Companies should establish overall social media strategy before they start tweeting, updating their Facebook status in multiple languages, or creating tons of new pages for each target country.

Setting a strategy ahead of time will ensure that the company can launch, optimize, and measure its global campaigns' success without getting overwhelmed. Social media shouldn't be overwhelming. It should be fun.

The six steps that the companies should go through while creating their global strategy are:

1. define their audience;
2. set their social media goals;
3. choose their languages;
4. learn cultural differences;
5. choose social networks;
6. know localization capabilities on each social platform.

1. Define their audience

It is essential to first determine how to segment the company's audience based on their region or language. The following are example questions that must be answered internally before the company begins working on its social media strategy:

- Which countries does the company want to focus on?
- Where does the majority of company's current customer base live?
- Where does the majority of company's non-domestic customer base live?
- Is there opportunity for the company's product or service to extend to other nations?
- Is the company already getting leads or prospect interest from other nations?

2. Set their social media goals

Companies should define the goals of their social media strategy. Setting goals in advance will keep their social media team accountable and increase their likelihood of success. Having a strong unified approach will help them shape the strategy for each country they are targeting. Also company should decide if the primary goal of their social media campaign is to:

- Generate more traffic for their website from social media platforms;

- Increase their brand exposure by getting more followers and engagement;
- Tap into new markets via social endorsements and paid advertising;
- Provide a customer service platform on their social profiles.

The company might decide that one of these goals is a higher priority than the other three, and this could help it decide how to cater to its audience across multiple countries.

3. Choose their languages

If the company decides to target multiple nations that speak different languages, it will have a few decisions to make:

- Should company's blogs be in multiple languages?
- Should the company create a new social profile for every language?
- Should the company monitor social media platforms in multiple languages?

Keep in mind that nine out of ten European internet users prefer browsing in their own language, so if the company wants to engage an audience in non-English speaking countries, it needs to speak their language.

Company's decision will depend largely on its resources and the bandwidth of its team, but remember to focus on delivering ROI. For example, if the company has very few prospects in Spain, it might not be worth setting up a separate Spanish-language blog. However, if the company has a large growth potential in Spain, it might be worth testing out.

4. Learn cultural differences

If company's business targets customers in countries foreign to its native, the company should learn about the different countries' cultures to understand what appeals to them versus its country. Certain markets are much more difficult to break into than others and may require an agency to get the company a head start. If the business culture requires an agency to get the company started, it should not be afraid to work with one.

5. Choose social networks

Companies should identify the most relevant social networks in each country they are targeting. They should not feel pressured to set up a new profile on each social network for every country they are targeting. This is the wrong way to implement the company's global social media strategy. Instead, they should choose social networks wisely. They can always grow their reach across more platforms as they prove the ROI of the networks they get started with.

Also, companies should not be afraid to test the waters in different social networks. If they have the bandwidth to test out a new social network, they should go for it. After three months, they can look at the data and see if it's worth continuing their efforts on that network.

6. Know localization capabilities on each social platform

Which of these social networks will the company be able to segment by location or language? For example, Facebook allows the company to segment each post by country and/or language, making it possible to use only one Facebook page for company's entire global audience.

2. How to organize company's assets and channels?

Even after completing the six introduced steps above, the company is not ready to start tweeting yet. First it is important to define a clear social media execution plan.

If the company is targeting different channels for different audiences, things can get complicated very quickly. The company should know which social media profiles go together,

which pages on company's site should be linked to, and how all of company's campaigns tie together.

Here is how to keep the company's global social media strategy organized.

1. Define hub for each audience

Defining a hub on company's website for each audience segment will help keep things organized. The hub is most commonly a blog, but can also be a forum or a community page that the company maintains.

The company's blog for each audience segment should be written in the most commonly spoken language of that segment. All of company's new content should be posted there first, so company's social media channels can link back to a main content source. Company's blog should also be a key part of company's SEO strategy.

If the company does not have the resources to create a dedicated blog for each region or language it targets, default to the secondary language of that region or English. English is the most widely-used language in the world, and is the dominant language of international business and global communication.

In an ideal world with unlimited resources, the company should have a different blog for each region it is targeting. But in the real world with budgets and limited bandwidth, the company needs to be strategic about how it groups regions by interest or language.

- English blog: United States, United Kingdom, Ireland, Canada
- Spanish blog: Spain, Mexico, Argentina
- German blog: Germany, Belgium, Austria, Switzerland.

Note that for each blog, the company should choose one dialect and stick to it. For example, people in Spain and Latin America speak different dialects of Spanish. Ideally, the company should cater to each audience separately. If the company does not have the resources to do so, it should choose one dialect for its Spanish blog. The company should make this decision by comparing the size of its customer bases in Spain and Latin America, and prioritize based on where the biggest opportunity for growth exists.

The company should not spread itself too thin, especially in the beginning. If it is just launching its website, it should start with one blog in English and add blogs later as it builds momentum.

2. Choose social sites to target for each region

Next, decide which social networks to target for each region. Determine the number of social media profiles the company will create based on the resources it has at its disposal. Putting its efforts into one Facebook page, for example, will allow that page to build momentum and grow a fan base much faster than if the company had five different Facebook pages to maintain.

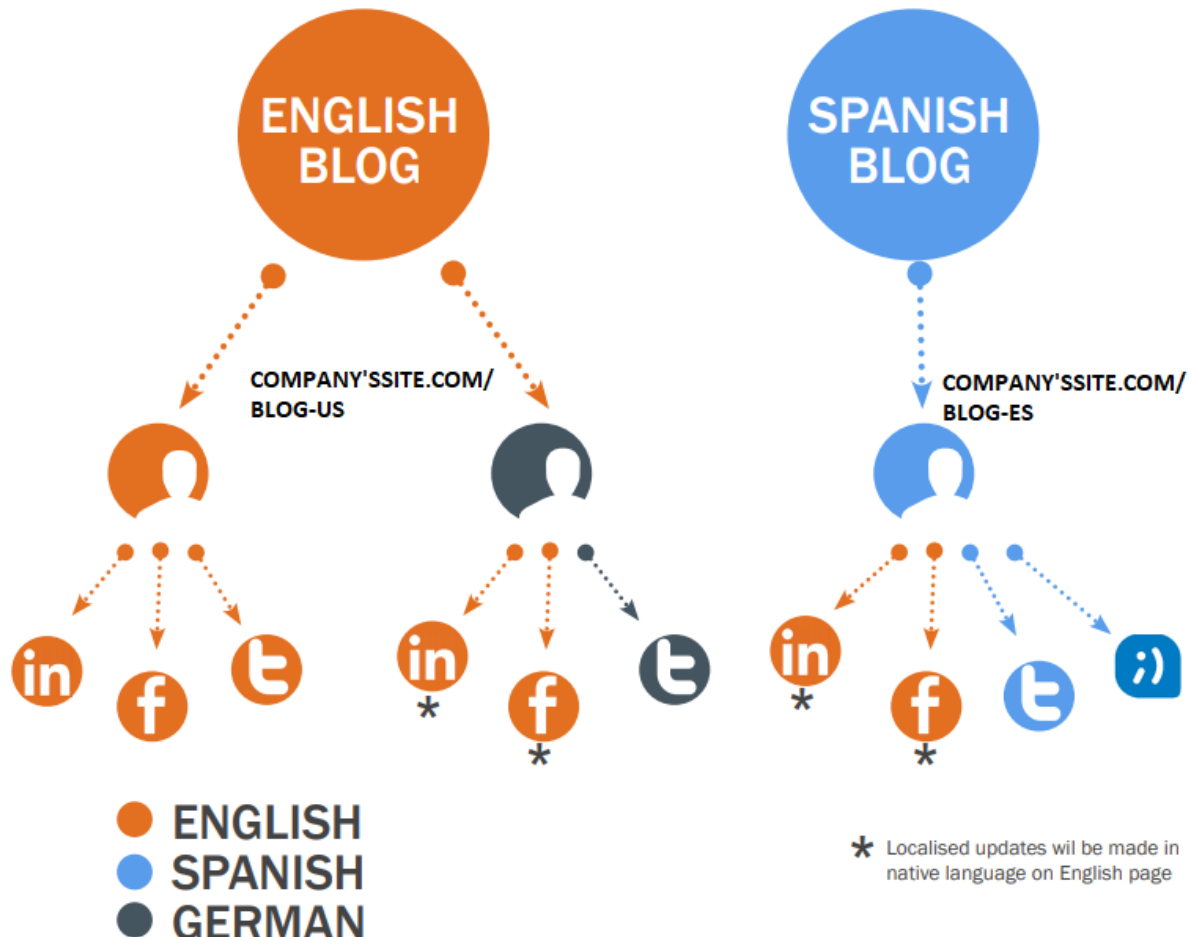
Let's say the company targets audiences that speak English, Spanish, and German. The company should choose to:

- Have one Facebook page in English with language-targeted updates;
- Have one LinkedIn Company Page in English with localized product pages and language-targeted updates;
- Create separate Twitter profiles in English, Spanish, and German;
- Have one Tuenti profile in Spanish.

By localizing company's Facebook and LinkedIn profiles, instead of creating separate profiles in each language, the company should now have to manage six social profiles instead of ten.

3. Link company's blog and social profiles

Now that the company has defined its blogs and social profiles, it is time to tie them together. Create a map so the company knows which social profile should link to which blog on its site.
Picture 1: Map of company's blogs



Source: Diana, U. “The Complete Guide To Global Social Media Marketing”, HubSpot, United States, p 21. Retrieved from <http://www.ciccorporate.com/download/the-complete-guide-to-global-social-media-marketing.pdf>

3. How to develop a content strategy for social media?

After setting the channel strategy, it is time to make sure company's strategy aligns with its channel strategy.

Whether the company is posting content on one of its global blogs, Facebook pages, or Twitter profiles, there are certain content creation best practices for global audiences that the company should keep in mind.

It is all about being highly targeted and relevant. If the company can talk to each of its audiences about what they care about, it will garner the best results from its social media campaigns.

1. Provide native translations

Do not simply take a blog post from company's English blog and copy/paste it into Google Translate for company's Spanish blog, or vice-versa. Same goes for Tweets and Facebook status updates.

Company's content will sound Google Translated to anyone who speaks the language natively. Get help from someone who is fluent in the language the company is creating content in. here are some translation service providers the company could choose from:

- Milengo <http://www.milengo.com/>
- Translations.com <http://translations.com>
- Lingo24 <http://lingo24.com>
- Verbatim Solutions <http://verbatimolutions.com>

2. Use correct spelling variations

American and British folks may speak the same language, but there are nuances that are important to address (color vs. colour, optimization vs. optimisation, etc.).

3. Use one language per blog

Company shouldn't mix languages on the same blog. Even though it might think this might make company's blog "global friendly," it will not help company's overall user experience. Mixing languages on social networking sites is more acceptable because when the company sends out an update, it is mostly consumed via users' newsfeeds, not via its page or profile itself.

4. Use images wherever possible

An image does not need translation. Pictures and graphics are much easier for international audiences to understand, especially if the company is not creating separate profiles for each region or language.

- FACEBOOK

Use the photo share functionality and make sure company's cover image portrays company's brand well.

- TWITTER

Use TwitPic or Instagram to frequently share photos with company's followers from around the world.

- LINKEDIN

Share URLs in which the pages have an enticing image; the image will be automatically pulled into the post.

5. Be relevant

Make sure that the company is informed about hot topics and sensitive issues in each of company's target markets, or hire someone to specialize in each market. Also, make sure the company is only posting relevant content for each audience – a news story in Australia may not be relevant to company's audience in Ireland.

Each of company's global blogs and social media profiles should contain topics relevant to that audience. On the company's blog can be included pieces such as:

- Educational guides, which can be applicable to multiple audiences;
- Thought leadership pieces that are new to certain cultures;
- Industry news from relevant regions;
- Product updates relevant to the region.

6. Learn colour connotations

Figure out what certain colours mean in different countries before designing company's blog and social media profiles. In most of Europe and the Americas, white is associated with purity and marriage. In Japan, China and parts of Africa, white is traditionally the colour of mourning.

7. Get local contributors

Recruit guest bloggers from each region to provide local insights that company cannot provide itself. This will keep the content on company's global blog fresh and varied, and relevant to the local audience. Also, with guest bloggers come inbound links from global domain extensions, so it will give company's blogs an SEO boost.

Recruit local help to manage and monitor company's foreign-language interactions. Translation services are great for the content schedule the company pushes out each month, but they are no substitute for native social engagement, especially if the company is using its social profiles as a customer support resource.

8. Interconnect each asset with links

Company's ultimate goal of participating in social media is likely to drive traffic back to company's website so the company can convert visitors into leads. Make sure the company links to the corresponding blog in the *About Us* or URL sections of company's social profiles. Also, link all of company's social media channels for each language together.

Company's goals here are to:

- Make it easy for people to find its other channels in their language.
- Make it easy for people who have landed in the wrong place to find the channels most relevant to them.¹⁷

Conclusion

As we can summarize by the information presented in this thesis, the buzz marketing is like a virus and [social media marketing](#) is its main component. Social media is a great way to connect with company's audience and have a two-way conversation.

When targeting multiple nations, there are several challenges to plan for: being understood by an audience that speaks multiple languages; reaching an audience that lives across multiple

¹⁷ Diana, U. "The Complete Guide To Global Social Media Marketing", HubSpot, Unites States, p 62-68. Retrieved from <http://www.ciccorporate.com/download/the-complete-guide-to-global-social-media-marketing.pdf>

time zones; supporting different interests, cultures, and regulations; segmenting social media efforts to the right audiences and prioritizing company's efforts in accordance with its resources.

The six steps that the companies should go through while creating their global strategy are: define their audience; set their social media goals; choose their languages; learn cultural differences; choose social networks; and know localization capabilities on each social platform. Company's global social media strategy is kept organized by defining hub for each audience; choosing social sites to target for each region and linking company's blog and social profiles. After setting the channel strategy, it is time to make sure company's strategy aligns with its channel strategy following these steps: provide native translations; use correct spelling variations; use one language per blog; use images wherever possible; be relevant; learn colour connotations; get local contributors and interconnect each asset with links.

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INFORMATION TECHNOLOGY PROGRAMS AS PART OF THE EDUCATION ECOSYSTEM IN AN EXAMPLE OF HIGHER EDUCATION INSTITUTIONS IN KOSOVO

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Abstract

Information and communication technology (ICT) programs in private and public universities are still very popular and attract very good students. In the recent past, there has been an increase in the number of students enrolled in ICT programs in the traditional fields of informatics, electronic engineering, computer engineering, and in newer fields of information systems and software engineering. This paper identifies some of the local and global drivers of this demand. It then uses an open network model to analyze future demand for ICT graduates. Using the model, the paper concludes that the focus of Kosovo universities should be in the academic fields of informatics, information systems and electronic engineering. In order to have an impact on Kosovo's economy and ICT industry, there is an urgent need for universities to seek professional accreditation for various ICT degree programs and thus achieve international quality standards. The paper recommends the adoption of the E-campus concept for the development of a world-class learning environment for students and teachers that goes beyond the low penetration of ICT in Kosovo. Although the ICT profession will continue to be popular due to the increasing use of ICT applications in companies and governments in the region, the challenge for universities is to attract, maintain and develop the doctoral level of ICT faculties. In a first innovation for Kosovo, the Dukagjini European College has launched a major initiative that will transform education and boost the local and state economy. The institution invests in improving education through the use of ICT, training and support. The project will provide each program and department with technology, digital educational content, professional teacher training, and an ongoing support infrastructure. This paper presents research based on the Program for Transformation of Education through ICT, which brings 21st century education and economic opportunities to the Republic of Kosovo.

Keywords: Information technology, ICT, education, knowledge flows, local development, knowledge democratization, local innovation systems

Introduction

Presentation

This paper uses the context of an innovative ICT project in the heart of the Newborn Republic of Kosovo to discuss the challenges of associating disadvantaged communities both in project development and in the case assessment of this project. The effectiveness of the project, although not discussed, was important because it provided evaluation with a credible tool for creating community discussion with people from different age groups and backgrounds. Their commitment was crucial not only to the research but also to the overall success of the project. In a community with very low social capital, involvement in a community project requires time, commitment and good community development practice. The paper describes the research process in this community, reminding us that community goals can only be met if we involve stakeholders in implementing community change.

Dukagjini European College (ECD) also works with other departments of corporate departments, local businesses and institutions to build a sustainable economic model. Incentives for student education include the need to provide students with laptops, providing local jobs and educational opportunities.

The idea of establishing a private provider of higher education in Peja stemmed from the fact that there was no such private institution in the entire Dukagjini region. The establishment of this institution of higher education was based on market demand, especially the need to meet the current demand for higher education for young people from this region.

This institution will contribute to the development of Kosovo, especially the development of Dukagjini, which according to available statistics covers approximately half of Kosovo with

800,000 to 1 million inhabitants, without an educational institution in this region. This institution will meet the needs for higher education in the Dukagjini region, Kosovo, neighboring countries and further abroad. English language education is offered in several departments which opens the possibility for international students in some areas from the region and the world.

Currently, Dukagjini Private Higher Education Provider has the following accredited programs:

1. Computer Science - Applied IT
2. Management and informatics,
3. Economic-banking, finance and accounting
1. Job prospects will also be explored for the following:
4. Agro-processing of food
5. Political science and journalism
6. The law

The reason for creating a higher education provider "Private Provider of Higher Education Dukagjini" is as follows:

- it is not necessary to provide for the establishment of an institution to establish the status of the market,
- Institutions and contributors to Kosovo's contributions;
- The institution does not contribute to the development of Kosovo, the development of the development of Dukagjin, and the statistics of the state of affairs in Kosovo has 1 million banners, and the institution is private.
- The Institution of the Council of Europe for the Integration of the European Union for the

Development of the European Union (the Council of Europe and the Convention on the Reform of the European Union) arritur keto qëllime;

- Ky institucionet e kontributojnë në Kosovë duke u bërë një qendër kryesore për mirësimin e njohurive, mendimeve dhe bursave në Kosovë; duke luajtur një rol udhëheqës në zhvillimin arsimor, shkencor, kulturor, shoqëror dhe ekonomik të Kosovës; assist in the process of promoting democratic democracy; for the purpose of cross-examination and standardization of the standard in the month of the month and the month; it is not possible to use it effectively; and the plot of the plot in the communal district and the subdivision of the community.

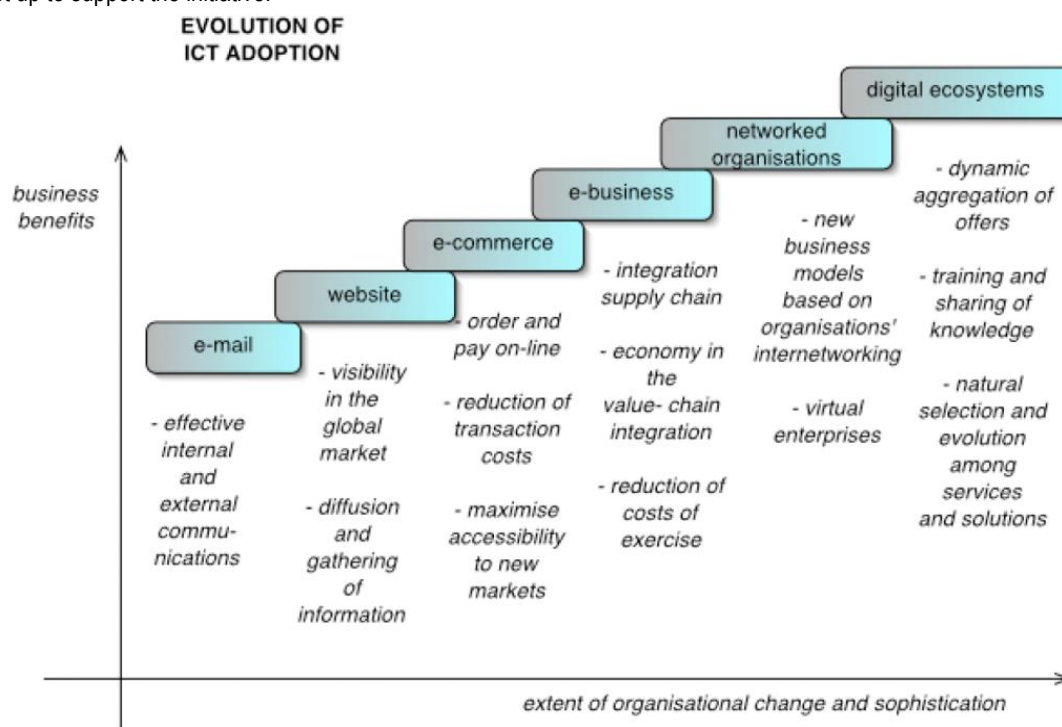
Transformation of education in the region

Over the past 10 years, technology - and especially the Internet - has changed the way we live, work and play. Using technology is no longer a skill for some; has become set up to support the initiative.

necessary, especially for students who will graduate in a world where the use of computers and the internet is an essential part of any skilled work. Governments around the world recognize that they need to transform their education systems to integrate technology into learning and to provide their students with the skills needed to succeed in today's global economy.

Several professional groups have teamed up to develop a comprehensive, sustainable program aimed at promoting the transformation of education. This program is the first step towards "acquiring technology to make education more efficient".

The ECD Education Initiative will bring technology to departments and programs, including laptops, interactive whiteboards and servers. This strengthening of ICT will help students, teachers and schools engage in interactive e-learning programs. Internet connectivity, digital curricula and teacher development are also part of the education ecosystem.



Adapted from Cisco Information Age Partnership study on e-commerce partnership and from Business in the information Age

Adopting Internet-based technologies for e-business is an ongoing process, with the next evolutionary steps. The steps can be classified into 6 stages: (1) email, (2) online presence, (3) e-commerce, (4) e-business, (5) networking organizations, (6) digital business ecosystems.

Ducagjini College European Education Initiative consists of the following elements:

- Educational content. Localized content and textbooks have been converted to digital formats. The Department of Informatics has already begun pre-installing digital books on classroom computers.

- Training. Developments events approved the development of teacher training that enables teachers to effectively integrate technology into classroom teaching and learning activities. In cooperation with the Faculty Training Center, over the years more than 200 teachers are expected to benefit from this program. In addition, 50 ICT graduates enrolled to provide ongoing support and training for teachers and students.

- Technology. Provide equipment, programs, and services designed specifically for education to meet the needs of educational technology. In Phase 1, Dukagjini College plans to equip all students with laptops within 3

to 4 years. Although the main focus now is on distributing classroom computers to students, expansion plans for next year are underway. The Phase 2 plan is to support school administration and data activities. Phase 3 will be the implementation of a real one-on-one lesson, where teachers will be able to communicate more easily with students and use technology to improve learning.

- **Connectivity.** Internet access is provided in college through IpkoNet, a local ISP nationwide.

Classroom student computers have been enabled Wi-Fi to take advantage of wireless when it opens in future classrooms.

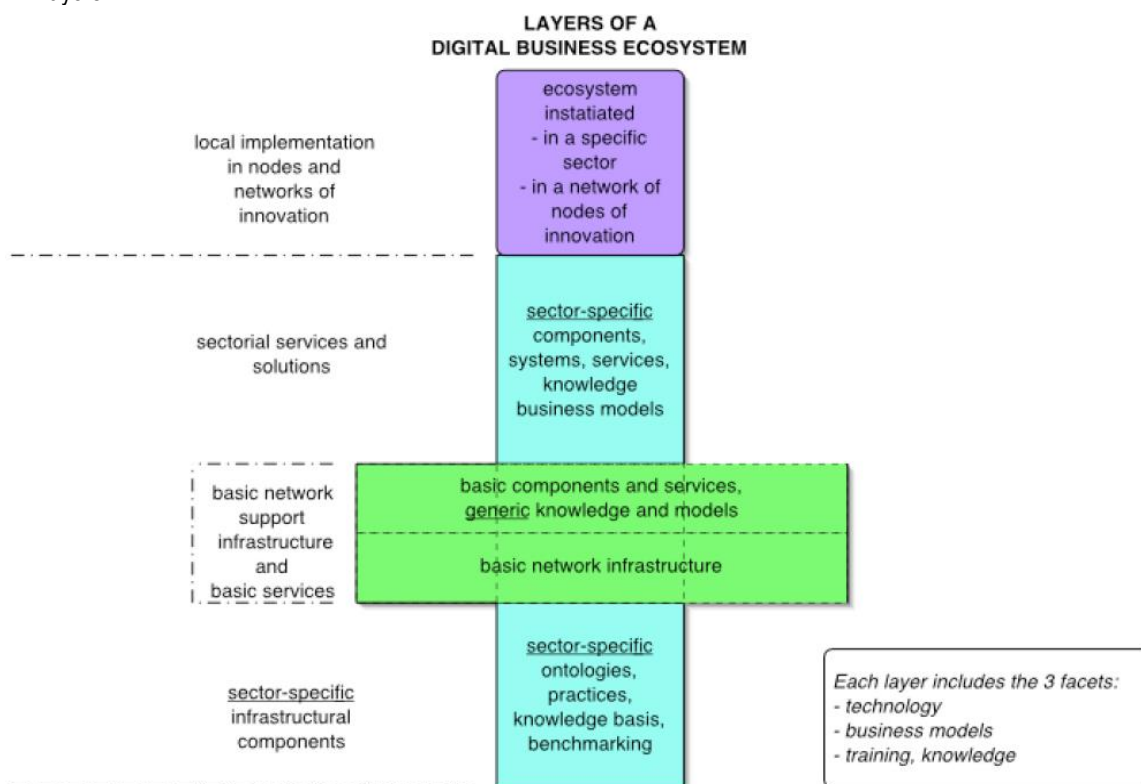
General architecture of the digital education ecosystem in Kosovo

Digital business ecosystems are based on a process of evolutionary systems; can consist of three different layers:

- **Generic ecosystem infrastructure:** a common supporting environment and basic generic infrastructure, which includes service-based components, integrated generic solutions, and infrastructure components.

- **Sector specific ecosystems:** sector specific services, solutions and components (eg agri-food, tourism, manufacturing) or transversal applications (eg logistics) that use shared environmental support services.

- **Specific sectoral examples of ecosystems** applied to a particular innovation node, geographic area (or their network), supported by the local community. These networked instances form a network of ecosystem instruments for networking Kosovar and European companies and organizations in the network of business excellence.



In the digital business ecosystem, some services can be considered as a necessary component of the basic infrastructure (eg micro-payment system, credit card payment system, loyalty card system), while others are included in sectoral groups or even local services.

The following table presents the parallelism between the natural ecosystem, the economic business ecosystem and the digital business ecosystem, giving examples and showing component elements with examples.

Natural ecosystem	Examples in natural ecosystem	Economic Business ecosystem	Digital Business ecosystem	Examples in digital business ecosystem
Biological basis	<i>Cells amminoacids</i>	Laws, WTC regulations	Basic protocols, network infrastructure	<i>TCP/IP XML, ebXML</i>
organs			Software components, business models	<i>Open source models, operating systems</i>
Simple species	<i>Grass, worms, tiger</i>	Small organizations, universities, chambers of commerce	Basic e-services, Simple services	<i>Accounting sys, Payment sys, Groupware sys.</i>
Group of species in symbiosis	<i>Species in symbiosis: ...</i>	Networked organizations, specific value chains	Aggregated services	<i>CRM, ERP, user profiling</i>
Local ecosystem/s	<i>Savanna, jungle / ecosystems of Amazonas</i>	Regional economy / multiregional economy	Local digital ecosystem / network of local digital ecosystems	<i>Digital environment + services for agrifood in 3 innovation nodes</i>
ecosystems	<i>Global natural environment</i>	Global world business	Network of digital ecosystems	<i>Network of local digital ecosystems for innovation</i>

Informatics program towards the model of economic success

Computer Science - Applied Informatics program provides modern theoretical and practical knowledge in the field of applied informatics, necessary for companies, public services and institutions of a wide range.

The program of this program offers students the opportunity to gain knowledge and skills in software development and implementation in the conditions and dimensions of an advanced market economy. The knowledge provided in the field of applied informatics will enable students to apply their knowledge for efficient management of their projects and programs for business needs in small and medium enterprises.

Students will gain a high level of knowledge in the basics of informatics, networking, information systems, hardware, software development, DBMS, management, finance, writing and expression, human resource management, international business and other fields, enabling them to acquire managerial skills on a large scale and at a fairly advanced level.

The mission of "Private Provider of Higher Education Dukagjini" - Peja is to offer study and research programs according to the highest European standards of education, combining theory and practice with active participation in the local, regional and global economy.

A strong link between theoretical knowledge and practical subjects is the foundation of this program. Students will be able to research and manage successfully in a market

economy, able to tailor their management actions to the specific requirements presented in Kosovo and beyond. On the other hand, information technology skills open up opportunities for easy employment of these students.

With the acquired knowledge, students will be able to research and continue their education at the master level and work successfully in business enterprises, information systems management, private and public enterprise management, bank management, institutions public and information technology courses, especially in programming, research institutes, home counseling and other business support services.

The Master of Applied Informatics - Social Media and Internet Technologies program is a basic graduate study at the institution. Its purpose is to create and develop further knowledge of modern information theory, informatics, informatics, networks, management, leadership, managerial finance, economics methodology and analysis of various economic phenomena in management and informatics. YouTube, Facebook and Twitter are just a few examples of online social services that are changing the current media landscape. These online platforms have created needs and requirements that require new skills, knowledge and expertise to address current and future social and technical challenges.

The release of the Dukagjini European College to simply provide computers for students was not enough for the Board of Directors of this higher education institution. The project had to be sustainable in the long run. The Directorate works in collaboration with the Department of Computer Science

and various other agencies to ensure a sustainable economic model that will not only transform education, but also generate economic benefits for the Dukagjini region.

Involvement of local industry

A key aspect of sustainability is the involvement of local industry in the project. From the point of view of Dukagjini College, the involvement of local businesses from the beginning helps to develop a sense of ownership of the project, the creation of local jobs and opens new opportunities for economic development:

- Dukagjini European College worked with local IT vendors to distribute more than 500 school computers a year. They would provide computers for the rest of the students, as well as open trade opportunities for the Dukagjini region of Kosovo.
- Local experts provided content in the form of digitized university textbooks for pre-installation on classroom computers.
- The Department of Computer Science encouraged the participation of educational program leaders and published general guidelines to help school administration manage assets. The department has also worked with senior IT vendors to ensure program continuity and optimal use of computers by students and teachers in teaching and day-to-day teaching.

Based on this experience, the Plan also produced a 10-step process for integrating ICT into development initiatives:

1. Context analysis: what is happening with ICT (for development) in a country or region?
2. Identifying the need: what ICT problems can be overcome? what opportunities can it create?
 1. Choosing a strategy: what kind of ICT is needed? direct? internal? strategic?
 2. Undertaking a participatory communications assessment: who will benefit from this use of ICT and how?
 3. Technology choice: which ICT / applications are available to meet this need or purpose?
 4. Content regulation: can people understand and use the information provided by ICT as well?
 5. Capacity building and use: what kind of support will people need to use and benefit from ICT, and to renew around it?
 6. Monitoring progress: how do you know if ICT is helping to meet the development goal or need?
 7. Continuing it: how can you manage the risks and keep up with the changes?
 8. Learn from each other: what has been done before and what you have learned that others can use.

Benefits for the Society

Building a modern university in the region with market-based programs has increased Dukagjini's economic profile. In addition to providing employment to the local population, the Program provided capacity building opportunities with Top IT Industries staff. Together with the Project and the need to provide ongoing support to the program and cooperation between private and public companies, European College

Dukagjini wants to attract graduates and ICT professionals into the workforce.

Benefits for District Education In schools, teachers are discovering greater opportunities for the teaching and learning provided by this technology. Technology makes it easier for teachers to teach and for students to learn and communicate with their teachers. Students are motivated to come to school and get involved in the learning process.

For teachers, the possibility of technology has improved their way of teaching. Teachers not only present information, but become helpers of their students' natural research desires for learning. The learning experience is becoming more student-centered and project-oriented - a departure from the passive methods of ancient learning.

Driven by technology, young students participate more actively in their learning experience, exploring the world around them via the Internet and using technological tools that will serve them in the future.

Finally, the use of computers in the classroom will positively affect students' critical thinking, communication, and digital reading skills. ”

CONCLUSION

The result of the research in this paper is that this project of education transformation is a big step of the European Dukagjini College in introducing technology to the core of teaching and learning in Kosovo. In addition to providing access to technology and tools to prepare its students for 21st century skills, Dukagjini European College also sees this as an opportunity to build Kosovo's economy through the ongoing effects of the project. This is demonstrated through the employment of many ICT graduates as an aid in continuing training and support to the Classroom Computer Procurement Project. This project is currently underway, and as implementation continues over the next 2 to 3 years, continued cooperation between industry and other companies in the sector will certainly see more opportunities to open up Kosovo's economic prosperity.

Finally, building Kosovo's network of digital ecosystems is an ambitious goal, which can only be achieved through a long-term vision and an integrated approach capable of using all available financial tools and instruments and all possible synergies.

The digital ecosystem implementation plan can build on existing Community programs focused on research, regional innovation, for the specific needs of small organizations and local communities. The initial step can be to build consensus between the player community that improves and enhances the concept and vision, builds a large community, identifies initial enabling technologies (subject to continuous development), identifies business sectors and geographic areas to act as initial innovation nodes and test areas.

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FEATURES OF THE TRADE IN AGRICULTURAL PRODUCTS WITHIN THE INTERNATIONAL TRADING SYSTEM

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ABSTRACT

Today, there is almost no economy that does not strive for liberalization of the foreign trade, to ensure free access to its goods on foreign markets, especially in conditions of globalization, when all countries strive to remove the barriers that restrict the free trade movement of goods and services. This is exactly what the international trading system is pursuing through the process of institutionalizing international trade, which begins with the signing of the General Agreement on Tariffs and Trade (GATT) and continues with the creation of the World Trade Organization (WTO), as well as numerous international and regional organizations aimed at regulating international trade.

Particularly significant in the process of regulating international trade is the trade in agricultural products and their treatment in the international trading system. The vulnerability and actuality of this sector are a real challenge for studying and analyzing its conditions in the past and today, its role and significance, as well as the prospects for its further development.

The agricultural sector is a constant cause for disputes among many negotiating parties within international trade negotiations, due to the importance and significance of this sector for each economy, regardless the level of development achieved. Agricultural activity has always been the main and basic source of people's livelihood, as well as the starter of the economic development of every country and activity that deserves attention and special treatment. Therefore, this paper examines the main characteristics of the agricultural trade within the international trading system comprised in two periods, the period under the GATT regulations and the period under the WTO regulations.

Key words: agricultural trade, international trading system, GATT, WTO, regulations.

INTRODUCTION

An international organization that is in charge of regulating international trade in agricultural products is the World Trade Organization (WTO), within which it is regulated by the 1995 Agreement on Agriculture. But before WTO constitution, international trade in agricultural products is partly covered within the GATT 1947, in which provisions there are certain gaps in regulating the trade in agricultural products.

Such gaps continue to exist and increase during the GATT function practice, leading to separation of the agricultural sector from the other sectors. For example, during 1955, the United States was exempt from the obligations they have under Articles II and XI of the GATT with regard to the import of agricultural products, and agricultural products were excluded from the new prohibition within the GATT regarding the application of export subsidies in 1955.

The creation of the Common Agricultural Policy (CAP), which provides high level of protection for the agricultural sector, is another proof of separation of this sector from the rest, as well as the possibility of using the "grandfather clause"¹⁸ by the new signatory countries for the protection of its agricultural sector. For a long period, the high tariffs, non-tariff barriers, and subsidies are typical for the agricultural trade, all of which results in handicapping the agricultural trade and imposing even import bans, quotas, import duties, minimum prices and the like.

In addition, in the post-World War II period, the primary concern of the states is to increase domestic agricultural production and to feed the population, which is increasing day by day. Therefore, governments introduce measures to maintain market prices and administrative increase in prices for agricultural products. The use of import barriers, on the other hand, enables the unimpeded growth and sale of agricultural products that completely replace imports and contribute to the creation of production surpluses. In order to get rid of these surpluses, countries are beginning to intensify their export subsidies and thus reduce world market prices. These measures, together with overstated exchange rates, low-priced agricultural product policies and many other protectionist measures in developing countries have led to stagnation and even decline in the development of the agricultural sector.

1. Features of the Trade in Agricultural products under the GATT regulations

While analyzing the characteristics of the trade in agricultural products, several periods can be distinguished. The first period is from 1951-1973 in which period the trade in agricultural products notes an average annual increase of 4.8%, which can be seen from the Table 1¹⁹. Namely, on the global level, the trade in agricultural products in the second half of the XX century begins to increase gradually, due to the recovery of the countries from the war and the improvement of their economic development, and due to the increased income in the world economy as a result of the "golden period of capitalism" and the introduction of the Bretton Woods system²⁰. During this period, numerous regional trade agreements are concluded, which greatly facilitate the exchange and increase the volume of the trade.

¹⁸ A measure within the GATT, according to which the new signatory countries are allowed to retain certain laws and rules that previously existed and applied, which are otherwise contrary to the provisions of the Agreement.

¹⁹ R.Serrano, V.Pinilla, *The Evolution and Changing Geographical structure of World Agri-food Trade, 1950-2000*, AFC, Working paper, Nr.6, 2010, p.7

²⁰ G.Aparicio, V.Pinilla, R.Serrano, *Europe and the international agriculture and food trade, 1870-2000*, IEHC Helsinki session 60, 2006, p.9

The creation of the European Economic Community (EEC) in this period, the reduction in the prices of agricultural products and the stability of foreign exchange rates that lasted until the early 1970s, also contributes to the development of trade in agricultural products.

Table 1. Average annual growth rate of trade in agricultural products by volume (in %) for the period 1951-1985

Period	Average Growth Rate
1951-1973	4.8
1974-1980	5.1
1980-1985	2.4

Source: The insertion of agriculture in international trade, 1951 – 2000, Department of Applied Economics and Economic History, University of Zaragoza, Faculty of Economics and Business Studies

But in the early 1970s this growth in the trade in agricultural products was hampered by the energy crises that arise in this period, the food crisis, the emergence of inflation and the volatility of exchange rates as a result of the collapse of the Bretton Woods system and the global instability in the world.

Despite the recession, the volatility and rising trade barriers in trade, agricultural exports, according to the data from table 1, grew at an average rate of 5.1% in the period 1974-1980²¹. The effects of the crises are also transmitted during the 1980s, when the economic crisis particularly affected developing countries. At the same time, the demand for agricultural products is reduced, their prices are reduced, which leads to a decrease in farmers' incomes, their access to loans and additional financial resources is limited, and they are forced to reduce the volume of their agricultural production. As a result of such conditions, the trade in agricultural products in the early 1980s increased at a much lower rate of 2.4% in the period 1980-1985²².

The increased protectionism during the 1980s and the use of non-tariff barriers for limiting the international trade, especially by developed countries, significantly complicate international trade in agricultural products. Therefore, GATT is under increasing pressure to find a solution and regulate the trade in agricultural products. The only solution to this problem can be brought by the GATT political authority, which in 1986, with the launch of the Uruguay Round of Negotiations, set the problem at the center of the negotiations²³. Based on the different periods in the development of trade in agricultural products, as well as the trends characteristic for them, one can be concluded that any increase in the level of protectionism in international trade is a consequence of a

²¹ R.Serrano, V.Pinilla, op.cit., AFC, Working paper, Nr.6, 2010, p.9

²² Ibid., p.10

²³ V.Mosoti, A.Gobena, *International trade rules and the agricultural sector*, Selected implementation issues, FAO legislative study 98, FAO Rome 2007, p.36

certain crisis situation in the world economy, in response to which all countries recourse to the use of safeguards for their national economies.

This is exactly what happens after the second oil crisis between 1973 and 1974, when countries' governments tighten their monetary and fiscal policies, which resulted in economic stagnation that particularly hit developing countries. As a result of this situation, the imports demand is reduced, which leads to excessive production and sharp decrease in the products prices on the international market and worsening of the terms of trade especially for the developing countries. The application of protection measures in these conditions is inevitable, but still it should be limited in time.

Regarding the structure of the trade in agricultural products, from the data in Figure 1 it can be seen that the basic products such as cereals, plant products and textile fibers participate in the 50s of the last century almost 38%, but at the end of the 20th century their share was reduced to 28%. This decline is due to the replacement of textile fibers, rubber and sugar with their industrial surrogates. The development of the chemical industry enables the replacement of natural textile fibers and cotton with polyester and nylon.

Similarly happens with some food products like sugar, which is replaced by a sweetener obtained from corn and artificial sweeteners. Low-value products are gradually starting to be replaced with products with higher processing and higher value, such as milk and dairy products, meat and meat products, fruits and vegetables despite the fact that the degree of protection of these processed products increases .

Figure 1 Percentage composition of international agricultural trade by product group

Group	1952-59	1959-66	1966-73	1973-80	1980-87	1987-94	1994-00
Bulk commodities	37.3	38.0	35.4	35.1	34.0	30.2	28.0
Bulk cereals	14.9	16.0	14.9	16.7	16.3	13.6	12.4
Textile fibres, not manufactured, and waste	12.3	10.7	8.4	6.4	5.4	4.8	4.0
Livestock	7.3	8.0	8.6	8.1	8.1	8.1	7.7
Oil seeds, oil nuts and oil kernels	2.9	3.4	3.6	3.9	4.1	3.7	4.1
Plantation crops	31.1	27.0	26.1	23.0	21.9	22.4	21.9
Sugar, sugar preparations and honey	11.0	9.4	8.6	6.6	7.0	7.1	7.5
Coffee, tea, cocoa, spices & manufacs.	12.6	11.3	11.6	10.7	10.0	10.8	9.5
Tobacco, unmanufactured	3.6	3.6	3.5	3.5	3.0	2.7	3.1
Natural rubber	3.8	2.7	2.6	2.2	1.9	1.7	1.7
High value food	19.6	22.6	25.0	27.2	26.9	27.4	27.2
Meat and preparations	8.1	8.1	8.4	8.7	9.0	9.5	10.1
Dairy products and eggs	4.0	4.3	4.5	5.2	5.7	5.1	4.8
Fruit and vegetables	7.5	10.3	12.1	13.3	12.2	12.8	12.2
Processed products	12.0	12.4	13.5	14.8	17.2	20.1	22.9
Prepared cereals	0.8	0.8	1.1	1.3	1.8	3.4	4.5
Feed. Stuff for animals excl. Unmilled cereals	1.7	2.4	2.9	3.6	4.5	5.4	5.4
Miscellaneous food preparations	0.7	0.9	1.1	1.3	1.8	2.6	3.6
Beverages	5.9	5.4	5.2	4.8	4.3	3.6	3.7
Animal and vegetable oils and fats	3.0	2.9	3.2	3.9	4.8	5.1	5.9
Total	100	100	100	100	100	100	100

Source: Authors' compilation, based on FAO (1947-2000), Faostat, FAO (2004a), UN Comtrade (2003) and WTO (2003)

The structure of the global trade in agricultural products has changed since the 1980s, when the greatest growth in the trade, according to the data from Figure 1, has the processed products whose share of 14.8% during the 1980s increases to 20.1 % during the 1990s, followed by foods of higher value (fruits, vegetables, milk, meat and processed milk and meat), accounting for 27% of the global trade in agricultural products. In exports from developing countries, the importance of their traditional tropical products, such as coffee and cocoa, is significantly declining, but the largest gains are realized by exports of fruits and vegetables. For those products that are protected, such as cereals, the growth of exports during the 1990s was due to the growing exchange between developing countries.

During GATT, the terms of trade of developing countries are less favorable compared to those of the developed countries, especially due to the high vulnerability and variability of world prices of agricultural products. Developed countries, due to the support measures they apply to their agricultural products, reduce the level of global prices on one hand and reduce the competitiveness of farmers from developing countries on the other.

2. Features of the Trade in Agricultural products under the WTO regulations

Trends in trade in agricultural products in this period indicate the efficiency and importance of the Agreement on Agriculture as well as its positive impact on the development of trade in agricultural products and the promotion of developing countries. This trend is due to the integration of agriculture and trade in agricultural products under the control of the WTO, the reduction of trade barriers as a result of the process of liberalization of the international market for agricultural products on the basis of the

Agreement's provisions. The parallel increases in the number of RTAs covering the trade in agricultural products, the accelerated growth in post-crisis incomes, especially in the Asian countries, contribute to increasing the volume of trade in agricultural products.

During the 1990s, the global economy and trade experienced significant growth, which reached their peak during 1996 and 1997, as can be seen from the data in Table 4. The growth is due to the fact that, from the 153 WTO member states, 126 have seen an increase in their per capita income. All three sectors, agriculture, mining and industry registered trade growth. According to WTO annual reports, the volume of agricultural exports is rising as a result of increased exports from North America, Latin America and Asia, but agricultural production, according to the data in Table 4, decreased in 1997 compared to 1996 from 4.5% to 1.5% respectively. Thus, the export of both groups of agricultural products (food and agricultural raw materials) was lower in 1997 compared to 1996 (as a result of the financial crises that started in Asia in the second half of 1997), but in volume exports of agricultural products in 1997 note an increase of 6.5%²⁴.

In 1998, global production and trade experienced a rapid decrease due to several conditions in the world. Namely, although financial crises in Asia take place in June 1997, their full effect on global trade flows is felt in 1998. The recession affecting Japan also greatly slows down the recovery of countries affected by the crisis, limiting their export opportunities. In the second half of 1998, financial problems that arise in Russia and Brazil have greatly influenced regional trade flows.

According to the WTO's annual statistical reports, during 1999, the global economy and international trade recover and rise as a result of Asia's recovery from financial crises and continued high growth in North America, which have been stimulating the development of international trade. The increase of merchandise exports from developing countries by 9% is significant, with their share in international trade increasing to 26.5%²⁵.

However, despite this increase in the trade in goods, the trade in agricultural products declined slightly due to the low prices of agricultural products, as a result of which the value of agricultural raw materials has been decreasing successively over three years.

Unlike in 1999, already in 2000, world production and trade grew by 4.5%, or 12%, which is the highest increase in the last 10 years. The reason for this is the significant increase in the global GDP of 29%²⁶, which positively and stimulative affects the world economy. International trade in agricultural products increased by 8%, which can be seen from the Table 2, while agricultural production is growing almost in all regions. Developing countries have the largest contribution to the expansion of trade during this year, whose GDP has grown by 5%, while exports from developing countries have increased by 15% in total exports of goods, but still mostly account for industrial products. During this period, the volume of intra-regional exchange of agricultural products among the Asian countries, which accounts for 14%, covers almost 2/3 of the agricultural exports of the region²⁷.

In 2001, according to the data in Table 2, the sharpest decline in global production and the reduction of world trade was remarked (for the first time since 1982, world trade registered negative growth). In contrast to the trade in industrial products, which dropped

²⁴ WTO, World Report 1998, p10.

²⁵ WTO, World Report 2000, p.11

²⁶ International Trade Statistics 2001, WTO, p.1

²⁷ Ibid, p.15

by 3%, the trade in agricultural and mining products registered a slight increase of 1.5%²⁸. This flexibility in the trade in agricultural products is due to the recovery of Latin American exports, the continued export boom of the countries in transition and the average Asian export growth.

After the fall of the world trade, 2002 is in the sign of recovery, which is the main stimulus for the increased demand for imports of products in the growing Asia, the countries in transition and the United States. China has continued strong economic growth, three times larger than the world's. In the course of 2002, all three sectors (agriculture, industry and mining) experienced positive growth, with the increase in the trade in agricultural products exceeding the growth in their production, which was due to the increased prices of agricultural products and the increased number of Regional Agreements for free trade.

The world economy continues to record positive and dynamic economic growth and overall trade growth in the coming years as a result of the increased demand in the US and West Asia. The prices of all products are increasing and in 2003 reach the highest level (after 1995). The significance of agricultural products and their share in international trade is increasing more and more, as the level of liberalization of this sector increases on a global level, under the influence of long-standing and multilateral trade negotiations within the WTO.

Table 2. Growth in the volume of world exports and production in the period 1990-2009 (in %)

	1990-97						1998	1999	2000	2001	2002
	2003	2004	2005	2006	2007	2008	2009				
World merchandise exports	6.5			5.0	5.0	12.0	-1.5	3.5	5.0		
	9.0	6.5	8.5	6.0	1.5	-12.0					
Agricultural products				4.5	1.0	2.5	8.0	1.5	3.5		
	3.5	3.5	6.0	6.0	4.5	2.5	-3.0				
Fuels and mining products	4.5			6.5	-4.5	0.5	1.5	1.0	4.5		
	5.5	3.5	3.5	3.0	0.5	-4.5					
Industrial products	7.0			5.5	6.0	14.5	-2.5	4.0	5.0		
	10.0	7.5	10.0	7.5	2.0	-15.5					
World production	2.0			1.5	2.5	4.5	-1.0	2.5	3.5		
	4.0	3.0	3.0	4.0	-0.5	-5.0					

²⁸ Ibid p.2

Agriculture				2.0		1.0	1.5	1.0	0.5	1.5	2.5
	3.0	2.0	1.5	2.5	3.0	0.5					
Mining				2.0		1.5	-2.0	3.5	0.0	0.0	3.5
	4.0	1.5	1.0	0.0	1.0	-2.0					
Industry				2.0		2.0	3.5	6.0	-1.5	3.0	3.5
	4.0	4.0	4.0	5.0	-1.5	-7.0					
World GDP				2.0		2.0	2.5	4.0	1.5	1.5	2.5
	3.5	3.0	3.5	3.5	1.5	-2.5					

Source: WTO, Statistical Reports (1997-2010)

After the maximum level of development in 2004, global economic growth declined during 2005, mainly as a result of the weak economic activity of Europe, the United States and the numerous emerging markets of (R. Korea, Taipei and Brazil). Low economic activity globally causes a decrease in the expansion of world trade in goods and services.

But, despite the global weak economic growth, from the data in the Table 2, it can be seen that trade in agricultural products in 2005 grew by 6.0%, due to the renewed export of North America in 2005, the continued export of agricultural products from South and Central America (16%) and the increased export of agricultural products from Europe. In 2006 according to the data in Table 2, due to the increase in world trade and world GDP, trade in agricultural products increased by 6%. Exports of agricultural products are the highest in Central and South America by 24%, and international trade is again in the sign of intra-regional trade. Europe, Asia and North America have also seen a significant increase in exports of agricultural products. This increase is due to the increased prices of cereals by 21% and the increased prices of agricultural raw materials by 10%²⁹.

During 2007, world trade experienced a slight stagnation and decline as a result of declining demand from developing countries, but also due to the many uncertainties in global markets, such as the restructuring of exchange rates and price fluctuations. The trade in agricultural products according to the data in Table 2 is reduced by 4.5%.

As a result of the increase in prices of agricultural products (especially cereals and vegetable oils) of 14%, the export of agricultural products increased by 19.5% in value in 2007³⁰.

Such a rise in world trade continues in the first half of 2008 until September when the negative impact of the financial crisis in all regions is beginning to feel. Europe is experiencing the largest drop in trade flows of 16% in the second half of 2008, while Asia's exports are down by 5% and North America by 7%³¹. The intra-regional trade also greatly diminishes, even with a greater percentage of trade between the regions. Export of primary products increased in the first half of 2008, due to their increased prices, but in the second half it significantly decreased and with a higher rate continues to decline in the first half of 2009.

The first half of 2009 saw an even greater decline in exports to all regions, due to increased protectionist measures that countries are taking over because of the negative consequences of the financial crisis, as well as the decline in product prices due to the global recession, but in many Developing countries food prices remain high.

Despite the global decline in the economy, production and trade, it is considered that the agricultural sector and trade in agricultural products are more resistant to global economic crises, as it is a sector that is the main food supplier for the population and which has lower income elasticity. But this should not mean that this sector is immune to global disorders.

The following year 2010, international trade has two significant trends. The first is the continuing growth and increasing prominence of Preferential Trade Agreements (PTAs), whose number in the last 2 decades has increased to around 300 active PTAs.

Secondly, the content of PTAs continues to evolve and deepen, reflecting important changes in the world economy. As we can see in Figure 2, after the sharp decline of the international trade in agricultural products in 2009, modest growth is noticed in 2010 and significant growth of 21% in 2011.

This was partly due to increases in the prices of food and agricultural raw materials, which posted record growth of 20 per cent and 23 per cent respectively³². India's exports increased by an astounding 49%.

²⁹ International Trade Statistics, WTO 2007, p.38

³⁰ International Trade Statistics, WTO 2008, p.2

³¹ International Trade Statistics, WTO 2009, p.3

³² International Trade Statistics, WTO, 2012, p.56

World exports of agricultural products stagnated at US\$ 1,657 billion in 2012, mainly as a result of depressed prices. Prices of food dropped by 0.4% while those of agricultural raw materials increased modestly by 1.6%³³. The World GDP growth rate in 2012 fell to 2% as the global economy struggled under the influence of natural disasters, financial uncertainty and civic conflicts. World exports of agricultural products increased by almost 6% to US\$ 1,745 billion in 2013 following stagnation in 2012³⁴. The growth rate is three times higher than the world average for all goods (2% in 2013). Exports of food increased more markedly (6%) than exports of non-food agricultural products (3%). Prices of food and agricultural raw materials remained fairly stable compared with the previous year. After the continuous moderate growth of the world GDP and trade in agricultural products in 2014, sharp decline in trade in agricultural products and world's GDP is noticed in 2015. The world exports of agricultural products grew only 1.3% in 2015. The weakness of trade in 2015 was due to a number of factors, including an economic slowdown in China, a severe recession in Brazil, falling prices for oil and other commodities, and exchange rate volatility.

As, shown in Figure 2, 2016 is characterized with continuing weakness in the global economy and low commodity prices which had negative impact on global import demand. Merchandize exports fell by 3.3% and the world GDP dropped to 2.3%, down from 2.7% in 2015. Despite the decline of 3.3% of merchandize exports, exports of agricultural products registered a slight increase of 1%³⁵.

Figure 2. World merchandise trade by major product grouping, 2006-2016



Source: WTO, World Trade Statistic, 2017

CONCLUSION

From the analyzed periods, it can be concluded that agricultural exports are mostly directed within the regions themselves, which is due to the possibility offered by the WTO despite the efforts for global liberalization of trade, to conclude separate regional trade agreements. Except in 2001 when the world economy and international trade experienced a significant decline and

³³ International Trade Statistics, WTO, 2013, p.52

³⁴ International Trade Statistics, WTO, 2014, p.56

³⁵ International Trade Statistics, WTO, 2017, p.32

when the export of agricultural products from all regions had a negative sign, in the remaining periods, exports are growing rapidly within the regions. Such trends are a result of the overall positive development of the world economy, the advancement of the fast growing developing countries, the increase in incomes in these countries, and at the same time increasing their demand for import of agricultural products and food, the continuous increase in prices of agricultural products and food, the demand for biofuels and the like.

These results are due to the WTO's great efforts to liberalize international trade, which is being implemented extensively by developing countries that gradually become aware of its benefits and unilaterally liberalize and facilitate their foreign trade. Only developed countries are those who manage to act contrary to WTO commitments and find hidden ways of protecting their interests, their national markets and producers despite the public proclamations and statements of free and unobstructed trade.

Even now, in conditions of global economic crisis and instability on world markets, developed countries are the ones that first recourse towards the use of some protectionist measures for their national economies, instead of facilitating and liberalizing the trade exchange, which is a driving force for the economy in times of crisis and recession. The WTO constantly emphasizes and indicates appeals to its member countries to restrain from applying the so-called murky protectionism during the global recession, and to align their various positions as soon as possible with regard to the further liberalization of international trade for the final conclusion of the Doha Round of negotiations.

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TECHNIQUES AND TOOLS OF PROBING EVIDENCE IN DETECTING THE CRIME OF MURDER.

Dea Toçi

Abstract

Criminology has been proven to be a science that requires immediate reaction and the taking of direct measures to investigate crimes and their discovery in three main phases. The criminal offense of Murder as an example in this paper first asks for a quicker assessment of the environment, the circumstances in which it was committed, the preparatory actions pertaining to the taking of measures for the provision of the crime scene, failure to track and evidence from various factors. Of particular importance is the formation of the investigative group, the rapid departure of the crime scene, the actions at the scene as well as the actions after the investigation.

The second phase, which requires an extraordinary attention of investigative groups at the scene, with the means and methods to be applied in the concrete case in order to detect as many traces and evidence as evidenced by the means, methods and manner of action of the perpetrator of the crime of murder. Nowadays, it is no longer the speed of reaction, but the professionalism with which actions will be carried out, which will make it possible to increase the effectiveness of the preliminary results of the first phase.

Depending on what I have said above, the investigation of the crime of murder does not end with the inspection of the crime scene. It only lay the foundations for a comprehensive investigation of all circumstances related to the subjective and objective aspect of the crime figure in the particular case. To do this, it is necessary to carry out a series of investigative procedural actions, such as expert analysis, investigative experiments, audits, interception of conversations and telecommunications, inquiries, hearings, acknowledgments, sequestrations, arrests and other special actions. These actions constitute the third and final phase from the point of view of the management of the murder crime investigation.

Keywords: Criminology, murder, surveillance, evidence, perpetrator, interception, arrests, DNA.

1. Introduction

The criminological treatment and investigation of the murder makes it possible to understand the extent and the situation of these offenses in a certain territory, between their examination by age, structure, age, social affiliation, gender, goals and motives. It is also possible to study the relationship between the perpetrator and the victim. Finding and investigating murders is difficult. Difficulty comes for many reasons, because there are some crime figures and many facts and facts that need to be proven, because in some cases the culprit is not known, the motives and the time of the murder are unknown, because sometimes it is unknown who is the victim because from the time of the killing and the discovery, it takes a long time and loses its trail.

To overcome these difficulties, in addition to the use of technical and tactical methods, during the conduct of different investigative actions, the prosecuting body also helps the social opinion where the murder occurred. As noted above, the main moments for commencing the criminal

case in the murder are the denunciation of the corpse, the reports of the relative family members, or who saw the killing, the announcement of the announcement of the missing persons, the surrender of the person the culprit after the commission of the murder, In the investigation of the murder, the first investigative and other actions are: examination of the scene of the incident and of the corpse, question of the first witnesses, examination and forensic examination of the corpse, presentation for the recognition of the corpse when not recognized, criminal expertise of traces and material evidence, tracking guilty on the basis of fresh footprints, using one-time attendance at the scene, reviewing certain items, collecting data pertaining to the victim, searching for a thing stolen when there is robbery with death resulting in death. "³⁶

The nature of the murder, the motives and the persons involved in it, constitute the essence of study and discovery by the investigative structures. The development of the version on the nature of the event is based mainly on objective data of the scene, crime scene analysis, perpetrators at the scene, copyright actions after the commission of the crime of killing, bodyguard and forensic examination of the corpse.

2. Surveillance

Surveillance is relied on the environment in which the murder took place, as well as in all other premises where there are the consequences of the crime of murder in all cases of deaths that have occurred suddenly and in various circumstances, whether these natural or violent deaths. It has some procedural and criminological features compared to other investigative actions that are being carried out in these cases. It is an action that is carried out on the initiative by the representative of the proceeding body, always considering that the officer of the judicial police before going to the crime scene has a legal obligation to notify the prosecutor and must confirm the participation in the scene at the scene or 'delegates competences to a judicial police officer and is, as a rule, an unrepeatable act.

However, the practice has also proven cases where inspection can be repeated, such as for objective reasons when sighting has begun and because of darkness, atmospheric conditions it can not continue but is interrupted and repeated when it creates the normal conditions for observation; when during the investigation of the concrete case may emerge new circumstances that make it necessary to repeat the review of the environment where the murder was committed; when the scene of the crime scene was carried out with poor quality, so in the record of the screening there were not correctly applied procedural and criminalistic requirements regarding the description of the crime environment, traces and evidence as well as any other thing that is in the country of event. Review is an irreplaceable action, so there is no other procedural action that can replace the scene of the crime scene.

From a procedural point of view in order to maintain tracking chain of traces and fixed evidence in the scene environment, it is important to strictly enforce all fixing rules starting with their description in the minutes, outline, photograph and their filming, as well as their packaging, sequestration, administration and preparation after inspection for carrying out the relevant expertise. Inspection of the corpse is done by observing the general rules of the scene of the scene in relation to the environment in which it is located, with the traces and the evidence surrounding it, and the examination of the corpse itself, having regard to its position after death without moving, focused on the body's body shape, the limb's position in relation to the body, and in relation to each other.

Then the dynamic examination of the body where the corpse is located and the examination of the corpse itself, beginning with the inspection of its suits in order to detect and identify the injuries found in the victim's clothes, their characteristics, their number, their position of placement in relation to each other.

During

³⁶. S.Begeja *Kriminalistika* ,Tirane,2004, fq.539.

this stage of carcass examination, care is taken when the death of the victim has come as a result of mechanical asphyxia by first connecting the victim. In this case, carefully examined the material used for the connection and in particular the connection method, the shape of the knot, the loop. The main purpose of the internal examination is the examination and examination of corpus spots. The study of corneal stains helps the investigation team to set up accurate versions of the time when the murder took place, as well as the location where the crime of murder could be committed in case the victim was transported from one country to another and the surveillance the interior of the corpse focuses on the injuries observed on the victim, their number, the external appearance characteristics, always taking into account the characteristics of the entry hole caused by the damper and the characteristics of its outlet, the position of the insertion hole and exit. The examination of the corpse ends with the autopsy of the corpse which constitutes the last stage of the examination operation.

This examination is usually done in a morgue by the forensic expert, where a criminologist expert may attend to make the necessary fixations that may arise, as well as the representative of the body of the procedure. In conclusion we can point out that the results of this very important investigative action are the product of teamwork between the representative of the prosecution body, the prosecutor, the judicial police officer, the criminologist specialist and the forensic expert.

3. Control

Control is a procedural investigative action that is carried out in various environments such as dwellings, premises or persons with a view to seeking, detecting, fixing and tracing evidence and material evidence proving the commission of a criminal offense of killing and guilty of the perpetrator hers. As such we will consider the items that have served as a means of committing the criminal offense, the items that carry the crime trail, the objects that are the subject of criminal activity, the objects that are the object of obtaining criminal activity, and other items and documents that can serve as a means of detecting the offense and guilty of guilty.

"The control of a suspect or related person is conducted to detect the means by which the crime was committed (pistols, knives, pimps, etc.), objects that carry a trace of crime (for example, traces of blood, objects of (letters, diaries, pictures) that speak of the culprit, his connections, the place where the author or collaborators may be located, etc."³⁷ The check is initially carried out at the place where he is detained, checking for illegal items that may be with him and which he can use to counteract the police forces, then proceeds to the premises of the prosecuting body, making a the finer control of the body and the clothes of the detained person. As an indispensable procedural act, it necessarily requires the issuance of a decision of the competent court sent to the judicial police for execution. In case of flagrancy or in the case of escaping a person who is absent, which does not allow the issuance of a decision on control, judicial police officers shall initiate on the control of the person or the premises

4. Seizures

Seizures are a means of seeking evidence aimed at obtaining and retaining the body of the proceedings, evidence and related objects and belonging to the criminal offense of Murder, forcing them to take steps to ensure that the traces and belongings they belong to the criminal offense to be fixed and guarded, to be reflected in a verbatim file with a reasoned decision, where inaction inaccurately can cause irreparable damage to the investigation and detection of the crime. The object of sequestration is the letters, envelopes, packages and other means of correspondence. The results of the audits, searches, interceptions, conversations or communications carried out in violation of the provisions of the law can not be used.

5. Intercepting conversations and telecommunications

³⁷ S. Begeja. *Kriminalistika, Tiranë, 2004, fq. 538.*

The implementation of interception of communications or conversations is a very important source to provide evidence and evidence that convincingly certify the guilty of the persons who committed the murder. Tapping as a procedural action can serve as a test itself or can serve as a tool to go to other evidence.

In this sense, we always take into account two categories of interception of conversations and communications, which is carried out at the stage of the prevention and operational verification of the crime of murder, the results of which do not have the value of evidence, but at the same time it precedes legal documentation, serving as a very effective means of providing evidence and other evidence, and one that is carried out at the stage of investigating and documenting the guilty of the perpetrators of crimes against the person, respecting all the requirements of the criminal procedural law

6. Finding the crime of murder according to specific features

6.1 DNA Methods and Photography

We talk about DNA analysis of traces of biological origin that are of human, animal or plant origin. As such, we can mention traces of blood, hair, saliva, sperm, part from different tissues, truncated remains, tree leaves, fruits, trunks, tree roots, etc. These traces are sought, discovered and fixed at the scene, at the corpse, at the injured person, or in other premises such as accommodation, vehicles, tools used by the author, etc. who are subject to inspection in the case of murder crime.

"DNA's examination is a test which, by importance, is the same as the dactiloscopic traces. The inheritors of the inherited properties are chromosomes or genes. Each cell of any organism is marked with a specific code called gene."³⁸

However, the investigative and judicial practice of our country and other countries has proved that the value of the genetic profile test does not have the same value as the result of the dactiloscopic analysis of papillary traces, as it has been scientifically proven that the DNA profile of true twins that are born from the same egg, is the same, is no different. Such a lineage is never found in the papillary tracks of true twins that have emerged from the same egg. What makes the DNA specific to different individuals is the specific sequence of nucleotides in the polynucleotide range. It is the bearer and the bearer of inheritance information necessary for inheritance of life through generations and for the specific organization of each cell. When analyzing the DNA structure it is safe to identify the person being examined by this method.

This method was first discovered by British biologist Alec Jefferys of Lister University in England. He confirmed that the DNA test is based on the fact that no human being has the same genetic profile.

This method is also used by the FBI. Each organism possesses a certain amount of so-called genetic information, so on the basis of a very small element it is concluded how the whole organism is built. The method of determining the genetic trace is not too complicated and does not require expensive and special equipment. The DNA method is a very effective method not only to detect perpetrators, but also to an effective eliminating form of suspected perpetrator of a specific criminal offense.

6.2 Examination of biological traces

The analysis of traces and microuses of organic origin is subject to legal sciences such as legal biology. Determining the genetic traces, from biological traces such as blood, saliva, sperm, hair, various tissues, etc., is now one of the most effective identification techniques applied by legal sciences in different parts of the world. It is based on the fact that all living cells contain the DNA profile. The bacterial cells can only contain a chain of DNA, but this chain contains all the information needed to produce an identical daughter cell. Mammalian cells contain ten chains of DNA grouped into chromosomes. In conclusion, the structure of a DNA molecule,

³⁸ V. Latifi, "ADN-ja. Analize, si mjet teknik hetimi ne luftën kundër dhunës dhe kimit", Prishtine, viti 2002, faqe 7-16.

or a whole set of molecules, determines the shape, content, and individual function of the daughter cell. The identification of the person through biological traces passes in two phases, the first concerns preliminary examination with the purpose of evaluating biological evidence (blood, hair, etc.) from the point of view of nature and whether they have values for identifying the person through of genetic profile. At this stage, the macro and microscopic examination of hair follicles, the determination of the blood group and the blood subgroup, is carried out in order to make the categorical exclusion of suspect persons brought to their comparison or group identification in order to move to the stage two to identify the person through the genetic profile. The second relates to extracting the genetic profile in the footsteps, the object of expertise, that is, fixed at the scene or in places and other items, as well as extracting the genetic profile of the pattern traces belonging to suspected persons. The creation of a national genetic database requires in the first place the creation of the necessary infrastructure from the technical point of view and secondly, referring to the experience of other countries such as Italy, England, also requires the creation of a legal basis for sampling of DNA, which in our country is currently missing. For example, in England, the law on criminal justice and public order provides provisions that authorize the taking of body samples for DNA analysis and their registration in a database starting on 10 April 1995. The law gives power to the police to take a role model in the intimate and non-intimate organs of the suspect.

In conclusion we can say that three are the main directions that the representative of the prosecuting body, the scene specialist, the biologist expert, should show caution, in order for the DNA analysis to be successful. The most important moment is to research, detect, fix and pack the biological traces at the scene by correctly observing all the recommendations of the respective methodology, secondly, it is the transportation and retention in the most optimal conditions so that those do not contaminate and lose the values for the identification of the author and thirdly the proceeding body, in all cases, as a result of the conduct of investigative and judicial actions, administers biological traits is obliged to set in motion their expertise.

6.3 Photograph as fixing method and analysis of crime scene in murder

Criminology photography plays a very important role in the crime assassination process as a method of fixing the results of various investigative actions carried out during the investigation process, ranging from site scene observation, investigative experiment, track fixation, and evidence related to the author and the means he used to carry out the crime of murder, as well as the results of various criminal and forensic examinations. Criminological photography involves itself a whole system of technical-optical methods based on the principles of artistic photography and the advanced achievements of natural and technical sciences. By utilizing these achievements, it has created a number of advantages over other fixing methods, such as the description in the minutes and the sketch of the conduct of the investigative action.

Recently, the developed countries have developed special techniques of digital processing, which create the advantages of analyzing the relative images of the crime scene, and in particular those relating to the victim, wounds, evidence and trace, the mechanization of their formation. Then photographic images that individualize a crime scene are included in computer logic programs, enabling the automatic comparison of these images to be made of the various cases occurring at different times and places

Advanced technologies such as photometry, stereoscopic photography and computer graphics enable the three-dimensional reconstruction of crime dynamics. Starting from performance and planimetric levels, pictured images, forensic and criminological expertise, it is possible to

arrive at a crime scene reconstruction that allows progressive selection of any unprofitable information from the field of investigation for discovering the possible killer author.

7. Special technique in the investigation of murder crime

7.1 Infiltrated police officer

Crimes against the person create a variety of options for secret agent infiltration, as well as a number of problems for representatives of the prosecuting body that run and conduct the investigation. Always the core issue and the main responsibility is that of security. The role of supervisor in these types of actions is of crucial importance for the security of the secret agent and the inherent nature of the actions he performs.

7.2 Recording Test Method

The methods of capturing this evidence of high quality should be taken into account during the planning phase of the operation. The most common method is the use of small audio equipment for recording.

For security reasons, it is advised that the infiltrated police officer should not have the recording equipment at the first infiltration meeting because there is a risk that bodily control may be a matter of routine. This will allow the employee of the infiltrated police to make a preliminary assessment of the possibility of holding such equipment at subsequent meetings.

7.3 Inspection of Person and Items

The screening of persons, places and objects is decided by the prosecuting body when it is necessary to detect the traces and other material consequences of the offense. Legal sciences have elaborated a range of methods and tools for detecting, fixing and utilizing traces, in order to explain the mechanism of the event on their basis to detect and identify the perpetrators or the means used by them in committing the crime .

"In the investigation of the murder, the first investigative actions and other actions are: examination of the scene of the incident and the corpse, the question of the first witnesses, the forensic examination and expertise, the presentation for recognition of the corpse when not recognized, the criminalistic footprint analysis on the basis of fresh footprints, the use of being a prosecution at one time with the scene inspection, the surveillance in certain places as well as of different persons, the collection of data pertaining to the victim, etc."³⁹

7.4 Tapping Phone Calls

Communication via telephone and other telecommunication means is an individual's right to communicate freely, with all forms and tools of this technology, such as telephone conversations, faxes, telegrams, emails, and so on. Any unlawful interference that violates this right, whichever is the case, is an arbitrary, punitive act. Therefore, in state-of-the-art technologies in the field of telecommunications, which creates many opportunities to interfere with privacy and secrets of the state, as in the case of the Internet, are improving legislation

³⁹ V.Latifi, *Kriminalistika, Prishtine* , 2004,fq.226

with a view to preventing any illegal interference. "The practice and legislation of many states has shown that telephone tapping can be legitimate and effective in fighting organized crime, espionage and terrorist acts."⁴⁰

7.5 Observation

Given the very high level of socially dangerous crime of murder, the enormous risk of murderers, especially when dealing with recurring professionals in this Serial Killer, the implementation of surveillance operations is indispensable in the process of trying to guilty of the author of the murder. The use of observation techniques should be carried out in accordance with the requirements of the procedural law of the place where they are conducted, otherwise they do not have the value of evidence in court during the trial phase. The aim is to ensure the continuity of the identification of persons, environments, environments, tools they use. This applies in those cases where the crime of murder is committed in cooperation by an organized group and when there is information and information that this group is preparing to commit further murders in the future for different purposes and motives. The monitoring will also aim at identifying the role of persons involved in the criminal act of killing.

Conclusion

From the study and analysis of legal-criminal, criminological and criminal aspects of the assassination, we can conclude that this type of criminality includes the part of criminal acts against life and body, and it manifests some distinctive features from other criminal offenses. Criminal offenses against life and health have always been at the center of the attention of lawmakers and theorists, especially the "murder" offense, which is considered one of the most serious criminal offenses. Murder is an illegal deprivation of another's life, whether done intentionally or unintentionally. They, in the past and still today, are rightly considered to be the worst type of criminality, which destroys the most important value of society and the individual "human life". As such, they also cause a range of social consequences and other consequences that mostly affect the victim, mainly members of their families.

In the criminal aspect, it is necessary to apply contemporary tools and methods in carrying out the actions starting from the ascertainment of the criminal offense, the examination of the scene, the examination of the corpse, the examination of the traces and evidence, the receipt of the veracity of the evidence and the examination of as well as in the tactics of the defendant's question, witness, investigative experiments, in order to increase the effectiveness of these investigative actions that directly affect the detection, investigation and documentary evidence of the guilty of the author of the murder and the proper legal qualification of the concrete criminal offense. In the criminological aspect, priority should be given to social (social) reforms and employment of people. Combating and preventing the crime of murder successfully imposes the necessity of studying and recognizing the causes and conditions influencing their appearance. In addition to objective and subjective general factors, there is a need to recognize and determine the specific and individual factors that directly affect the occurrence and existence of this type of crime. Recognition of the study and analysis of these factors makes it possible to undertake measures aimed at combating and preventing the crime

⁴⁰ L.Bianku, Revista "Te drejtat e njeriut ne Evropë", Tirane 2001, "Garancite procedurale të të pandehurit në procesin penal" fq. 31.

of murder. Statistics show that the largest number of murders is carried out in urban environments. Such situations make us conclude that solving some of the socio-social issues of this population, and taking large-scale measures, would contribute to reducing the number of murders. Applying a prison sentence is considered the most effective means of combating and preventing crime of murder. Being a public institution working to serve citizens and providing them with security and guarantees in exercising their rights and freedoms, it is necessary to build close relationships with the community in which it operates, which in fact represents the concept of community awareness.

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