

MBE Faculty
Research Strategy
2022 – 2025

Contents

RESEARCH INSTITUTES OF UBT	3
FACULTY OF MBE - RESEARCH VISION	4
RESEARCH GOALS	4
RESEARCH AREAS	5
RESEARCH PRIORITIES 2022-2025	6
RESEARCH CLUSTERS	6
RESEARCH PLAN	8
RESEARCH BUDGET	12
RESEARCH OUTPUT	12
RESEARCH INFRASTRUCTURE	13

RESEARCH INSTITUTES OF UBT

UBT institutional research strategy objectives relate to establishing centers of research, stimulate the development of research and cluster activities to maximize opportunities for research groups to create appropriate critical mass. The main goal is to enhance and build relationships and partnerships with stakeholders in the industry, academia and the public sector to increase combined research capacity and foster mechanisms of technology and knowledge transfer both out of an into the College, create an integrated research and studies quality assurance framework compliant with international best practice, support programs in delivering on research element and strengthen the link between research and teaching.

UBT has a number of institutes and research centers while faculty of MBE aims at benefiting from these institutes' infrastructure and help them with human and professional capacities of its own team:

I	Institutes	<ul style="list-style-type: none"> • IEME Institute for STEM Research and Innovation • IDEAA Institute for the Development of Education and Academic Affairs • IFL Institute of Foreign Languages and Intercultural Competence • Institute of Politics and International Relations • Institute of Life Sciences and Innovation • Institute of Rule of Law and Justice • Institute of Media and Communication • Institute for Urban Studies and Spatial Planning
II	Centres of Excellence	<ul style="list-style-type: none"> • Centre of Tourism and Hospitality • Centre for Statistics, Data Processing and Forecasting • Centre for Modelling and Simulation • Centre for Software Development and Innovation • Centre for Incubator and Start-Ups • Centre for Professional Development and Life Long Learning

		<ul style="list-style-type: none"> • Centre for Technology Transfer, IPR and Innovation • Centre for Knowledge Management and Innovation • Centre for UBT SAP Alliance • Centre of UBT-UNICEF for Social Innovation – Colibri • Centre for Medical Training
--	--	--

FACULTY OF MBE - RESEARCH VISION

Mission of faculty MBE: The mission of the Faculty of Management, Business and Economics in Pristina is to apply excellence in teaching, learning and research within an inclusive student-centered environment to foster graduates of distinction that are ready to take or enhance their leadership role in business, the professions, industry, public service and society.

MBE Research Vision: To be leading research, application and teaching center in the field of Management, Business and Economics that are recognized nationally and internationally with value creating works.

RESEARCH GOALS

- To continue and improve the studies that increase the quality of the research outputs required to be among the best economics faculties in the region.
- Carrying out studies that contribute to the United Nations Sustainable Development Goals locally, nationally and internationally.
- To employ academic staff who will produce qualified research outputs and to continue to carry out studies that will increase the competence of existing academic staff.
- To substantially increase our share of external research grant income, in order to provide a sustainable funding base for our research.
- To attract increasing numbers of high-quality postgraduate research students, and provide them with a stimulating and supportive research environment and training.

RESEARCH AREAS

MBE Interdisciplinary studies being a crucial aspect of Research in general at UBT, MBE academic and research staff members are encouraged to participate in the research activities of other disciplines. This also coheres with the previously stated UBT mission for research.

Management, Business and Economics Department has identified the following research areas that are also explicitly provided in the Institutional report of the organization. Below are presented the study program research areas.

- General Economics;
- Macroeconomic Policies and their Impact on Economics
- Growth; Informal Economy and Its Effects on Institutions;
- Economic Growth
- Econometrics and Applied Economics;
- Insurance and Pensions, Multinational Finance;
- Banking, Finance and Investment;
- Accounting, Auditing and Taxation;
- Competition, Entrepreneurship and Economic Growth;
- Marketing Management;
- Income Inequality; Poverty;
- Brand Management;
- Consumer-Oriented New Product Development;
- Strategies for International Business Management;
- Strategic Management and Entrepreneurship;
- Innovation and Technological Change Management;
- International Trade;
- Management and Corporate Governance;
- Impact of Education on Business and Management;
- Business Intelligence and Knowledge Management;
- Advanced Human Resource Management;
- Quality Management in Public Sector;
- Process and Project Management;
- Operations Research;
- Natural Resources: · Exploit or Preserve Development Strategies for Services;
- Tourism Management;
- Food and Hospitality Services;
- Transportation and Freight Services;
- Agro-Business and Subsidy Management;
- European Union policies;

- Multi-Cultural Management;
- South East European Economy and Management;
- Logistics and Value Chain Management;
- Industry Economics and Industrial Organization;
- Immigration and Border Studies;
- Management Information Systems;
- Public Policy and Management

These research areas were identified by the MBE research committee and approved by the Faculty Council, but this does not necessarily mean that MBE staff cannot research in the other research areas. Interdisciplinary studies being a crucial aspect of Research in general at UBT, MBE academic and research staff members are encouraged to participate in the research activities of other disciplines.

RESEARCH PRIORITIES 2022-2025

Priorities in the field of research within the department of Management, Business and Economics are:

- International Economics and Finance
- Entrepreneurship and Innovation
- Business Informatics and Digital Marketing
- Sustainable Development and Goals

RESEARCH CLUSTERS

Research clusters of the faculty of MBE are defined according to the research priorities. Each research cluster consist of the minimum one academic staff who is also the head of the research cluster and other members who are involved in the research cluster. Other members can be academic staff, master and bachelor students, and also industrial partners. The below are given some of the research clusters for each research priority with research groups.

Some of the research topics and research group for each research clusters are given in the below:

Research Focus	Macroeconomic Dynamics in Europe
Actions:	Working on research articles, conference proceedings, reports and theses about the macroeconomic Dynamics in Europe.

Research Groups and Topics:	Staff and students participating in the cluster explore research topics including; Macroeconomic instability, unemployment, empirical analyses of dynamics in Europe, monetary policy, the impact of inflation on society, distribution, economic growth forecast, sustainable development in Europe.
------------------------------------	---

Research Focus	Entrepreneurship and Business Creation in region
Actions:	To provide a forum for researchers, working on conference papers and thesis, preparing and publishing research papers.
Research Groups and Topics:	Staff, industry partners and students participating in the cluster explore research topics including; creating entrepreneurial culture, new venture creation, electronic commerce, new enterprise planning, and technology-based entrepreneurship, Developing enduring strategies for SME, Organisational Behaviour and Corporate Success.

Research Focus	Finance, Financial Markets and Institutions
Actions:	Preparing and publishing working papers, to provide a forum for researchers, working on MSc and BSc thesis related with research topic.
Research Groups and Topics:	Staff and students participating in the cluster explore research topics including; networks in finance, environmental finance, risk management, financial stability, and regulation on financial markets, international banking, financial development and economic growth, empirical analyses on the effects of financial development and stability on economic outcomes, International finance in the developing countries, and challenges in access to Finance in firms in region.

Research Focus	Innovation and Economic Dynamics
Actions:	Working on research articles, reports and thesis for Innovation and Economic Dynamics topic.
Research Groups and Topics:	Staff and students participating in the cluster explore research topics including; financial innovation, productivity, globalisation and firm dynamics, applying technological innovation, effect of innovation on firms and labour market, empirical analyses of innovation and economic dynamics.

Research Focus	Information Technology (IT) and Economy
-----------------------	--

Actions:	Preparing and publishing reports, conference papers, working on MSc and BSc thesis related with research topic.
Research Groups and Topics:	Staff, industry partners and students participating in the cluster explore research topics including; Business Process Management, ERP role on the business performance, Prediction of economic growth in developing countries with artificial intelligence, Information Governance, IT strategies, IT in Balkan countries, effects of IT on labour market and economic growth, empirical analyses.

Research Focus	E-commerce in region
Actions:	Preparing and publishing reports, conference papers, working on MSc and BSc thesis related with research topic.
Research Groups and Topics:	Staff, industry partners and students participating in the cluster explore research topics including; digital marketing in Kosovo, ethical issues in E-commerce, Business Ideas, Comparative analysis of the impact of digital marketing on the economy among Balkan countries.

Research Focus	Poverty and Income Inequality
Actions:	Working on research articles, conference proceedings, reports and theses about poverty and income Inequality.
Research Groups and Topics:	Staff, and students participating in the cluster explore research topics including; components of poverty and effects on economic growth, empirical analyses of impact of income distribution in economic stability in Europe countries, monetary and fiscal policy for reducing unequal income distribution, impact of inequality on political stability.

RESEARCH PLAN

Research Project	Challenges in Access to Finance for SME and Start Ups
Research activities:	Since small businesses have an extraordinary contribution to the development of Kosovo, it is observed that they often have difficulties in accessing finance, this applies mainly to small businesses and start-ups. The MBE Faculty will conduct a research to identify the main difficulties that these entrepreneurs encounter during their approach to financing. Access to finance is a key to starting, developing and growing a business for small businesses and startups, and those have very different needs and face different financing challenges compared to large businesses. The lack of capital invested in small firms makes

	these enterprises more dependent on other sources such as bank lending and other types of financial products. This research will identify the challenges of these businesses in accessing finance as well as offer the necessary recommendations for these businesses to have more knowledge in this field. The small businesses will be surveyed and asked about their level of knowledge about the possibilities of access to different types of financing, and we will identify the main challenges and offer our recommendations. The research will be focused in all the territory of Kosovo and will be conducted by MBE students guided by professors.
Implementation period:	February 2022 - May 2023
Number students involved:	12 students from master program
Research group:	Dr. Arta Mulliqi, Dr. Shpresim Vranovci, Dr. Gresa Mjaku
Planned Budget	€ 16,000
Other activities	Research will be published and discussed with small business and finance providers. The recommending will be given to all the parties included. .

Research Project	The Impact of Government Expenditures on Economic Growth: An Empirical Assessment for Developing European Countries.
Research description:	Government spending represents a very important indicator of aggregate demand, which could directly affect economic growth. Government spending has played a very significant role during periods of financial crises and economic instability. Therefore, the main goal of this research project is to analyze the relationship between government spending and economic growth in developing European countries. Given that in recent years there has been a tendency to increase the level of government spending due to the spread of the covid-19 pandemic and the armed conflict between Russia and Ukraine. Based on these parameters, European countries were forced to increase the level of government spending to support the budget deficit and public debt. The results of this research will also be discussed during the summer academy which will be organized during the month of July (2023) by the MBE Faculty, which includes a large number of local and international participants.

Implementation period:	October 2022 – June 2023
Number of students involved:	4 students
Research carrier:	Dr. Kestrim Avdimetaj; Dr. Sema Kazazi; Dr. Muhamet Gërvalla
Planned Budget:	€ 9.500
Other activities:	Conference; MBE Summer Academy and Forum; Journal Publication; research recommendations and conclusions.

Research Project	Identification of digital marketing challenges in small business
Research activities:	Digitalization has changed a lot the way of doing marketing. Digital marketing has become vital for the operation of businesses, especially small businesses. Well, not only the presence in social media is enough for a business to be successful. Therefore, the purpose of this research is to identify what are the challenges that small business owners face in using digital marketing as a tool with which they can gain more favourable positions in the market. After identifying the challenges, the results will be discussed and what could be the possible solutions for small businesses to make the best use of the benefits offered by digital marketing. This research will be done through a survey of 300 small enterprises (micro) throughout Kosovo. After identifying the challenges, recommendations will be presented.
Implementation period:	June 2023 – September 2024
Number students involved:	22 students from all the branches of UBT.
Research group:	Dr. Nora Sadiku-Dushi, Dr. Gonxhe Beqiri, Dr. Hamez Rama, MSc. Elion Kollcaku
Planned Budget:	€ 37,500
Other activities Research Output:	Result publication in brochure, research conclusions and recommendations.

Research Project	Research on the impact of inflation on the cost of living
Research activities:	For many people these days, the money that comes into their account almost immediately goes out or is spent too quickly, as inflation has driven up the cost of groceries and fuel, landlords have raised rent and bills continue to rise. For this reason, this research will investigate how inflation affects the cost of living of citizens of Kosovo. This research will be done based on secondary and primary data; 650 citizens will

	be surveyed in order to understand how much their standard of living is affected by inflation. The research will be carried out with citizens from the entire territory of Kosovo and will include those employed in the private and public sectors as well as the self-employed. The research will be conducted by MBE students guided by professors of the relevant fields.
Implementation period:	March 2023 - December 2023
Number students involved:	22 students from all the branches of UBT.
Research group:	Dr. Sema Kazazi, Dr. Kestrim Avdimetaj
Planned Budget:	€ 31,000
Other activities:	A roundtable will be organized with participants from the government, private sector, the central bank and UBT representatives. The paper will also be presented at the UBT conference.

Research Project	“Labor Market and Youth” Seeking youth employment perspectives and opportunities based on labour market needs
Research activities:	A research on labor market in Kosovo. There will be analyses conducted on the realistic needs for employment from businesses and public enterprises in Kosovo, especially for the youth of age-group 18 to 35; Which are the most required professional qualifications for employment in these organizations; which is the education level of the youth in Kosovo and there will be conclusions and recommendations given on the issue. The research will be carried out through compilation of three types of questionnaires (citizens, private businesses and public enterprises and institutions). Survey will cover all Kosovo’s territory with a total of 600 questionnaires of the three kinds.
Implementation period:	November 2023 – October 2024
Number students involved:	18 students from all the branches of UBT.
Research group:	Dr. Bekim Marmullaku, Dr. Ermal Lubishtani, Dr. Fisnik Bytyqi
Planned Budget:	€ 27,000
Other activities	Conference; Roundtable discussion; Result publication in brochure, research recommendations and conclusions.

RESEARCH BUDGET

The research coordinator together MBE research committee provides to the dean the proposal for financing. The extent of financial sources for research is determined through the College's budget approved by the UBT.

The Dean of the respective department and the Institution director are responsible for follow up and check up on the project progress being carried out within the department and institution.

Below has been presented the financial allocation for of the implemented projects:

N0.	Activity
1.	Administrative cost: 10% from the project budget, for project management and coordination
2.	Staff costs: up to 40% as a temporary duty from the project budget goes to the researchers or academic staff involved in the project.
3.	Cost of equipment: up to 5% of the project budget, refers to the purchase of any software, computers, scanners, etc.
4.	General costs: up to 5% of the project budget refers to the cost of office supplies and similar expenditures.
5.	Distribution cost: up to 10% of the project budget refers to various activities such as: publications, roundtables, conferences.
6.	Mobility cost: Up to 20% refers to travel, food and stay costs
7.	Cost of proofreading: up to 5% refers to translation, proofreading, delivery of results
8.	Other costs: refers to other expenditures necessary for the implementation of the project but not foreseen in the above mentioned categories.

The financial part of the realization of the research projects is realized according to the dynamics of the implementation of the project and in the 3 (three) phases.

- 30% in advance form after the approval of the project;
- 40% after the completion of the first phase of the project;
- 30% after submission of the final report.

RESEARCH OUTPUT

UBT Research Publications are as follows:

- International Journal of Business and Technology, ISSN: 2223-8387
- Proceedings of UBT Annual International Conferences
- Academic Books, Professional Review, Reports, Thesis

Faculty of MBE regularly organizes international conferences and summer academy every year. International Conference on Management, Business and Economics (ICMBE), is part of the UBT International Conference for Business, Technology and Innovation. The aim of the conference, is to facilitate the exchange of knowledge between innovative academics, doctoral candidates, post-graduate students, young researchers, researchers and industrial experts and to share views and experiences in the field of management, business, economics and other related areas.

The MBE Faculty recognizes the all scientific activities of academic staff according to the manual of Ministry of Education and Technology when at least one of the author has defined affiliation as UBT.

All papers accepted for presentation will be published in peer reviewed conference proceedings and also, they will be hosted on-line on our conference website. The presented papers will be further considered for possible publication in International Journal of Business and Technology (ISSN 2223-8387), Simulation Notes Europe (ISSN 2306-0271) and other partner and related journals. The published articles will be provided a DOI number by UBT.

UBT knowledge Center is the platform that UBT tracks the publications and research outcomes of its academic staff. UBT Knowledge Center is established in 2017, as one of the main pillars of UBT. The aim of the Knowledge Center is capturing data to produce information and create knowledge. Knowledge Center consists of three essential parts: A digital environment to advance local knowledge visibility. An organizational environment to enhance boundary crossing collaboration, A digital academic library environment to enable discovery of and access to published academic scholarship.

All researchers should publish in a peer-reviewed journal at least every three years on average. Individual research productivity should be appraised in relation to the share of working time designated to research according to the terms of employment.

RESEARCH INFRASTRUCTURE

UBT library consists of two separate spaces: spaces, which contained space for books and the space for reading. This separation enables the delivery of a more efficient service, opportunity for access to books and, at the same time, tranquility necessary and sufficient in the reading room.

The current physical library is depicted with its stacks of more than 300,000 books, one of the biggest libraries around, as well as its e-books and publisher databases. The librarians present work with physical books and digital material, including cataloguing and circulation, are illustrated at the left of the sphere named 'core knowledge'. UBT students have access to different digital e-

Libraries, such as BIONE, EBSCO HOST, IMF, Cambridge Journals and JSTOR. In addition, in our IT laboratories, the software's required to do research are available.