

**Workshop on**  
**Information & Communication Technologies potential for**  
**economic and social inclusion**

**Organized by**

**EUROPEAN UNIVERSITY of TIRANA in collaboration with CENTRO CULTURA**  
**INNOVATIVA D'IMPRESA, UNIVERSITY of SALENTO, ITALY.**

**11 January**

**10 a.m. - 13. a.m.**

## **1. Objective:**

It is now widely accepted that Information & Communication Technologies (ICT) offer increased opportunities for economic/social development and plays a critical role in rapid economic change and international competitiveness enhancement for developing countries. ICT is believed to be a powerful enabling tool to address some of the key barriers and challenges for entering the global economy and for future growth potential. Nevertheless, ICT represents a high risk for developing countries, as if they fail to embrace and use ICT tools they risk to deepen the digital divide and to further marginalize them with the networking revolution.

On the other hand, ICTs are evolving at such a dizzying pace that it is difficult to comprehend this revolution. As a result, business and societies are unclear on how they can survive and thrive in this new digital world. Accordingly, this workshop is intended to expose participants to a collaborative talk regarding the opportunities and benefits of ICT and e-business models, to find out collaborative approaches for grasping these potentialities and to make them aware about the practical application in the management strategies, innovation and business processes of different sectors of the economy.

## **2. Programme of the Workshop**

### **1. A history of ICT in Albania**

**Dritan Mezini, DM Consulting, Tirana, Albania**

### **2. eBusiness as a driver for internationalization and innovation of businesses, products and services**

**Dr. Valentina Ndou, Centro Cultura innovative d'Impresa, University of Salento, Italy.**

### **3. Web 2.0 e Knowledge Management**

**Dr. Pasquale del Vecchio, Centro Cultura innovative d'Impresa, University of Salento, Italy.**

**4. Using UML to model e-business systems**

**Dr. Petraq Papajorgji, European University of Albania**

**5. Information communication technology and sociological theory  
Fatos Tarifa, PhD, European University of Albania**