



UNISUM
JUNE/JULY
2025

SPECIAL NEWSLETTER OF THE INTERNATIONAL SUMMER UNIVERSITY - UNISUM 2025

Dear readers,

It is great pleasure that we present the special bulletin for the fourth edition of the International Summer University – UNISUM, proudly and devotedly showcasing how “Haxhi Zeka” University hosted the latest edition of this event, which has become an international academic forum serving as a key meeting point for ideas, knowledge, and inter-university cooperation networks.

This year, UNISUM brought together a wide spectrum of participants from local and international universities, engaged students, professors, researchers, and representatives of academic and development institutions, all of whom shared their experiences and contributed to shaping a more sustainable future for education.

This special bulletin offers readers a summary of the events, discussions, presentations, and most memorable moments from UNISUM 2025, reflecting on the impact this platform has in advancing knowledge, dialogue, and international partnerships.

[Stay updated and learn more: www.unhz.eu](http://www.unhz.eu)

"OPENING CEREMONY OF THE INTERNATIONAL SUMMER UNIVERSITY – UNISUM 2025"

The in-person week of the International Summer University, UNISUM 2025, officially began with a warm welcome ceremony held at the premises of "Haxhi Zeka" University in Peja, from Prof. Dr. Armand Krasniqi, Rector of "Haxhi Zeka" University; Prof. Dr. Edmond Beqiri, Vice-Rector for International Cooperation; and MSc Arbërorë Haxhija, Director of the Office for International Cooperation. The ceremony was marked by the presence of members of the UHZ Steering Council, faculty deans, as well as academic and administrative staff, reflecting strong institutional support for international academic collaboration.

Following a successful first week held online, over 100 students from various countries around the world gathered in the city of Peja to take part in an intensive week of academic activities, cultural exchange, and international networking opportunities.

This year's edition of UNISUM featured 11 interdisciplinary courses delivered by a selected group of international professors, including:

Ahm Shamsuzzoha – Finland, Ercan Özen – Türkiye, Jerry Fianyo – France, Jiyan Kılıç – Türkiye, Kesra Nermend – Poland, Laura Platkowska-Prokopczyk – Poland, Małgorzata Nermend – Poland, Viktória Vasary – Hungary, Blake Rayfield – USA, Marina Novak – Croatia, and Muammer Ketizmen – Türkiye.

The international lectures were conducted in collaboration with professors from "Haxhi Zeka" University, including:

Naser Bajraktari, Fisnik Morina, Ibish Mazreku, Driton Sylqë, Elvis Elezaj, Theranda Beqiri, Thëllëza Latifi-Sadrija, Ibrahim Krasniqi, Vlora Berisha, Dardane Nallbani, and Mensur Morina.

UNISUM 2025 welcomed students from France, the Netherlands, Poland, Turkey, Ireland, the USA, Finland, North Macedonia, Hungary, Albania, and Kosovo—transforming the program into a vibrant international hub for knowledge exchange and academic cooperation.

This annual program offers a unique blend of virtual learning and in-person academic experience, providing a powerful platform for intercultural dialogue, professional growth, and personal development.

Following the first week of online engagement, the second in-person week allowed participants to build new connections and gain valuable experiences through lectures, workshops, field visits, and cultural activities.

With a strong emphasis on international collaboration and experiential learning, UNISUM 2025 continues to strengthen educational ties beyond borders and reaffirms the growing role of "Haxhi Zeka" University in the international academic community.





OFFERED COURSES IN THE FOURTH EDITION OF THE INTERNATIONAL SUMMER UNIVERSITY - UNISUM 2025

During the International Summer University, a variety of courses were offered, taught by professors from "Haxhi Zeka" University and selected international professors.

Nr.	Course	Lecturers
1	"Sustainable Development, Green Agriculture and Economy"	Prof. Ahm Shamsuzzoha & Prof. Naser Bajraktari
2	"Digital Accounting and Finance for Sustainable and Global Business"	Prof. Blake Kohen Rayfield & Prof. Vlora Berisha
3	"Leadership training through neuro feedback in Management"	Prof. Malgorzata Nermend & Prof. Thëllëza Latifi
4	"Digital Evidence in Criminal Law"	Prof. Muammer Ketizmen & Prof. Mensur Morina
5	"Entrepreneurship and HRM: Problem-Solving Tools and Methodologies Through People Management"	Prof. Laura Płatkowska-Prokopczyk & Prof. Theranda Beqiri
6	"Introduction to Globalization: Strategies, Policies and Effects"	Prof. Viktória Vásáry & Prof. Ibrahim Krasniqi
7	"Flute"	Prof. Marina Novak & Prof. Dardane Nallbani
8	"Green economy, Carbon markets and Digitalization"	Prof. Ercan Özen & Prof. Fisnik Morina
9	"Strategic Communication for Business and Innovation"	Prof. Jerry Anxious Fianyo & Prof. Ibish Mazreku
10	"International Trade and Globalization"	Prof. Jiyan Kiliç & Prof. Driton Sylqa
11	"Multi-criteria decision making and multidimensional comparative analysis in Business"	Prof. Kesra Nermend & Prof. Elvis Elezaj

“SUSTAINABLE DEVELOPMENT, GREEN AGRICULTURE AND ECONOMY”

Prof. Ahm Shamsuzzoha & Prof. Naser Bajraktari

This course provided a general overview of how sustainable development, agriculture, and the green economy support global sustainability and economic growth among broader student communities. This course taught students how to identify specific steps they can take to slow the impacts of climate change and advance agriculture and the green economy toward an environmentally friendly future.

During and after completing the program, students have achieved:

- To acquire basic knowledge on the main topics and issues related to sustainable development, green agriculture and the green economy.
- To be equipped with the information, skills and attitudes necessary to support sustainable development and environmentally friendly agricultural practices.
- To demonstrate skills in incorporating sustainability principles into educational and training programs, as well as in policies aimed at the development of agriculture and the green economy.
- To analyze and evaluate promotional activities and initiatives aimed at maintaining sustainable agriculture, protecting the environment and increasing public awareness.
- To actively participate in individual and group tasks, with the aim of creating a positive awareness about environmental sustainability, green agriculture and sustainable businesses.



**“THE GREATEST
THREAT TO OUR
PLANET IS THE
BELIEF THAT
SOMEONE ELSE
WILL SAVE IT”
~ROBERT SWAN~**

“DIGITAL ACCOUNTING AND FINANCE FOR SUSTAINABLE AND GLOBAL BUSINESS”

Prof. Blake Kohen Rayfield & Prof.Vlora Berisha

This course explored the role of digital tools in modern accounting and finance, emphasizing their application in entrepreneurship, international trade, sustainable finance, and legal compliance. Students did learn how digital accounting and financial technologies (FinTech) drive business efficiency, transparency, and sustainability. Through case studies, practical applications, and hands-on software training, participants gained technical skills in digital accounting systems, blockchain for finance, and AI-driven financial forecasting. The course also did cover legal and regulatory aspects of digital finance in a European and global context.

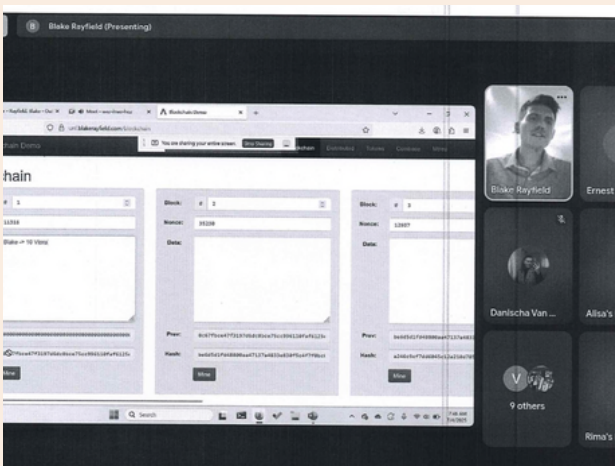
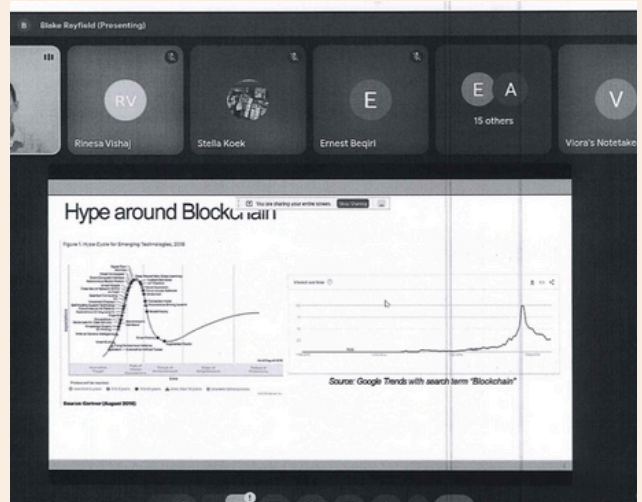
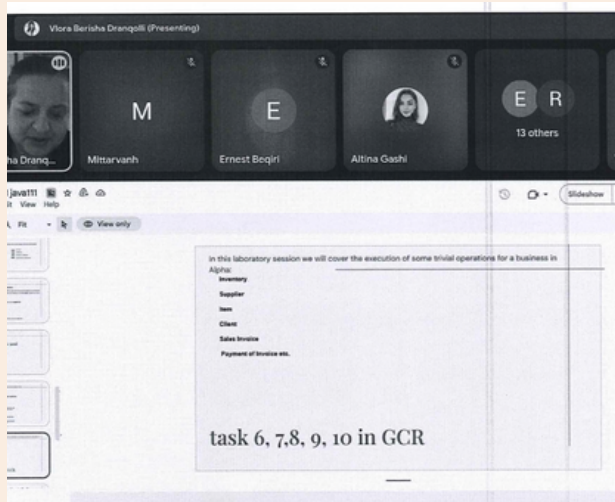
During the development of the module, students managed to:

- Effectively use cloud accounting software (Alpha Cloud) for financial management.
- Implement blockchain and artificial intelligence technologies in accounting and finance, with the aim of increasing transparency and preventing fraud.
- Understand and implement digital financial reporting, as well as gain clear knowledge of the concept of digital money.
- Analyze the impact of FinTech on international trade and the process of economic globalization.
- Appreciate the importance of sustainable finance and green investment policies.
- Orient themselves to the legal and ethical implications of digital finance, including EU regulations such as GDPR and MiCA.

As part of the course, an inspiring lecture was delivered by Dr. Alban Hetemi, a renowned expert in the field of digital finance. Students had the privilege of hearing his rich professional experiences, discussing contemporary challenges and trends, and receiving valuable guidance for their academic and professional future.



“DIGITAL FINANCE IS
THE BACKBONE OF
TRANSPARENT AND
SUSTAINABLE
GLOBAL BUSINESS”



“LEADERSHIP TRAINING THROUGH NEURO FEEDBACK IN MANAGEMENT”

Prof. Malgorzata Nermend & Prof. Thëllëza Latifi

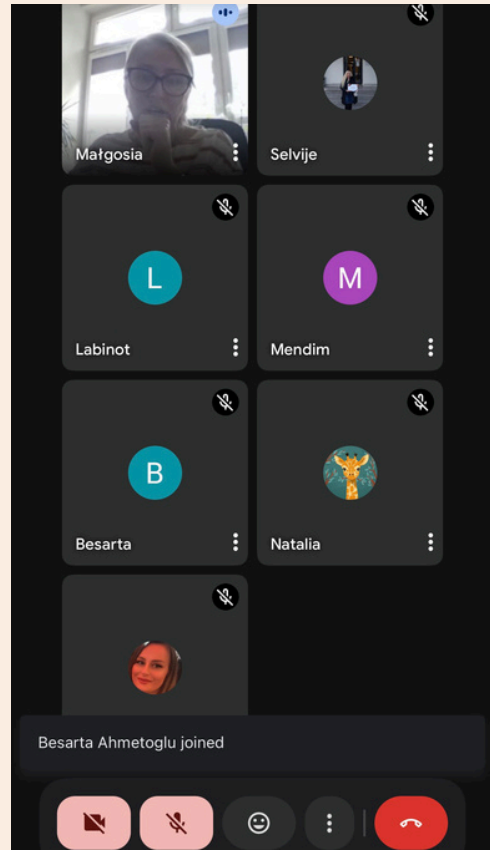
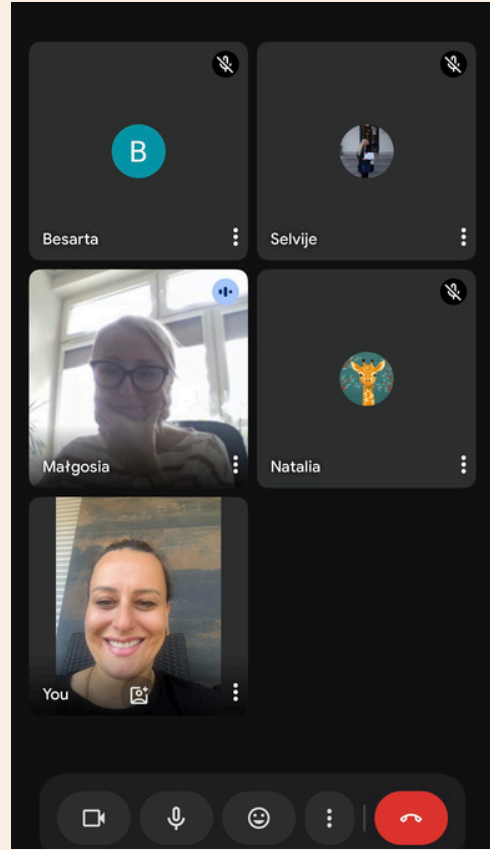
This course offered students the opportunity to use neurofeedback technology and receive feedback on it.

While participating in the module, students have managed to:

- Gain an in-depth understanding of neurofeedback technology and how it works.
- Learn how neurofeedback helps improve focus, emotional regulation, and stress management in leadership contexts.
- Develop the ability to monitor and regulate emotional responses in high-pressure situations.
- Use neurofeedback to increase emotional awareness, empathy, and emotional control, which are key components of emotional intelligence.
- Cultivate emotional resilience and mental clarity for better decision-making.
- Understand the impact that stress has on cognitive performance and the decision-making process in leadership.
- Apply neurofeedback to manage stress and improve cognitive functions such as memory, attention, and problem-solving.



“Leadership
starts in the
mind”



“DIGITAL EVIDENCE IN CRIMINAL LAW”

Prof. Muammer Ketizmen & Prof. Mensur Morina

This course introduced students to the collection, examination, and presentation of digital evidence in criminal law. Students explored the legal basis for digital evidence, various types of digital evidence (emails, social media data, computer logs, etc.), and the procedural rules that must be followed during the acquisition and use of such evidence.

By the end of the course, students were able to:

- Define what constitutes digital evidence in criminal law;
- Distinguish between different types of digital evidence and understand their legal significance;
- Explain how digital evidence should be collected and preserved in accordance with the law.



**“Digital evidence
speaks when
witnesses fall silent”**



"ENTREPRENEURSHIP AND HRM: PROBLEM-SOLVING TOOLS AND METHODOLOGIES THROUGH PEOPLE MANAGEMENT"

Prof. Laura Płatkowska-Prokopczyk & Prof. Theranda Beqiri

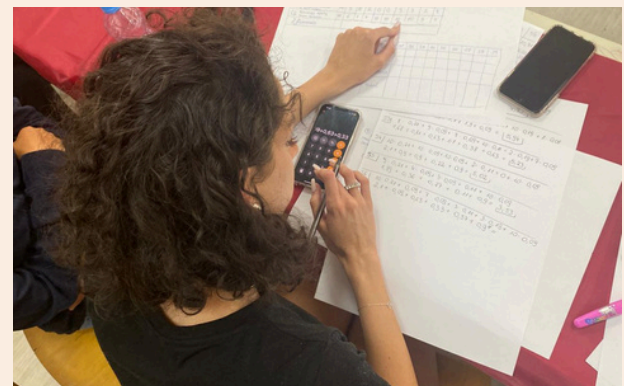
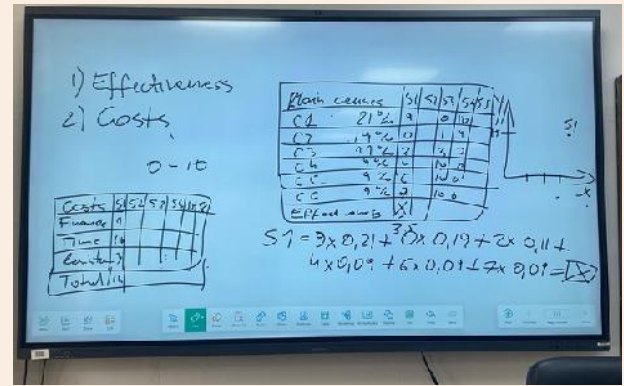
It is widely known that any business is only as strong as its employees. But is this only possible by hiring qualified people, or does it require something more? Moreover, the daily work of a manager is filled with problems that need to be solved. But how can you do this in a way that will have a lasting effect? The aim of this course was to seek the answer to this question. It was designed to help students understand the importance of the manager's role in bringing the group together and motivating them to work collaboratively. It also aimed to show the benefits of collaboration, such as the synergy effect, improved communication, planning skills, increased motivation, and building trust between groups and individuals. As a result, students understood the importance of collaboration in the problem-solving process.

- Students were able to solve problems related to human resource management.
- Interpersonal skills – students participated in class discussions to clarify thoughts on collaborative topics and collaborated with others in group discussions and projects.
- Students were able to participate in individual and group activities aimed at developing language skills and collaboration skills.
- Students were also willing to accept linguistic and cultural differences and recognize them as natural professional factors.

As part of the course, an inspiring lecture was held by Dr. Alban Hetemi, a renowned expert in the field of digital finance. Students had the privilege of listening closely to his rich professional experiences, discussing contemporary challenges and trends, and receiving valuable guidance for their academic and professional future.

"Teams solve problems faster than individuals"





“INTRODUCTION TO GLOBALIZATION: STRATEGIES, POLICIES AND EFFECTS”

Prof. Viktória Vásáry & Prof. Ibrahim Krasniqi

This course provided a comprehensive introduction to the concept of globalization, examining its various dimensions—economic, social, political, and cultural. It explored the strategies and policies adopted by governments, international organizations, and multinational corporations in response to the challenges and opportunities brought about by globalization. The course also delved into the effects of globalization on societies, economies, and the environment. Through case studies and real-world examples, students gained insight into the benefits and drawbacks of globalization and developed critical thinking skills to assess global issues.

By the end of the course, students were able to:

- Understand the historical evolution and key concepts of globalization;
- Analyze different theories and models of globalization and their applications in the real world;
- Evaluate the impact of globalization on global trade, economic development, and social structures;
- Explore the environmental consequences of globalization and assess international efforts to address global challenges;
- Identify the political dimensions of globalization, including governance, sovereignty, and the role of international organizations;
- Assess the role of technology and digital platforms in driving globalization;
- Critically analyze the benefits and challenges of globalization for different countries and communities;
- Apply theoretical knowledge to real-life case studies and political challenges related to globalization.



**“Globalization is
incredibly efficient
but also so far
incredibly unjust”
~Pascal Lamy~**

“FLUTE”

Prof. Marina Novak & Prof. Dardane Nallbani

This course was primarily designed to develop proficiency in flute performance techniques, with the aim of acquiring interpretative and artistic skills, as well as understanding the stylistic influences of different musical periods.

Throughout the course, students develop their artistic expression by performing both as soloists and in ensembles, while also building pedagogical skills necessary for creative work in music schools, inclusive education institutions, and various cultural organizations.

Upon completion of this course, students were trained to:

- Apply theoretical and practical knowledge;
- Perform confidently on the flute;
- Understand the historical periods of music and their stylistic characteristics;
- Master flute practice techniques, including examples from the repertoire focused on tone, articulation, dynamics, phrasing, memorization, etc.;
- Explain and demonstrate virtuosic techniques.

“The flute is not only an instrument to be played, but also an emotion to be felt”





“GREEN ECONOMY, CARBON MARKETS AND DIGITALIZATION”

Prof. Ercan Özen & Prof. Fisnik Morina

This course examined the relationship between economic growth and sustainability, addressing environmental impacts and green economy concepts. It covered topics such as the UN Sustainable Development Goals (SDGs), the European Green Deal, carbon markets, carbon accounting, and ESG (Environmental, Social, and Governance) assessments. It discussed the impact of digitalization on carbon emissions, financial sustainability, and sustainable business management strategies. In addition, it analyzed countries' green economy policies and the changing approach to sustainability in the US. The course provided students with a comprehensive perspective by combining practical studies with theoretical knowledge.

Learning outcomes:

- Students recognized the negative effects of development on the environment and knew that he had to make the minimum effort to act in an environmentally friendly manner.
- Students gained the ability to implement the environmental policies of public institutions and non-governmental organizations (NGOs).
- Students were able to act in accordance with the principles of sustainability in everyday life, academic life and business.
- Students were able to support the reduction of carbon emissions by focusing on the use of digital tools.
- Students were able to evaluate the environmental policies of businesses with the help of ESG results.
- Students were able to calculate carbon emissions and gained the ability to apply them in trade and accounting.
- Students contributed to the fair implementation of environmental policies on an international scale.



**“You can’t
eliminate
pollution, but
you can
control it”**

STUDENTS OF THE COURSE "GREEN ECONOMY, CARBON MARKETS AND DIGITALIZATION" SUCCESSFULLY PRESENTED THEIR GREEN PROJECTS

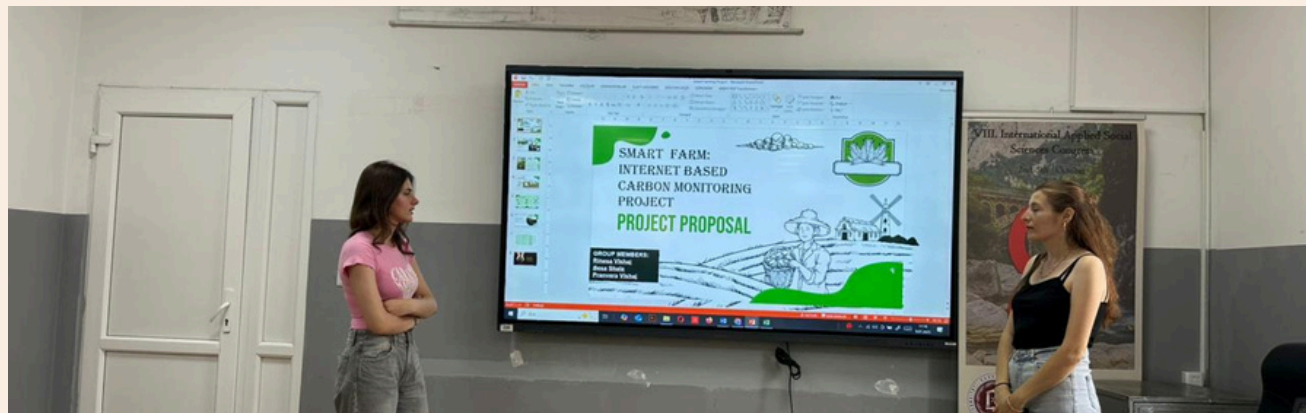
Within the framework of the UNISUM 2025 Summer University, participating students in the course "Green Economy, Carbon Markets and Digitalization", led by Prof. Dr. Ercan Ozen and Prof. Assoc. Dr. Fisnik Morina, have successfully realized and presented their innovative projects in the field of green economy and sustainable technologies. The projects reflect the commitment and creativity of the students to contribute to sustainable development and reduce environmental impact, by combining academic knowledge with practical and modern solutions.

Summary of completed projects:

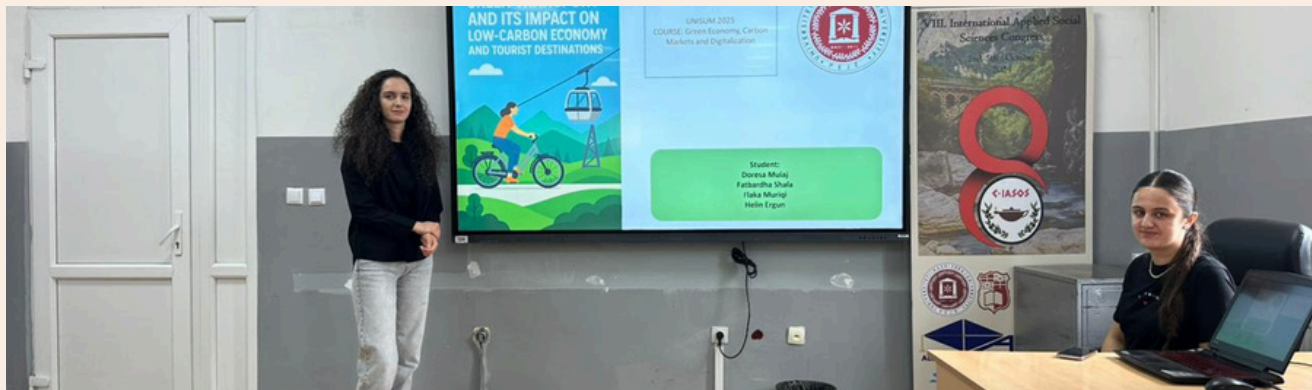
"PurePlant Solutions – Plant-Based Packaging" – A green idea that addresses plastic pollution through biodegradable packaging based on algae, mushrooms and corn. The project includes a sustainable business model with strategic alliances and high market potential in the green packaging industry.



"Smart Farming: Internet-Based Carbon Monitoring" – An innovative project that provides digital solutions for carbon management in agriculture through IoT sensors, aiming to improve soil fertility, optimize water and reduce costs, supporting subsidy policies based on real measurements of carbon in the soil.



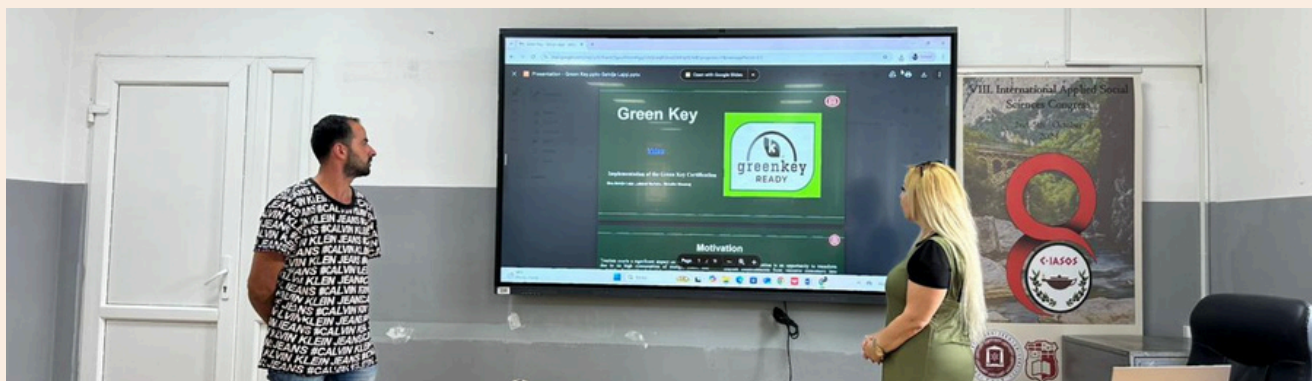
“Green Transport in Tourist Destinations” – The project offers a green alternative for transportation in mountainous tourist areas through the use of electric bicycles and the construction of an ecological elevator with renewable energy, guaranteeing access for all and promoting inclusive and sustainable tourism.



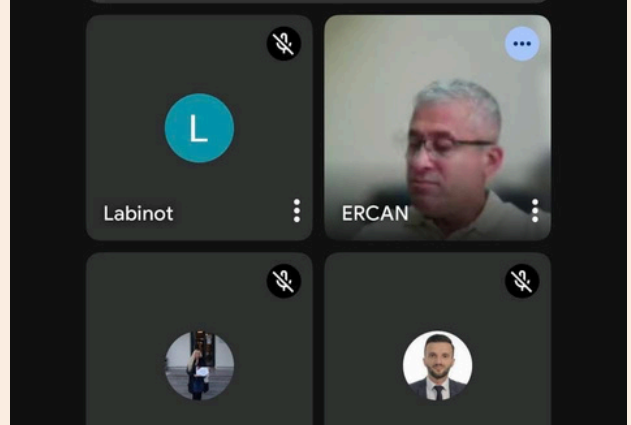
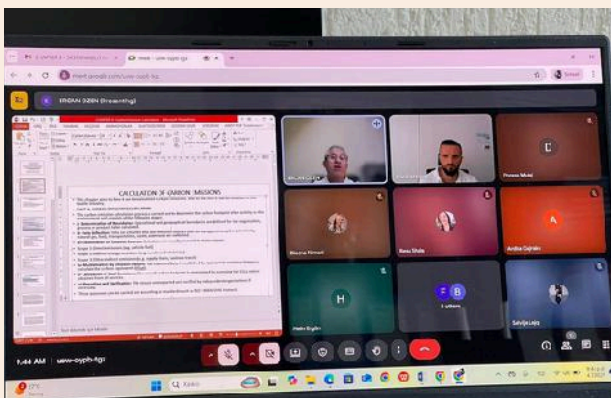
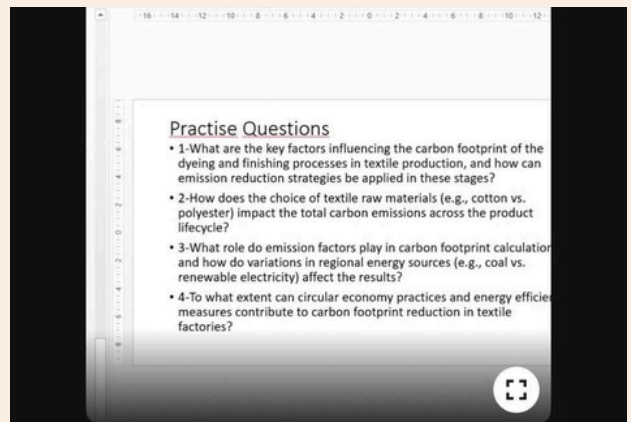
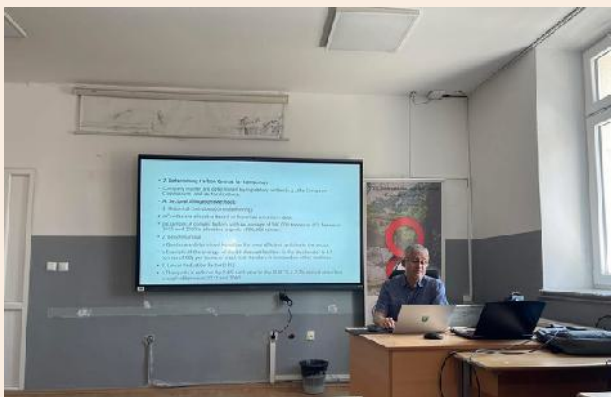
“Eco-Cube: Recycle, Reduce and Reuse” – An initiative to build ecological cubes from plastic waste and used clothes, aiming to build sustainable urban spaces, promote responsible consumption and support SDGs 11, 12 and 15 for sustainable cities and life on earth.



“Green Key – Certification for Sustainable Tourism” – A project focused on applying international “Green Key” standards in the tourism sector, through efficient resource management, staff training and local community involvement, improving the image and competitiveness of tourist destinations.



These projects represent a concrete commitment of our students to transforming sustainable ideas into real actions, demonstrating commitment to the green economy, sustainable development, and environmentally friendly technologies.



“STRATEGIC COMMUNICATION FOR BUSINESS AND INNOVATION”

Prof. Jerry Anxious Fianyo & Prof. Ibish Mazreku

Effective communication is the key to success in today's global business world.

This dynamic two-week course was designed to help students master essential business communication skills – from creating compelling advertisements to negotiating with confidence and delivering persuasive presentations.

Through interactive workshops, real-life simulations, role-playing, and case studies, participants developed the skills needed to advertise effectively, write clear and professional emails, memos, and reports, handle important business negotiations, and deliver impactful presentations.

Whether students were preparing for a career in entrepreneurship, international trade, tourism, agribusiness, or sustainable development, this course equipped them with the right tools to stand out in any professional setting.

The course was also open to students from all disciplines who wished to improve their communication skills and gain a competitive edge in the global job market.

During this course, students:

- Communicated with Confidence and Fluency – Spoke spontaneously and clearly expressed their business ideas during professional discussions and presentations.
- Enhanced Persuasion and Negotiation Skills – Used persuasive language effectively, developed argumentation skills for business, and applied negotiation techniques to influence and convince in real-life scenarios.
- Practiced and Improved Relevant Language and Vocabulary – Used and expanded their vocabulary for recruitment, interviews, cover letters, and more.
- Wrote with Accuracy and Impact – Drafted compelling motivation letters, persuasive business ads, and professional emails with clarity, appropriate tone, and clear purpose.
- Delivered Engaging Presentations – Structured and presented business ideas effectively using strong arguments, persuasive techniques, and confident public speaking skills.

“Great innovation starts with a great story, told strategically”





“INTERNATIONAL TRADE AND GLOBALIZATION”

Prof. Jiyan Kiliç & Prof. Driton Sylqa

This course explored the fundamental dynamics of the global economy, the theoretical and practical aspects of international trade, and the economic, social, and cultural impacts of globalization.

It provided both theoretical and practical knowledge about globalization, its various dimensions, historical development, effects, international trade theories, international trade organizations, practical aspects of global commerce, and relevant applications.

This course enabled students to:

- Understand the global economy and how international trade operates;
- Evaluate the economic effects of international trade and globalization;
- Analyze the impacts of globalization from multiple perspectives;
- Gain insights into policies and practices in international trade;
- Develop a critical perspective on global issues;
- Strengthen their theoretical foundation in international trade (e.g., absolute and comparative advantage);
- Understand globalization's connections to economic, social, and cultural dimensions;
- Comprehend how international trade functions, including supply chain management and logistics;
- Learn the role of international trade organizations such as the WTO, IMF, and World Bank;
- Understand basic delivery methods and procedures used in international trade;
- Enhance critical thinking skills;
- Gain knowledge about diverse cultures and economic systems;
- Build sensitivity to global challenges;
- Acquire essential skills for success in international business.



“International trade is the language of globalization”



“MULTI-CRITERIA DECISION MAKING AND MULTIDIMENSIONAL COMPARATIVE ANALYSIS IN BUSINESS”

Prof. Kesra Nermend & Prof. Elvis Elezaj

The course aimed to demonstrate the possibilities of using computers for modeling decision-making situations, utilizing both qualitative and quantitative data. During the course, various methodological approaches were presented for solving decision-making problems in the field of multi-criteria and multidimensional analysis, with a focus on the practical application of these methods to support complex decisions.

Throughout this course, students:

- Gained a deep understanding of neurofeedback technology and how it functions;
- Learned how neurofeedback can assist in improving focus, emotional regulation, and stress management within leadership contexts;
- Developed skills to monitor and adjust emotional responses in high-pressure situations;
- Studied the use of neurofeedback to enhance self-awareness, empathy, and emotional regulation — key components of emotional intelligence;
- Cultivated greater emotional resilience and mental clarity for better decision-making;
- Understood the impact of stress on cognitive performance and decision-making in leadership;
- Learned how neurofeedback can be used to manage stress and improve cognitive functions such as memory, attention, and problem-solving.

**"Better decisions
come from multiple
criteria and deeper
comparisons"**





Colonel Besim Gashi as a Guest Speaker at UNISUM

“Diplomacy and the Importance of International Cooperation's”

As part of the rich activities of the International Summer University UNISUM 2025, students and professors had the pleasure of welcoming Colonel Besim Gashi as a guest speaker, who delivered a lecture on the topic:

“Diplomacy and the Importance of International Cooperation's”

With his extensive experience in the fields of security, international cooperation, and military diplomacy, Colonel Gashi shared deep insights and concrete examples with the participants about the role diplomacy plays in building peace and developing international relations.

Through interactive discussions, he emphasized the importance of collaboration among countries, especially in the context of global challenges such as security, migration, climate change, and economic development.

Participants of UNISUM 2025 had the opportunity to engage directly with the Colonel and gain practical perspectives on how diplomacy and international coordination contribute to creating a more sustainable and secure world.

Thank you, Colonel Besim Gashi, for your valuable presence and contribution!



Shenaj Shala as a Guest Speaker at UNISUM

“Soft skills - the competitive advantage of the professionals of the future”

Continuing the series of inspiring lectures at UNISUM 2025, students had the pleasure of listening to Shenaj Shala, a specialist in protocol and etiquette, lecturer, and soft skills trainer, who presented on the topic:

“Soft skills - the competitive advantage of the professionals of the future”

Through a powerful and energetic presentation, Ms. Shala highlighted the value of interpersonal skills and communication in today's modern job market, emphasizing that while technical knowledge is essential, soft skills are what truly make the difference in a career.

She also shared inspiring stories from her personal and professional life, describing the challenges she has overcome and her journey toward success. These touching and genuine stories kept the audience engaged and attentive, creating a warm, reflective, and motivating atmosphere.

Thank you, Ms. Shenaj Shala, for your powerful messages and the positive energy you brought to UNISUM 2025!



Activities during UNISUM 2025

Professors and students participating in UNISUM had the opportunity to break away from time to time from delivering and attending lectures to develop activities organized by "Haxhi Zeka" University, which were of different natures but always with a common goal.

Visit to the municipality of Peja

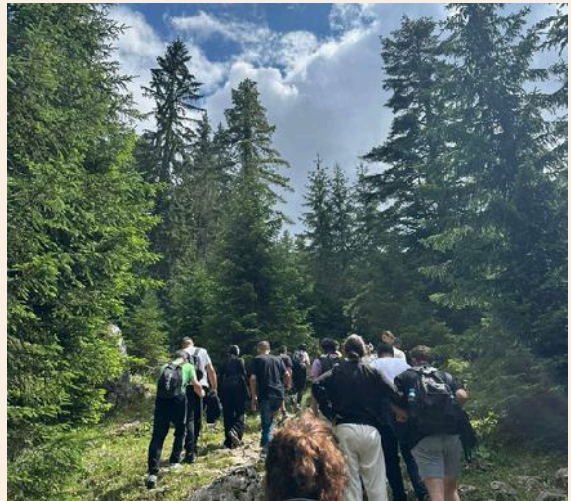


Networking activities





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The International Summer University - UNISUM 2025 Successfully Concludes

The fourth edition of the International Summer University – UNISUM 2025, organized by “Haxhi Zeka” University in Peja, came to a heartfelt close.

On the final day, certificates were awarded to participating students and professors, marking the culmination of an extraordinary academic and cultural experience.

UNISUM 2025 featured 11 diverse courses led by professors and experts from various fields, providing an excellent platform for knowledge exchange and international collaboration.

Participants included students from France, the Netherlands, Turkey, Ireland, the USA, Finland, North Macedonia, Hungary, Albania, and Kosovo, who not only benefited academically but also had the opportunity to engage with the culture, traditions, and hospitality of the city of Peja and Kosovo as a whole.

This edition of UNISUM once again demonstrated the importance of international cooperation in education and built new bridges of connection between young people and institutions from different parts of the world.









**THANK YOU FOR READING THE "HAXHI ZEKA" UNIVERSITY
NEWSLETTER!**

**WE APPRECIATE YOUR COMMITMENT AND SUPPORT FOR OUR
UNIVERSITY. STAY UP TO DATE WITH THE LATEST NEWS, EVENTS,
AND ACADEMIC ACHIEVEMENTS BY FOLLOWING US ON OUR
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