BOOK OF
ABSTRACTS

INTERNATIONAL CONFERENCE ON SOCIAL AND HEALTHCARE STUDIES

December 5-6, 2023

International Conference on Social and Healthcare Studies

DAY 1:
ARTIFICIAL INTELLIGENCE AND CHALLENGES FOR MODERN SOCIETY: ECONOMIC, SOCIAL, LEGAL AND TECHNOLOGICAL PERSPECTIVE

DAY 2:
HEALTH-CARE IN THE ERA OF ARTIFICIAL INTELLIGENCE

Book of Abstracts

EDITORS:

Valon Murati, Filipos Ruxho, Avni Alidemaj, Riaz Agahi

December 5-6, 2023, Prishtina– Kosovo

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The conference aims to create a forum for scholars from different academic fields of economics, business, social science, IT and healthcare to exchange and present their research. The main objective is to further develop critical empirical research and theoretical work in regard to possibilities that will create and challenges that will pose to modern society the application of artificial intelligence.

CONFERENCE TITLE:
International Conference on Social and Healthcare Studies

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Valon Murati, Filipos Ruxho, Avni Alidemaj, Riaz Agahi

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INTERNATIONAL MBA MANAGEMENT EDUCATION FROM A CONSULTING PERSPECTIVE

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ABSTRACT

The In the current technological landscape, the introduction of ChatGPT and generative artificial intelligence (AI) has significant implications for education, particularly in management education programs. ChatGPT, an example of these advanced AI systems, is at the center of discussions because it offers the potential to revolutionize the way assessments and learning methods are implemented. These technologies offer both benefits-including forward-thinking education, better decision making, and innovation potential-and challenges. Moreover, recent research suggests that despite their quality and precision, AI that is "too good" can undermine human engagement and lead to "algorithm aversion," in which individuals ignore AI decisions in favor of their own judgment. It is therefore critical that both students and faculty are equipped and educated to make the best use of generative AI tools without compromising the integrity of the educational process. Specific recommendations for students and faculty will be discussed that point the way to effective integration of these technologies into education. It is imperative that educational institutions implement and regularly revise policies to keep pace with the rapid developments in generative AI.

Keywords: *MBA Education, Generativ*

CHALLENGES OF APPLICATION OF TECHNOLOGY AND ARTIFICIAL INTELLIGENCE IN PROJECT MANAGEMENT IN KOSOVO

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ABSTRACT

The increasing use of technology has accelerated the progress of project management. Through this study, we examined the importance of technology application in project management. Various software platforms enable projects to be planned and achieve goals on time, with low cost and high quality. Also, they have increased the control and quality of operations in supervision, in the assignment of tasks, in the generation of reports and the elimination of possible risks, etc. With recent technological developments, including Artificial Intelligence, project management in the future will be considered an impossible mission without the inclusion of technology and flexible software and intelligent platforms. Therefore, investment in new technologies will be necessary due to competition between industry players.

The object of this study is the examination of the use of technology (software platforms) in the management of projects in Kosovo. Specifically, it has been investigated whether and how much software platforms are applied for project management, which platforms are being used more, which activities are using them more and in which project process they have the greatest impact on management. This study was carried out according to the quantitative analysis of data from the survey of project managers and other individuals involved in this sector. From the results found, it turns out that project management companies in Kosovo are using technology and software platforms for project management such as Jira, Asana, Teamwork, etc., but at the same time, many processes still continue to be applied through the Excel program. According to the research, software platforms have the greatest impact on reporting and reflecting the situation because they are more sophisticated for this point, while the lowest impact is seen in project cost management.

Keywords: *Project management, software platform, technology*

INFORMATION TECHNOLOGY AND MACROECONOMIC PARAMETERS INTERACTION WITH EXPORT IN KOSOVO

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ABSTRACT

The purpose of this paper is to explore precisely how information technology (IT) parameters, alongside some other macroeconomic parameters, influence exports in the context of Kosovo. The research paper explored the influence of these parameters via the dynamic technique Generalized method of moments (GMM), employing secondary data from the World Bank database covering the years 2006–2021. Due to the discoveries, foreign direct investment (FDI) and fixed broadband subscription (FBS) have a statistically significant positive influence on the increase in exports in the context of Kosovo. Exports are significantly harmed in the meantime by the official rate of exchange (ORE). Two of the additional features, inflation (INF) and fixed telephone subscription (FTS) have contributed to a statistically insignificant influence. When it comes to selecting parameters and employing the dynamic approach via GMM, the methodology of this research is different from previous research. Conclusions of the research point to the need for further measures to strengthen or redesign the regulatory and technological infrastructures, since they influence export expansion.

Keywords: *Information technology, export, digitalization, official exchange rate.*

CONTEMPORARY APPROACH TOWARDS SOCIAL POLICY AND HEALTH CARE

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ABSTRACT

This abstract provides an overview of the contemporary approach towards social policy and healthcare, highlighting key themes, challenges, and innovations as well as digitalization in these critical domains. In recent years, the intersection of social policy and healthcare has gained significant attention as societies grapple with evolving demographics, economic fluctuations, and the ongoing global health crisis. This contemporary approach emphasizes a holistic perspective that considers the social determinants of health, equity, and sustainability. It explores the role of government policies, public-private partnerships, and community engagement in shaping healthcare systems that prioritize accessibility, affordability, and quality. Moreover, it discusses the importance of data-driven decision-making, technological advancements, and interdisciplinary collaboration in improving healthcare outcomes and promoting social well-being. Nevertheless, this approach also confronts challenges such as resource allocation, healthcare disparities, and the need for adaptable policies in the face of unforeseen crisis. By examining these dynamics, this abstract aims to contribute to the ongoing discourse on enhancing social policy and healthcare in an ever-changing world.

Keywords: *Social policy, health care, innovation, digitalization*

HOW ENTREPRENEURS COLLECT MARKETING DATA TO PROJECT FUTURE GROWTH: ANALYSES FROM THE FOOD AND BEVERAGES INDUSTRY

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ABSTRACT

The aim of this research paper was to identify how entrepreneurs operating the food and beverages industry in Kosova collect and make use of data about their markets and consumers. Implementation of marketing intelligence helps entrepreneurs make informed decisions, shape better services, improve consumer satisfaction, increase performance of the products, develop innovative products, and run a more sustained business. The research methodology applied in this paper was semi structured interview targeting founders or CEOs of 28 various food and beverages manufacturers across the country. Data was transcribed, coded as per study units, and analyzed using descriptive statistics in SPSS.

The findings indicate that the market and consumer data is collected and analyzed by inhouse marketing practitioners or specialized marketing team while most of the time the gained information was perceived accurate and reliable for predicting businesses health or projecting sales and business growth rates. Data on demographics, psychographics, behaviors, interests, issues with products and services, preferences, and data on competitors is collected using consumer relationship programs and lists, consumer's online surveys, e-commerce analytics, and other web analytics.

Keywords: *entrepreneurs, marketing intelligence, manufacturers.*

PRIVATIZATION OF KOSOVAR ENTERPRISES AND THE IMPACT ON ECONOMIC DEVELOPMENT IN THE ERA OF AI, CASE STUDY IN THE ECONOMY OF FERIZAJ

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ABSTRACT

This paper includes an analysis of the process of privatization of Kosovar enterprises, taking as a case of study the privatization of enterprises from the Municipality of Ferizaj. The purpose of this paper is to analyze and measure the effect produced by the process of privatization of social enterprises by the Municipality of Ferizaj. The impact of IA on the continuity of the process is also addressed. Privatization is a complex process of transformation of property in the case of Kosovo from social property (a term mainly known only for property in the former Yugoslavia) to private ownership and as such includes a wide spectrum of economic, political and social consequences. The process of privatization in Kosovo started in 2003 by the Kosovo Trust Agency (AKM) and from 2008 it was followed by the Kosovo Privatization Agency (AKP). In Kosovo, out of 3,951 identified assets, 2,065 properties have been privatized so far, while 1,886 have not been privatized. These properties, were sold for a value of about 753 million euros. Social enterprises in Kosovo have been sold through the method called regular spin-off and special spin-off. During this process, agricultural, industrial, commercial and construction lands were also sold. During the privatization process, about 25,000 cases are in court proceedings, while a parliamentary investigative commission has also been set up. On May 25, 2022, the privatization process resumed after a new wave of privatization was opened after a 2-year of interruption.

Keywords: *Economy, Social enterprises, privatization, Ferizaj, IA*

LEGAL ASPECTS OF ARTIFICIAL INTELLIGENCE

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ABSTRACT

Artificial Intelligence (AI) systems or the ability of a digital computer to perform tasks commonly associated with intelligent beings. are being used on an ever-increasing scale worldwide. AI became an important driving force behind the new technological revolution and industrial change. Artificial intelligence and blockchain have risen to the level of national policy. While the rapid development of AI brings convenience to people's lives, it also poses challenges to global changes and the development of human society, social governance, and legal regulation, such as the leakage of personal privacy, frequent data security problems, and prejudice and discrimination caused by algorithms. In general, there is a lack of timely and appropriate legal regulation in this area because the dangers of misuse of artificial intelligence are increasing. Many countries have adopted strategic plans and documents related to AI but there have been no legal acts adopted until now. Only the EU has enacted a law that regulates AI. Taking into consideration the fact that AI is profoundly changing the world, it is necessary to think about how to promote the construction of responsible AI from the perspective of global governance in the future. In this paper, the need to regulate AI will be analyzed, the content of the regulation that needs to be enacted, the content of the regulation adopted in the EU as well as North Macedonia's positioning on this issue as a country eager to start the negotiations for accession in EU.

Keywords: *AI National Strategies, EU Legislation, Social Responsibility, Ethics*

ARTIFICIAL INTELLIGENCE IN EUROPEAN CRIMINAL LAW PERSPECTIVE

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ABSTRACT

The contribution deals with artificial intelligence (AI) in European criminal law perspective. It focuses on the most important steps of the European Union in this field, namely the European Parliament resolution on artificial intelligence in criminal law and its use by the police and judicial authorities in criminal matters of 2021 and the Proposal for a Regulation of the European Parliament and of the Council laying down harmonized rules on artificial intelligence (Artificial Intelligence Act) of 2021.

Keywords: *Artificial intelligence (AI), criminal law, criminal proceedings, European* criminal law

THE EUROPEAN PUBLIC PROSECUTOR'S OFFICE IN THE FIGHT AGAINST CYBERCRIME

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ABSTRACT

The European Public Prosecutor's Office was established based on Regulation 2017/1939, which implemented enhanced cooperation with the aim of establishing the European Public Prosecutor's Office. This EU institution is responsible for investigating and prosecuting perpetrators who commit criminal offenses that affect the financial interests of the European Union, as provided for in Directive 2017/1371, and for bringing them to judgment. Expressis verbis the EPPO exclusively safeguards the financial interests of the EU, however this doesn't exclude the possibility of prosecuting other types of criminal conducts that affect these primarily protected interests. With the proliferation of digital and information technologies, it becomes essential to examine how the EPPO addresses the issue of cybercrime, which undeniably has a significant impact on and interference with the financial interests of the EU. Within the EU, various modern tools have already been adopted or are in the planning stages to offer new alternatives for effectively combating the emerging and sophisticated forms of cybercrime. Consequently, the objective of this article is to introduce the European Public Prosecutor's Office and its potential in countering cybercrime. The article is organized into two chapters. The first chapter delves into the fundamental attributes of the European Prosecutor's Office, while the second chapter explores the role of the EPPO in combatting cybercrime, specifically in terms of detection and providing protection for the financial interests of the EU.

Keywords: *European Public Prosecutor's Office, EPPO, European prosecution,* European Union, enhanced cooperation, judicial cooperation.

ADMINISTRATIVE PROCEDURE UNDER THE LENS OF ELECTRONIC GOVERNANCE

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ABSTRACT

State administration bodies are responsible for the exercise of state power and the provision of services to citizens, with the aim of fulfilling the broader societal interest. The fulfillment of this broad societal interest is achieved through the implementation of administrative activity, which is grounded in the principles of administrative law and administrative procedure. It is widely recognized that the direct application of material legal provisions is not feasible, as a series of actions must be undertaken to implement them in specific instances. In order to actualize a legal interest, or citizen obligation, a series of actions must be undertaken in specific stages to ensure the fairness and legality of decisions made by the administrative entity. In developed countries, the utilization of information technology has been implemented to enhance the administrative procedure's efficacy in meeting the demands and legal interests of citizens. This has resulted in an increased level of citizen satisfaction with the state's responsiveness to diverse requests. The implementation of e-government initiatives has effectively enhanced the accessibility of services for citizens, primarily through cost reduction and expedited fulfillment of their requirements. This paper seeks to examine the potential for the advancement of administrative procedures in Kosovo by utilizing electronic governance, employing analytical, qualitative, and legal-dogmatic methodologies. In the present context, it has been identified that significant shortcomings exist not only in the professional training of human resources, but also in the legal framework necessary for the effective implementation of electronic administrative procedures in Kosovo's current conditions.

Keywords: *Administrative procedure, electronic signature, training system, public* officials, legal infrastructure.

LEGAL FRAMEWORK OF CONSUMER CREDIT IN KOSOVO, IN FUNCTION OF CLIENT PROTECTION

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ABSTRACT

Consumer credit is one of the most widespread products in the banking market. Financing daily needs is possible through consumer credit. This type of credit is offered by all commercial banks in Kosovo and also in marketing offers we have always heard this type of product being promoted. While the Kosovar client utilizes this product for various needs such as the purchase of any equipment or home renovation, the rights and obligations arising from this contractual relationship are not always clear.

At the same time, Kosovo's legal framework is continuously enriching itself, while trying to harmonize with the requirements of the acquis. One of the sectors of this harmonization is also the banking sector, in particular consumer credit. The application for credit and complaints plays a significant role in positioning of the client, where not everything is defined by legal regulations. The combination of artificial intelligence in this this process would have an unprecedented impact. In this article, we will try to address the legal regulations regarding consumer credit in Kosovo and how this regulation affects in client protection related to this product and simultaneously how can artificial intelligence play a protective role for the client within this regulatory framework.

Keywords: *legal framework, consumer credit, client protection, artificial intelligence.*

CAUSES OF TERRORISM

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ABSTRACT

One of the forms of violent actions is terrorism, which increasingly threatens both domestic and international security of the modern world. Terrorism, or the elements of this criminal offense, can be found in all criminal codes of all countries of the world, and we can also find it in all stages of human society. The actions of extremist groups dissatisfied with their leadership of a country result in murder. Even emperors, kings, military leaders have not been spared, as well as the killing of statesmen of various levels. Identifying the causes of terrorism has been the goal of researchers for many years. By identifying the causes that lead to terrorism, a comprehensive war against it can be launched. Finding a difference has been virtually impossible for researchers until now, so I believe it's a multidimensional issue. This paper will try to answer some questions within the economic, political and social fields that have been analyzed against the number of terrorist incidents that the world has experienced over a period of 20 years. These causes were analyzed in retrospect and the paper will find that social inequality, democratization, respect for human rights and school enrollment will all be contributing factors. However, in this paper it will be understood that religion also plays an important role in the increase of terrorist incidents. A concrete case is the arrest of religious clerics in Kosovo and the region, under the suspicion of recruiting young people for the war in Syria with the ideology of "just war for the land of Sham". Terrorism can also be analyzed from the point of view of personality, and in this respect it has been proven that a factor can also be the individual's desire to belong. Individuals who join and stay in terrorist organizations need the feeling that they belong to a group, and such organizations are perfect places for them because the connection between members is very close.

Keywords: *Terrorism, causes, nations, security, actions, law, societies.*

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE CULTURE OF READING AND CRITICAL THINKING

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ABSTRACT

Throughout history, societies have gone through different stages of development, from confrontational communities with a simple division of labor to an industrialized society, with specialized segments of labor. All these developments were made as a result of the facilitation of human work and the replacement of physical work with machines. Even though these developments are considered to have marked a great progress in society as a result of the industrial revolution, we should rethink if they have had the same impact in post-modern societies, especially when we talk about artificial intelligence. The development of computer systems has reached the point where today we also talk about AI and its impact in society. As it seems, these systems invented by people themselves, as much as they bring relief and productivity in some jobs, can cause obstacles among others. The aim of this research is to answer the research question: How is artificial intelligence affecting the culture of reading and critical thinking? By answering this question, we will find out whether people are becoming slaves to a system that they themselves have created and what are the consequences in the academic sphere as well. To conduct this research, I will use mixed methods, i.e., the critical analysis of the literature, the descriptive method and the interviews with relevant respondents for the research topic in order to highlight a deeper identification of the problem.

Keywords: *society, AI, critical thinking, reading, culture, challenges.*

FAKE NEWS ABOUT KOSOVA-SERBIA RELATIONS AND THE IMPACT THEY HAVE ON THE PUBLIC OPINION OF BOTH COUNTRIES

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ABSTRACT

Fake news is misinformation that is created for certain purposes and to create material benefits. The relations between Kosova and Serbia are tense and there are continuous developments in these relations. Taking advantage of the events between these two countries, fake news is often created, which is professionally written and appears to be true. these are believed by a part of public opinion in both countries, this misinformation creates panic and worsens ethnic relations between peoples. Some of the fake news headlines are: Serbian Army attacks the state of Kosovo, Kosovo Police mistreat Serbian citizens, and during the September 24 clashes between a Serbian terrorist group and the Kosova Police, Serbian civilians living in Kosova were killed. These fake news are also used for propaganda and to change the situation or take it out of context. Fake news, to look more professional, is now being written by artificial intelligence, which has developed so much that fake news can even be prepared by voice. But the good thing is that artificial intelligence can help us discover this news and educate us to become its victims. Through this paper we will see in detail how fake news has affected Kosovo-Serbia relations and in creating the perceptions of the citizens of the two countries. The methodology used will be mixed, including several methods such as analytical method to analyze these fake news. Through the qualitative method, two interviews will be conducted, the first with a professor of journalism and the second with a professor of political science. These interviews will give us a more accurate picture of the impact of fake news on the increase of discontent among the communities in Kosova and on the interstate relations between the two states.

Keywords: *Fake news Kosovo, Serbia, public opinion, Artificial intelligence,* propaganda

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON PUBLIC ADMINISTRATION

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ABSTRACT

Artificial intelligence has a significant impact on public administration and can affect the automation of processes, data analysis and the inclusion of technology in decision-making. In developed countries, artificial intelligence is starting to be used to improve efficiency and provide better solutions. The purpose of this research is to examine how artificial intelligence can be used for the benefit of administrative processes in public administration, where the legal administrative process begins to be separated from artificial intelligence, how to proceed with data processing and their use and the essential impact that there is the use of artificial intelligence in administration. This paper will reflect the implementation of artificial intelligence in the administration environment and its integration with existing processes, the change and renewal of artificial intelligence models based on the results and their adaptability to administrative processes. Likewise, the paper will also result in the substantive aspect of the administration against artificial intelligence, therefore, it is important to create general rules and clear policies for the use of artificial intelligence in the administration. This would affect the creation of control mechanisms that help to maintain the integrity and transparency of the use of artificial intelligence in the administration. Consequently, it will be clarified what is the general impact of artificial intelligence in administration and the chain effects that can be caused in this process.

Keywords: *Public administration, artificial intelligence, influence, administrative* processes.

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SHAPING THE POLITICAL THOUGHT

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ABSTRACT

As artificial intelligence becomes more sophisticated and widespread, it will increasingly impact our lives in general. In this context, it will be challenging to research and draw reasoned and sustainable conclusions about how this new phenomenon will affect democracy, an old but exposed value facing risks and inevitable changes over time. It will be particularly challenging for diverse societies today to have fair and beneficial access when it comes to how artificial intelligence will influence and shape the political thinking of contemporary societies. The possibilities of defects, damages, irresponsible access, disinformation, and limited opportunities for ideological pluralism in this segment will be significant and consequential. This is evident because, for example, damages caused by misinformation may not be easily detected. In other words, the more advanced artificial intelligence becomes, the more difficult it will be to detect and consequently more complicated to prevent the resulting damage. Even when detected, preventing them will not be easy. In summary, artificial intelligence will challenge democracy, as preventing damage from artificial intelligence in this segment cannot and should not be done differently, except based on the rules of democracy. This will not be easy, but it must happen inexorably. Simply countering the damage of democracy by artificial intelligence against the will of the majority must be addressed with democratic artificial intelligence. This implies that protection must be carried out by respecting the political will of the majority, without harming the will of the minority. Thus, creating a pluralistic political opinion that will never be a predetermined orchestration of misinformation, nor ideas created by narrow clans, both inside and outside democratic responsibility and accountability.

Keywords: *artificial intelligence, democracy, political thought, deformation.*

THE IMPACT OF AI ON DEMOCRACY

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ABSTRACT

In the contemporary landscape dominated by technological advancements, this study explores the intricate relationship between Artificial Intelligence (AI) and democracy from a theoretical perspective. As AI technologies continue to shape various aspects of society, including governance, there is a pressing need to examine how these advancements impact democratic processes. The primary objective of this research is to provide an overview over how contemporary artificial intelligence is currently shaping democracy. The research on this topic will be conducted using the document review technique and will mainly make use of various secondary data and recently published articles and documents. Anticipated findings aim to contribute valuable insights into the nuanced interplay between AI and democratic principles. This study holds significance as it adds to the evolving discourse on AI and its implications for the fundamental tenets of democracy.

Keywords: *AI, impact, democracy, citizens.*

AI AND POTENTIAL RISKS FOR DEMOCRACY, INTERNATIONAL RELATIONS AND INTERNATIONAL SECURITY

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ABSTRACT

Artificial Intelligence (AI), which in 2023 captured the interest and imagination of the general public, especially with the release of the ChatGPT-4. This has led to the assumption that AI and its products might turn to be among the greatest achievements of humanity which may influencing the change of the course of human history. But every human achievement, particularly technological revolutions, up till now, in addition to the endless possibilities that created for the progress in all fields starting from science, medicine, education, to infrastructure, politics and socio-economic well-being, also carried with it many dilemmas and questions. Moreover this is true for AI. How dangerous Artificial Intelligence is for human society is a question that today no one can answer accurately. Among others, the challenges for democracy will be real, not only because of the dangers caused by the great opportunities for misinformation and disinformation, interferences with the elections etc., but also because it might change our thinking about how we should be governed in the future. Developments can be so drastic that tomorrow we can talk about other forms of governance models influenced by developments in AI. What is most worrying at this stage is the possibilities that will be created by proliferation of the AI for different non state actors (i.e. terrorist organizations, organized criminal groups, etc.) as well as undemocratic states to be used for their agenda. In addition, a competition on the field of AI and its usage between the two superpowers USA and China might ensue. Therefore, in this paper we will argue that states must take all measures to preserve internal democracy and guarantee international security. To realize this, a comprehensive approach is needed in the governance of AI that includes states and the legal regulation of this field, private technology companies, civil society, experts, unions, etc. Furthermore international cooperation and no great power competition is vital in order to contain the misuse of the AI. Only with such an approach can one hope for a world where AI will advance human life and not destroy it.

Keywords: *AI, democracy, AI governance, international security, cooperation.*

ETHICS IN THE PUBLIC ADMINISTRATION OF KOSOVO

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ABSTRACT

Administrative principles serve as a fundamental framework for the functioning of an administration. The ethical orientation of administrative bodies serves as the foundational principle for cultivating a professional, nonpartisan, and contemporary administration. The reform of the Public Administration of Kosovo has been significantly influenced by the absence/presence of professional ethics in its administration. This study aims to investigate the ethical considerations and their significance in the context of public administration reform in Kosovo, specifically focusing on the implementation of digitization and artificial intelligence technologies. The study presents a set of recommendations pertaining to the advancement of administrative practices, the identification of deficiencies and accomplishments, the gradual process of reform, and the impact of political factors on administrative affairs, including their ethical dimensions.

Additionally, it seeks to explore the significance of ethics in effectively addressing obstacles encountered during the process of administrative reform. Furthermore, the study aims to investigate the role of ethics in establishing a reformed and contemporary public administration that is impartial, proficient, responsible, and characterized by transparency. Various research methodologies, including qualitative, normative, sociological, comparative, and interpretative approaches, have been employed to acquire knowledge pertaining to the subject matter being examined.

Research has revealed that the alignment of training and professional development initiatives for public officials, along with the incorporation of ethical considerations in administrative practices, will have a comparable impact on the operational effectiveness of the administrative machinery, akin to that observed in European Union member states.

Keywords: *Principles of administration, public officials, administration, ethics.*

THE GUIDANCE OF ORTHODONTIC TREATMENTS THROUGH ARTIFICIAL INTELLIGENCE-BASED SOFTWARE

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ABSTRACT

When it comes to guiding orthodontic treatments, our study aims to evaluate the effectiveness and benefits of software powered by artificial intelligence (AI) compared to traditional software. The software was subject to a comprehensive evaluation to gauge its performance, adaptability, and verbal communication skills. The software demonstrated exceptional competence in processing and analyzing information, leading to more precise planning of orthodontic treatments. Orthodontic treatments have the potential to be modified and improved in real-time, taking into account the progress and changes in the case throughout the treatment. The use of speech recognition AI algorithms for verbal communication can significantly enhance their long-term effectiveness and user satisfaction.

Keywords: *Artificial intelligence, performance, adaptability, interface, OpenCV Haar Cascades, orthodontics.*

AN OUTBREAK OF SALMONELLA ENTERITIDIS, LOCAL FAST FOOD SHOP IN MITROVICA OCTOBER 2023 AND POTENTIAL ROLE OF AI

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ABSTRACT

Background: *On 6th October 2023, the epidemiological surveillance unit in National Institute of Public Health received an alert of a food poisoning outbreak following the visit of pupils to a local fast-food shop in Mitrovica. We investigated the outbreak to identify the potential vehicle for transmission.*

Methods: *We conducted a retrospective cohort study among pupils who had eaten in the local fast-food shop in Mitrovica, who meet the case definition. A case was defined a student from three high school that on 5th October 2023, consumed food during a lunch that was served at the local fast-food shop, and developed gastrointestinal symptoms including abdominal pain, nausea, vomiting, diarrhoea, high temperature, or weakness within the period from October 5-7. We performed case finding in Mitrovica (field investigation). The local business owners were requested to provide the overall number of people that attended the fast-food shop that day. The Family Medicine Centre in Mitrovica was requested to provide a list of people that were admitted with gastrointestinal symptoms during the period October 5-7. Interviewed persons who reported an illness from the case definition were asked to provide a stool sample. Samples from food and restaurant environment were also taken for microbiological analyses.*

Role of AI: *Data Analysis and Pattern Recognition, Predictive Modeling, Public Health Decision Support, Social Media and Public Sentiment Analysis, Personalized Healthcare Guidance, Enhancing Communication, Research and Development.*

Results: *Of the 300 participants, 120 (40%) were eligible (interviewed and confirmed that they had consumed food at the local fast-food shop). Of the 120 cases, 101 (84.17%) individuals were presented with symptoms. 26 (26%) of them were female, and 75 (74%) were male among group-age 11 till 34 years. The main symptoms of cases were diarrhoea (78%), temperature and fever (71%), stomach-ache (67%), vomiting (68%), weakness (68%). The overall attack rate among guests was 34%. From 6 samples taken for coproculture, in the Microbiology laboratory in Mitrovica, Salmonella Enteritidis was isolated in all 6 samples.*

Of the 4 food samples that have reached the Microbiology laboratory in Mitrovica, Salmonella enteritidis was isolated in 2 of theirs: mayonnaise and mayonnaise with ham.

In the swab taken from the hands of the person who prepared and served the food, Staphylococcus aureus was isolated.

Conclusion: *The causative agent of the outbreak Salmonella enteritidis was determined using human samples and the food samples. The epidemiological findings pointed to the mayonnaise as a possible source of the S. Enteritidis outbreak. Several microorganisms could be implicated due to a poor food handling, storage and serving.*

Keywords: *Outbreak, Salmonella, Mitrovica, AI.*

TREATMENT OF BALANCING, CONTROL AND COORDINATION PROBLEMS WITH BOBO ELECTRONIC EQUIPMENT

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ABSTRACT

Objectives

To determine how effective the treatment and medication is for uses that use electronic devices in Physiotherapy

Design: *Information retrieval from literature and patients*

Methods: *A conservative method for advice and medicine of the regions through physical exercises on the BOBO electronic computer, which serves for various exercises in balancing and correcting the movement. In the stabilization of joints and osteomuscular problems, during exercise and movement control. Programming of special exercises in the need of the needs of the patients. This electronic device increases focus, concentration, balance and movement coordination. This is a survey, where the respondents were patients at the Dio-Dor Physiotherapy and Rehabilitation Clinic in Ferizaj. 50 patients were surveyed. According to gender, 30% are women, while 70% are men. Patients completed the questionnaire after completing their rehabilitation. The questionnaire contained 10 questions that were designed for information about the weeks spent in treatment and rehabilitation. Data analysis was done with the statistical package for the social sciences (SPSS, 22).*

Results: *Based on the results obtained, we can conclude that the condition of the patients with exercises in Bobo electronic equipment after a few weeks of exercises it was very good, so declared 92% of the surveyed patients, while 8% answered that their condition after rehabilitation was good. After the first week, 56% of the patients had stability in all joints, 44% of them had improvements only in some regions. In the second week, the range of motion in the knees increased, as reported by 66% of patients. At the end of the third week, 66% of patients were able to run without problems. 56% of the patients did not feel pain in the joints, 44% of the patients declared that their posture was better.*

Discussion: *This digital electronic device has the main focus on balance, concentration, coordination and adaptablity of movement. The main point of view is the correction of the posture and the preservation and function of the movements, the stability of the balance, concentration and coordination of the movements. The stabilization of the articulations, the increase of the muscular forces and the muscular stability with exercises on the Bobo electronic device.*

Conclusion: *Based on the results achieved with the Bobo electronic device for balance, concentration and coordination of movements, we can conclude that there was an advance in improving the general condition of the patients.*

Keywords: *Bobo electronic equipment, Balance, Coordination, Exercises.*

UNLEASHING THE POWER OF AI IN HEALTHCARE

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ABSTRACT

Artificial intelligence is revolutionizing healthcare by enhancing diagnostics, treatment planning, and patient care. With AI's ability to analyze vast datasets and identify patterns, it promises more accurate diagnoses, personalized treatments, and improved overall healthcare outcomes. This research aims to show all the benefits that healthcare can benefit from artificial intelligence, and discover the power of AI in healthcare. The information is gathered from various online sources such as medical journals, research papers, and reputable healthcare websites. The structure of the research includes the introductory part, the review of the literature based on various medical websites, the part of the results, discussions and conclusion.

Keywords: *healthcare, patient, artificial intelligence, medicine.*

EVALUATION OF SOME MORPHOLOGICAL PARAMETERS IN HANDBALL PLAYERS OF THE SUPER LEAGUE OF KOSOVO

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ABSTRACT

Handball belongs to the group of polystructural sports, with high expenditure of energy loads, which must be selected in terms of morphological and motoric parameters.

The aim was to evaluate some morphological parameters. A total of 93 handball players from the Kosovo Super League took part. Based on the results obtained according to Shapiro-Wilik we have normal variables of the parameters, length of the palm of the hand, endomorph type, fat mass in kilograms and fat mass percentage. The average body size in our sample is (183.97±7.83), while the body weight is (84.10±13.74), fat mass (15.4 %). The average muscle mass is (41.36±5.63 kg), while the body fat mass in kg (12.44±7.08) and in percentage (14.12±6.04%), body BMI is (24.78±3.62). From this we can conclude that the selection of Kosovar players in terms of the general body of the body is not at satisfactory levels and consequently also in other parameters more compared to other researches. We believe that this happened as a result of the differences between the minimum and maximum results, this can cause us to make a heterogeneity that occurs in different play positions.

Keywords: *Handball, parameters, morphological.*