

INFLUENȚA ECONOMIEI ITALIENE ÎN BALCANI

ITALIAN ECONOMIC INFLUENCE IN THE BALKANS

Assoc. prof. Dr. Klodian MUCO

Aleksander Moisiu University, Durres, Albania

Assoc. prof. Dr . Vladimir MUKA

Aleksander Moisiu University, Durres, Albania

Abstract: Over the last years, reflections on the loss of market quotas in international markets and the continuous rise in costs of products Made in Italy have been the main focus of the debate of the economic policy in Italy. This paper will focus on analysis and measuring of the impact Italian companies have on the Balkan countries. Furthermore, it will identify the regions in which the Italian companies are more concentrated, their activities as well as the sector they have become part of. The investment analysis will confirm whether these Italian companies have shifted production or have also increased the capacity of production and expanded the market. Moreover, the local labor force utilization capacity will be verified, whether they will have high productivity in all production areas or there will be differentiations and in case they exist, there are going to be checked the factors endangering it.

Keywords: Production delocalization, labor cost, Italian companies