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## USE OF INTERNET SERVICES IN KOSOVO BUSINESS ENTERPRISES

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**Abstract:** Technology in the modern day has become very important in our lives as well as for enterprises and institutions throughout Kosovo. With the proliferation of internet use and information systems as a means, many institutions are having access to information through the changes that you can use for their needs.

This article aims to analyze how important information technology is by examining the literature and statistics on the basic terms of this field. According to statistics published by state statistical agencies show that enterprises in Kosovo in the last year 97.3% used information technology. Enterprises that have used the computer for work purposes during 2018, representing 98.6% of enterprises.

The acceptance of information technology is a very important aspect in the development of a country's economic system<sup>140</sup>. Its development has found application in various areas of the economy, making it necessary to study the factors that influence their positive performance. Studies can evaluate the use of different theories in literature, aiming at assessing the factors according to a certain degree. Constant changes in the economic environment have affected business behavior, which aims at adapting to new demands emerging from customers. In this way, businesses need to adapt their business strategy to meet emerging needs, in order to ensure positive performance over the years.

Later, in addition to specialized networks, with the development of the Internet, the information technology revolution was even more rapid. The Internet, as a communication medium with its potential, has revolutionized the way we do business; to induce a large number of economists to declare that after 2000 no Internet business will not be a business, at all, because it could not exist<sup>141</sup>. Increasing the number of internet users and computer technology added premises to attempt the application of electronic commerce by businesses operating in Kosovo. Initially, the first companies in Kosovo that tried to create their own websites used them only to advertise the company itself and the products they offered. Many websites continue to have this function today. The first companies that started using websites to make virtual sales were travel companies. Currently, some companies continue to conduct sales via the Internet to this sector.

Since the invention of the first computer, humankind has realized that life on earth will change radically. The computer revolution of the past decades has brought about many changes in the way people communicate and organize their daily lives and activities. With the development of information technologies in general, and the design of the first computer network in the world, through a new communication language, both geographical and time barriers to daily digital communication were overcome. This boundless communication between computers directly resulted in boundless communication between people

**Keywords:** Information Systems, Internet, Technology, Information, Enterprise, Business.

### 1. INTRODUCTION

The contemporary world is based on cooperation in global projects in the field of research, development, marketing, production, education, entertainment. Today there is the opportunity to talk to any person in e.g. In the UK, to work on a presentation that could be evaluated by the assessor elsewhere in the world on the same day, to see if there is any. IBM firm any new product in the market etc. The Internet interconnects computer networks that enable computers and software that are enabled in them to communicate directly.

The acceptance of information technology is a very important aspect in the development of a country's economic system<sup>142</sup>. Its development has found application in various areas of the economy, making it necessary to study the factors that influence their positive performance. Studies can evaluate the use of different theories in literature, aiming at assessing the factors according to a certain degree. Constant changes in the economic environment have affected business behavior, which aims at adapting to new demands emerging from customers. In this way, businesses need to adapt their business strategy to meet emerging needs, in order to ensure positive performance over the years<sup>143</sup>.

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<sup>140</sup> Beqiri, E. (2002). *Interneti-Komunikimet kompjuterike*. Pejë: Dukagjini.

<sup>141</sup> Arsenovski, S. (2006). *Informatika*. Skopje.

<sup>142</sup> Beqiri, E. (2002). *Interneti-Komunikimet kompjuterike*. Pejë: Dukagjini.

<sup>143</sup> Turban, E., King, D., & Kyu Lee, J. (2015). *Electronic Commerce*. Springer International Publishing

## 2. THE IMPORTANCE OF TECHNOLOGY

Since the invention of the first computer, humankind has realized that life on earth will change radically. The computer revolution of the past decades has brought about many changes in the way people communicate and organize their daily lives and activities. With the development of information technologies in general, and the design of the first computer network in the world, through a new communication language, both geographical and time barriers to daily digital communication were overcome. This boundless communication between computers directly resulted in boundless communication between people<sup>144</sup>. Later, in addition to specialized networks, with the development of the Internet, the information technology revolution was even more rapid. The Internet, as a communication medium with its potential, has revolutionized the way we do business; to induce a large number of economists to declare that after 2000 no Internet business will not be a business, at all, because it could not exist<sup>145</sup>. Increasing the number of internet users and computer technology added premises to attempt the application of electronic commerce by businesses operating in Kosovo. Initially, the first companies in Kosovo that tried to create their own websites used them only to advertise the company itself and the products they offered. Many websites continue to have this function today. The first companies that started using websites to make virtual sales were travel companies. Currently, some companies continue to conduct sales via the Internet to this sector. Most buyers in this market remain largely foreigners, while the trend of locals buying online travel tickets seems to be increasing in number compared to the first years of using this model. Another sector that attempted to develop by applying virtual sales in Kosovo is the used car sales sector. Most of these sites were open for information purposes only, but some later became commercial sites. Unlike travel companies, which were businesses, the virtual market for used car sales was mainly for unregistered individuals as businesses. Due to low reliability and lack of security, the number of buyers on these sites turned out to be almost zero. This led them to go back to the original site, simply informative and advertising site in addition to the lack of confidence, this number has had a high impact on the fact that Kosovo travel ticket agencies are numerous in number and close to the customer. This has often made it unnecessary to use virtual websites for shopping. There is no official evidence but unofficial information confirms that the figure has been zero since websites were simply receiving information as deals closed after the buyer physically viewed the product. Currently there is a tendency of some local companies to use their websites not only for information but also to provide the opportunity for virtual sales of other companies' products. Kosovo's ICT market structure is diverse in a variety of activities, with sales being the main activity<sup>146</sup>. 62 percent of ICT companies reported importing retail goods, while their exports were minimal and the market share increased to be within Kosovo and could reach as far as Macedonia and Kosovo. The average annual turnover in the sector is 250,000 euros, with an increasing number of companies reporting turnover in millions of euros<sup>147</sup>.

*Table 1. ICT market structure in Kosovo*

<b>Sales</b>	<b>33%</b>
<b>Retail</b>	18.7%
<b>Maintenance and Repair</b>	17.6%
<b>Software development</b>	13.2%
<b>Consultation</b>	7.7%
<b>ISP</b>	ISP%
<b>Training</b>	5.5%
<b>Engineering Services</b>	4.4%

The importance of fiscal legislation for the success of e-commerce makes it necessary to improve and supplement the fiscal legislation in Kosovo, including the changes addressed in the paper on fiscal legislation on e-commerce.

<sup>144</sup> Mustafa, M. (2004). *Informatika e biznesit*. Prishtina.

<sup>145</sup> Arsenovski, S. (2006). *Informatika*. Skopje.

<sup>146</sup> STIKK. (2013). Depertimi dhe perdorimi i internetit ne Kosove. Prishtina: Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës.

<sup>147</sup> STIKK. (2013). Depertimi dhe perdorimi i internetit ne Kosove. Prishtina: Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës.

Based on analyzes performed in the paper, we recommend that the fiscal legislation additions to each of the major fiscal laws be considered in order to include them in the changes to the existing fiscal package.

### 3. USE OF COMPUTER IN KOSOVAR BUSINESS ENTERPRISES

Kosovar businesses and the use of internet banking services the use of internet by Kosovar businesses remains a limited tool. This relates not only to the location of businesses, or to the access they have to this service, but also to the facilities provided. Online anchor payments is one of the services used by all of the companies interviewed in the survey conducted in July this year, using online banking services<sup>148</sup>.

Through its E-commerce service, ProCredit Bank Kosovo becomes the first institution in Kosovo to offer businesses and merchants in Kosovo the opportunity to sell their products and services online. Through this service, businesses will be able to accept payments from all VISA cards. “The E-Commerce service will open a whole new sales opportunity and enable Kosovo businesses to market their products and services to a larger audience in the country and the region. This is a very efficient way to increase sales very efficiently, by promoting products or services on websites and accepting payment online instantly”, ProCredit Bank reports. The first to implement Procredit Bank online payment platform are IPKO and SMARDONLINE.COM.

How much internet and other electronic services are used by Kosovar businesses can be considered a phase of educating the population the use of time-consuming equipment that more than anything reduces cost and time in the business of a business, remains a very limited form for many subjective reasons. This has to do not only with business location, or they have access to various electronic services and the Internet, but also related to the facilities offered and the cost of these services’ installation<sup>149</sup>. Most of the processes within the e-commerce system are performed online. Products and services are listed in online catalogs on the websites of companies with e-commerce features, such as product and service profiles, online financial transaction processing, and all services related to the normal functioning of online buying and selling processes.

According to the latest data from the Kosovo statistical agency, enterprises that used computers for business purposes in 2018 represent 98.6% of enterprises<sup>150</sup>:

*Table 2. The rate of computer uses in enterprises by size and economic activity*

Economic activity	Employee category			Total
	10-49	50 - 249	250+	
Manufacture	96.3	100.0	80.0	96.8
Electricity, steam gas and air conditioning supply	100.0	-	100.0	100.0
Water supply, sanitation, waste management and land revitalization activities	90.9	100.0	100.0	94.4
Construction	98.3	100.0	-	98.7
Wholesale and retail trade, repair of motor vehicles, motorcycles	98.0	98.9	100.0	98.3
Accommodation and food service activities	89.7	100.0	100.0	91.5
Transportation and storage	91.8	92.9	100.0	92.0
Information and communication	98.4	100.0	100.0	98.8
Real estate activities	50.0	100.0	-	66.7
Professional, scientific and technical activities	100.0	100.0	100.0	100.0
Administrative and support activities	100.0	93.3	100.0	98.4
Total	96.6	98.8	96.7	97.1

<sup>148</sup> STIKK. (2013). Depertimi dhe perdorimi i internetit ne Kosove. Prishtina: Shoqata për Teknologji të Informacionit dhe Komunikimit e Kosovës.

<sup>149</sup> Berisha, M. (2004). *Informatika e biznesit*. Prishtina: Universiteti i Prishtnes.

<sup>150</sup> <https://ask.rks-gov.net/media/5260/përdorimi-i-teknologjisë-informative-komunikimit-ndërmarrje-2018.pdf>

#### 4. INTERNET DEVELOPMENT

On the Internet nowadays not only used in computing but day by day is approaching, we have a very important role in modern life. From virtual mall homes where everything can be bought from home electronically using the internet which makes it an integral part of modern-day living. This is evidenced by the high figure of about 160 million users. Today when we say 'Internet', we mean not just a network, but also a system, connecting different and smaller networks (organizations, institutions, etc.). Started using e-business intensively in the mid-90s following the Netscape-developed SSL (Secured Socket Layer). SSL is thought to be a platform to provide access to the Internet, so companies began offering the opportunity to conduct online transactions. However, due to system uncertainties and many "denial of service" attacks - known as DOS (Denial of Service-DOS) attacks, consumers began to be concerned about the fact that their bank card details spread in an unsafe environment. Critical factors that led to the explosion of the dot-com bubble (from English literature: dot-com bubble) were: Initial technological infrastructure could not support the capacity of the foreseen technology; expectations of the Internet's initial impact, as has happened with most technological revolutions, were overestimated; and as a consequence of, and consisting of, the first two reasons, over-estimation of dot-com businesses helped the collapse of many companies that were under high expectations and well-defined strategies<sup>151</sup>. So most startup companies (in English known as first-movers) such as Pets.com, eToys.com, WebVan.com, Kozmo.com, Flooz.com<sup>152</sup>, and others, simply not only that failed to implement innovative strategies, but they disappeared by swallowing \$ 5 trillion in US investment<sup>153</sup>.

#### 5. CONCLUSION

From the literature review, the treatment of different theories of entrepreneurship over the years, and the analysis of information systems and technology, it can be seen that information systems have greatly influenced enterprises in Kosovo. The development of information technology and systems, as well as the proliferation of Internet use, have had a significant impact on increasing the quality of enterprises, which today many workers can work from home. A great deal of services can now be accessed through the internet, taking the place of the classic form of doing business, that of physical stores. This has been going on in Kosovo for years. Originally with the launch of online information portals in the 2000s, which provide consumers (readers) with real-time information, easily accessible from various platforms (computers, mobile phones, tablets, smart TVs, etc.), enriched with photos and videos as well as providing interactivity with the reader. In addition, these services are completely free of charge.

Kosovo's first e-commerce ventures, which offer various products and services through the internet, are also being launched in Kosovo in 2010. Due to numerous deficiencies in infrastructure, small market, etc. In recent years in Albania, employees in change companies have used the technology of over 90% of employees, which has greatly affected the processing and processing of data and the completion of work in a shorter time. Through its E-commerce service, ProCredit Bank Kosovo becomes the first institution in Kosovo to offer businesses and merchants in Kosovo the opportunity to sell their products and services online. Through this service, businesses will be able to accept payments from all VISA cards. "The E-Commerce service will open a whole new sales opportunity and enable Kosovo businesses to market their products and services to a larger audience in the country and the region. In 2018, according to a survey by the Kosovo Agency of Statistics, 97% use enterprise-wide technology. In conclusion, from the literature reviewed as well as from case studies in Kosovo and abroad, it is observed that information systems are the basis on which e-enterprises are set up while e-entrepreneurs operate in a new format, unlike the classic one, leveraging the advantages of technology and the internet.

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