



## Research Article

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### The power of social media in Albanian businesses

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DOI: <https://doi.org/10.2478/bjir-2023-0013>

#### Abstract

The orientation of society towards the so-called “digital age” has had a significant impact on social life and at the same time on economic life. This impact has been accompanied by the constant change of social behavior, orienting society towards a new approach to information technology. ICT and the Internet have helped to eliminate geographical, time and cost barriers, making life more dynamic. The increase in the number of Internet and social media users has affected the restructuring of the relationship between these users, their relationship with businesses, the way of doing business, the way of education, job search, employment, entertainment, etc. The growing popularity of social networks has made it possible to create a new economic environment based on collaboration and communication. Nowadays, social networks have become the most important communication channels. Everywhere in Albania, social networks are used to communicate with acquaintances, to set up business, to communicate with customers and for many other reasons. Social media has come a long way from connecting people only to playing a crucial role in all businesses. People moved online, and they are very social. And brands have noticed the change, of course. Previously, the presence of a business was signed by a physical store and newspaper ad. But in the digital age, the business reputation lives and dies for its position on social media. Social media has the ability to drive buyers to a new product or a good deal. But not only that, social networks create a sense of community and involve people in a way of shopping.

**Keywords:** Social media, business, communication, marketing, digital age.

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Balkan Journal of Interdisciplinary Research (Austria) E – ISSN 2411- 9725 / ISSN 2410-759X

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