



# Kolegji AAB

FACULTY OF ECONOMICS

MASTER STUDIES

MASTER THESIS

## **ROLE OF GLOBAL CRISIS IN INTERNATIONAL BUSINESS**

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## **CHAPTER I**

### **INTRODUCTION**

This Master's thesis is about the role of the global crisis in the international business, the latest in the world.

This study will try to explore and analyze more, in order to understand why this crisis has occurred and what is happening. Therefore, with the utmost desire I have started to do this research and analysis of this problematic. For this topic, the scientific literature is very small, so I have accessed various scientific articles, different newsletters and websites.

Of some versions circulating in connection with the beginning of the crisis, for me the most likely is the version that was analyzed during the content of the topic. Just as I could understand from all the literature I've read, is that a version of the cause of the beginning of the crisis can be something secret that we can never know or learn after many years. The second version is the one that I have emphasized at the beginning of the topic, let's say that it is completely self-directed or randomly realized, while the third version may be a struggle between the banks to dominate the market. This is reinforced by the fact that even during the recent collapse there have been some banks and bankers who have been enriched to a large extent.

I believe that it has almost been possible to enter the essence of the topic, and that it is given a contribution that figures and facts appear all that has happened in the international market.

## **CONCLUSION**

Wall Street, last year, was facing the collapse of a pyramid built on archaeological levers, accelerated in recent decades and characterized by a steady increase in asset value/price, ranging from real estate such as land and houses.

The complex financial system that has its roots in Wall Street is in some ways the engine of funding global economic growth. Economic slowdown in the United States brings down imports from the emerging world, affecting the order in their economy. Likewise, this slowdown has an impact on unemployment, lower sales, consumer confidence deterioration that ultimately lead to lower spending levels in general markets and direct pressure on the value of real estate assets.

Kosovo and Albania as countries with very few financial systems that are linked to the European and American financial systems have much less felt this crisis. This is also the case with the Central Banks of the two countries. However, the closure of the foreign market for Albanian and Kosovo products has, to a large extent, hampered their economies and hampered their biggest economic growth. When we add this to the reduction of remittances from abroad, then we can say that we have been fortunate that we have not had any bigger reduction of economic growth and with this increase of unemployment.