

ISSUES OF ALBANIAN IDENTITY TOWARD THE GLOBALIZATION PROCESS

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Abstract

The era of globalization is embracing all kind of civilizations in the world. It is already a challenging process whose effects are not equally manifested in different countries and regions, especially when it comes in terms of ethnicity and identity issues. Our country is aspiring the full integration to EU and already walking toward the globalization process. The question is how prepared is our country to manage the effects of globalization. Are we likely to exchange a civilization interaction in frames of a “give and take” relationship or face really insurmountable challenges regarding our identity and national values. The aim of this paper is to analyze and examine Albanian identity issues toward the rapid process of globalization.

Keywords: *globalization, civilization, ethnicity, identity, national values, relationship*