

ANALYSIS OF BUSINESS ACTIVITIES OF THE ALBANIAN NATIONAL  
MINORITY IN MAJOR CROATIAN CITIES<sup>11</sup>

ARNAVUT ULUSAL AZINLIĞIN BÜYÜK HIRVAT ŞEHİRLERİNDEKİ TİCARİ  
FAALİYETLERİNİN ANALİZİ

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**Abstract**

The Albanian community in Croatia plays an active role in society and their business activity has its own specificities. This paper focuses on key sectors of business activity and changes that are observed through 4 business-active generations currently on the labor market. The goal is to analyze the business activity of the Albanian national minority in Zagreb, Rijeka, Split and Osijek through time characteristics and values with the detection of change management. The authors of this research want to gain insight into the values and attitudes of Albanians in business. What are the characteristics that they have in common and that make them special. The research methodology was a combined approach of qualitative and quantitative characteristics. Basic econometric statistics, analysis of the business operations of Albanian-owned businesses, and in-depth interviews with the owners were conducted. The scientific contribution of this research is reflected in the expansion of knowledge about the business operations of Albanians in Croatia.

**Keywords:** Albanian national minority in Croatia, business, change management, values. **Özet**

Hırvatistan'daki Arnavut topluluğu toplumda aktif bir rol oynamaktadır ve ticari faaliyetlerinin kendine özgü özellikleri vardır. Bu makale, iş faaliyetlerinin temel sektörlerine ve şu anda işgücü piyasasında faaliyet gösteren 4 aktif nesilde gözlemlenen değişimlere odaklanmaktadır. Amaç, Zagreb, Rijeka, Split ve Osijek'teki Arnavut ulusal azınlığın ticari faaliyetlerini, değişim yönetiminin tespiti ile zaman özellikleri ve değerler üzerinden analiz etmektir. Bu araştırmanın yazarları, Arnavutların iş dünyasındaki değerleri ve tutumları hakkında fikir edinmek istemektedir. Ortak ve onları özel kılan özellikler nelerdir? Araştırma metodolojisi, nitel ve nicel özelliklerin bir araya getirildiği bir yaklaşımdır. Temel ekonometrik istatistikler, Arnavutlara ait işletmelerin ticari faaliyetlerinin analizi ve sahipleriyle derinlemesine görüşmeler yapılmıştır. Bu araştırmanın bilimsel katkısı, Hırvatistan'daki Arnavutların ticari faaliyetleri hakkındaki bilgi birikiminin artmasına yansımıştır.

**Anahtar kelimeler:** Hırvatistan'daki Arnavut ulusal azınlığı, iş, değişim yönetimi, değerler.

<sup>11</sup> This paper was written within the project Repository of National Minority Languages in Croatia (RENA), which is financed by the European Union - NextGenerationEU. Only the authorities are responsible for the views and opinions expressed, and the views do not necessarily reflect the official views of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them

## 1. INTRODUCTION

The beginnings of the business activities of the Albanian national minority date back to the beginning of the 20th century, when the first small bakeries were registered in the Zagreb area and its surroundings. Albanian entrepreneurship in the first phase developed mostly in the traditional activities of baking, confectionery, and the sale and purchase of precious metals, and later in trade (Lekaj, Gregov & Varlandy Supek, 2015). In the case of smaller shops, such as jewelry stores or shoe stores, candles, costume jewelry, and the like, they only employ one or two family members, given that they are truly family businesses. In contrast, in restaurants and pastry shops, due to the volume of work, in addition to family members and compatriots, people from various parts of Croatia are also employed seasonally (Jernej Pulić, 2016). Albanian entrepreneurs are generally accepted, but they consider their position in Croatia to be more difficult than Croatian entrepreneurs (Abdija & Fratrić Kunac, 2018). Mutual solidarity and strong family ties made life easier for them in exile (Abdija & Gregov, 2017). They were provided with financial support by family and friends, which is characteristic of ethnic minority entrepreneurship. Young members of the studied ethnic group gain experience within extended families or wider kinship groups. This provides them with their first job, and when it is assessed that they can work independently, the members financially help them open their first shop. As private entrepreneurs, in return, they employ younger members and will one day help them open their shops, as has been the practice for generations (Rajković Iveta & Geci, 2017). Women actively participate in the work of the company and are involved in making business decisions, but the vast majority of respondents do not have a formal ownership stake in the company (Nreca & Gregov, 2018). Although they are aware of the advantages and disadvantages of the traditional method of inheritance and the inevitability of the same modern trends, they would still mostly opt for the traditional method of inheritance, that is, leaving the business primarily to the son who is the most capable, educated and interested in the family business, because this ensures continuity and security for the entire family (Nreca-Spaqi, 2024).

### 1.1.Theoretical Overview

**Table 1**

Main literature review of previous research

Publication	Research methodology
Lekaj, A., Gregov, Z. & Varlandy Supek, M. (2015). Basic characteristics of minority entrepreneurship on the example of entrepreneurship of the Albanian national minority in Croatia. Entrepreneurship Education - E4E: scientific and professional journal on entrepreneurship education, Vol. 5 No.2	questionnaire with 31 entrepreneurs and in-depth interviews with 6 entrepreneurs
Rajković Iveta, M. & Geci, R. (2017). Albanian goldsmiths and bakers from Kosovo in Zagreb: Migration and ethnic entrepreneurship, Studia ethnologica Croatica Vol. 29, No. 1	11 semi-structured interviews
Nreca, K. & Gregov, Z. (2018). The role of women in family businesses of the Albanian national minority in Croatia, Education for Entrepreneurship - E4E: scientific and professional journal on education for entrepreneurship, Vol. 8 No. Special issue	2 questionnaires with 32 men and 32 women
Abdija, A. & Fratrić Kunac, S (2018). Autostereotypes and heterostereotypes towards Albanian entrepreneurs in Croatia, Entrepreneurship Education - E4E: scientific and professional journal on entrepreneurship education, Vol. 8 No.1.	questionnaire with 79

*Source: Author's analysis*

## **2. METHODOLOGY**

The research is based on a combined methodological approach of qualitative and quantitative methods. Econometric analysis of business is the basis for the research, and it was conducted using statistical methods with data from Fina info.BIZ, while qualitative characteristics of business activities were identified through in-depth interviews. In addition to the in-depth interview, the values of 4 generations of entrepreneurs are analyzed through 4 research questions asked in a telephone conversation. The analysis of historiographical characteristics was conducted using monographs, scientific and professional papers, and periodical publications.

## **3. RESEARCH RESULTS**

Through the analysis of in-depth interviews with members of the national minority in Zagreb, Split, Rijeka and Osijek, a table of values was created according to the detected characteristics. Traditionally, family and collectivist values are emphasized through selfless help and support. Business values are those that describe dedicated and honest work (Table 2).

**Table 2**

Values of the Albanian national minority

<b>Business values</b>	Hard work and honesty
From the interview: <i>The secret to my success is that it is important to be hardworking and honest</i>	
<b>Family values</b>	They help each other financially, they work in family businesses
From the interview: <i>My cousin helped me navigate an unfamiliar city.</i> <i>In the beginning, I had great support from my family, who helped me financially to successfully start my business.</i>	
<b>Collectivist values</b>	Help the community and the poor
From the interview: <i>Our work was focused on humanitarian aid.</i> <i>I carried gifts to the wounded and disabled in hospitals.</i> <i>In 2009, I received the Pride of Croatia award for distributing bread to the needy</i> <i>I am grateful to Zagreb and Croatia for everything I have received here and I am raising my children to appreciate everything we have in this city</i>	
<b>Investing</b>	They invest in real estate, less in education and technology
<i>Owners of attractive business premises in the city center and in elite locations, e.g. Gračani</i>	
<b>Education</b>	Many have given up on college education due to complex life circumstances, but their children are highly educated.
From the interview: <i>I never finished college, I opened a jewelry store as a senior.</i> <i>The number of highly educated people participating in society as doctors, professors, lawyers, artists, and other high-value-added professions is increasing.</i>	

*Source: Author's analysis*

By phone calls according to a pre-selected division according to the generational affiliation of the owner, the attitudes are analyzed according to the detected values from the in-depth interviews shown in table 3.

**Table 3**

Values and attitudes towards the generations of the Albanian national minority

	<b>Baby Boomers (1946-1964)</b>	<b>Generation X (1965-1980)</b>	<b>Millennials Gen Y (1981-1996)</b>	<b>Gen Y (1981-1996)</b>	<b>Conclusion</b>
<b>Number of respondents</b>	4	2	1	1	
<b>Job description</b>	a) Goldsmith's shop (1953) b) Construction company (1961) c) Jewelry store and boutique (franchise) (1962) d) Glass trade (1958)	a) Computer Childhood (1966) b) Goldsmith and Filigree (1977)	a) Law firm (1989)	a) Primamed Special Hospital	From bakery and goldsmith activities to IT, law and medicine
<b>How often have you changed jobs?</b>	a) I have always worked in my own company b) I have always worked in construction, I have changed the name of the company 3 times c) cMy parents were educators, but the traditional family trades are goldsmithing and baking d) I was first employed in a glass factory when I moved to Rijeka, and after 2000 I started my own business	a) He didn't change jobs, but has been running the same company from the beginning, which he recently sold. b) I worked several jobs, and after my father's death I returned to the family trade.	a) First job	a) He did similar business	Older generations changed jobs as needed.

<b>Do you work in a family business?</b>	<p>a) A family business named after my last name</p> <p>b) I started the business myself, no one helped me (1998)</p> <p>c) I founded the business 41 years ago and some of my children work in the business</p> <p>d) My daughter graduated in painting, now she is a picture framer, and my son, my wife and I work in the glass company</p>	<p>a) The founder of the company</p> <p>b) It's a family business. My father worked here, and now my brother and sister work here.</p>	<p>a) I am the first in my family to do this job.</p>	<p>a) I am the first in my family to do this job. My father was a famous pastry chef.</p>	<p>Generations work in family businesses.</p>
<b>How much risk are you willing to take in business?</b>	<p>a) For twenty years now, the cost of materials has been rising; twenty years ago, hiring a new employee would not have been such a risk. You depend on yourself, and it's different when you work for someone else</p> <p>b) Work and discipline are the most important, you have to assess whether you can take the risk or not</p> <p>c) I am always ready to take risks, there is no profit without risk. Today, people opt for investment gold, and less for jewelry.</p> <p>d) There is no risk in my job</p>	<p>a) Without taking risks, there is no possibility of advancement</p> <p>b) I am a little willing to take risks</p>	<p>a) There is no risk in my job.</p>	<p>a) There is no risk in my business. I just need to expand my team to 40 employees.</p>	<p>Older generations are more takes risks in business.</p>
<b>What is work for you? A life's work or a means to an end?</b>	<p>a) If you love your job, it's a life's work, but you have to work to achieve the goal</p> <p>b) Work is a means to an end.</p> <p>c) A means to an end, and you have to live along the way</p> <p>d) I've come to love this job that I've been doing for 40 years.</p>	<p>a) Life's work</p> <p>b) It was a means in the beginning, but now that I've matured and you produce handmade work, it becomes an obsession</p>	<p>a) Life's work end my life.</p>	<p>a) My job is my life.</p>	<p>Older generations look at the fundamental values of work, while younger generations look at higher values.</p>

*Source: Author's analysis*

#### 4. HISTORY OF THE ALBANIAN NATIONAL MINORITY IN CROATIA

The first Albanians arrived in the territory of present-day Croatia in somewhat larger numbers in the 18th century. In 1726, the settlement of Arbanasi was founded near Zadar, whose inhabitants were mostly Albanians who had immigrated from the areas of Shkodra and Bar, after whom the settlement was named (Stipčević, 2011; Šimičić and Bilić Meštrić, 2018; Krstić, 1988; Karuc, 1985). At the same time as the Arbanasi, the area of Srijem was settled by the Albanians Klementinci, who settled the deserted villages around Mitrovica (Nikince, Hrtkovce). They fled to Srijem from Ottoman territory after the Austro-Turkish War (1737–1739) because they fought on the side of the Austrians, and against the Ottomans. There were 160 families or a total of about 1,200 people, and they were organized militarily. By 1987, only forty families of Albanian origin remained in Hrtkovci and Nikinci (Zefiq, 1996). There was also immigration from the area of present-day Albania in Istria, but the population there did not preserve its former Albanian national identity, but assimilated with the local Croatian and Italian population. The most numerous immigration to the territory of Croatia followed after World War II, when a large number of Albanians immigrated for economic and political reasons to the area of large Croatian cities and to the Adriatic coast. During the socialist era, Albanians in Kosovo were exposed to various forms of repression, discrimination, detention, harassment, cultural invasion in the form of the spread of the Serbian language as the dominant and official language, and difficulties in obtaining jobs. Albanians from Kosovo migrated en masse to areas where they were best accepted – to Croatia and Slovenia. In addition to discrimination, poverty, unstable political situation, poor economic conditions and unemployment caused migrations of a wider scope. Before World War II, the number of Albanians was relatively small, but it increased sharply after World War II. Namely, in the population censuses between 1948 and 1991, the number of Albanians increased by 100% almost every ten years. Only in the census period between 1971 and 1981 did the number of Albanians increase by 50%. After 1991, there was a visible stagnation, or rather a slight increase in the number of Albanians in Croatia, and in the latest census in 2021, a decline in the number of Albanians was observed for the first time. Albanians in Croatia are part of economic migrants and belong to the “old diaspora” of Kosovo, which comprises 14% of the total emigrant population (King and Vullnetari 2009). In addition to Zagreb, Albanians lived in greater numbers in Osijek, Pula, Rijeka, Split, Vukovar and Zadar. It should be noted that Albanian migration to Croatia was initially seasonal and temporary, and only later became definitive. With the Constitution of the Republic of Croatia of 22 December 1990, the independence of the Republic of Croatia and the Constitutional Act on Human Rights and Freedoms and on the Rights of Ethnic and National Communities or Minorities in the Republic of Croatia (1991), Albanians were granted the status of a national minority in Croatia (Official Gazette, 65/91, 27/92, 34/92). Based on the Croatian Citizenship Act, a large number of Albanians applied for Croatian citizenship, which they were entitled to under Article 8 of the aforementioned Act, i.e. on the basis of long-term residence in Croatia (Act on Croatian Citizenship, NN 53/91, 70/91, 28/92, 113/92, 4/94, 130/11 and 110/2015). According to the 2021 census, 13,817 Albanians live in Croatia.

## 5. BUSINESS ACTIVITIES OF THE ALBANIAN NATIONAL MINORITY IN CROATIA TODAY

When observing the business activities of the Albanian national minority in Zagreb, it is evident that they are significantly more active than in other cities. Crafts dominate, and the analysis of activities targets those related to jewelry production, baking, and food preparation and serving (Table 4 and 6). The number of inactive business entities is 21, which is 35% of the total of 39 observed (Table 5). The oldest business entity that is still operating today is the Bashota Jewelry Shop, which was founded as a craft in 1975. Most business entities were founded in the second half of the 1990s.

**Table 4**

Overview of business activities of the Albanian national minority in Zagreb

	Type of entity	Activity	Year of establishment	Year of closure	Number of employees
Bashota Jewelry Shop	Craftsman Income	3212 - Manufacture of jewellery and related products	1975.		holder and partner
Primamed Special Hospital	Entrepreneur	8622 - Specialist medical practice activities	2014.		28
Srebrnjak Pastry Shop	Craftsman Income	5610 - Restaurant and other food service activities	1996.	2000.	
Kolveshi Jewelry Shop	Craftsman Income	3212 - Manufacture of jewellery and related products	1986.	2024.	1 holder
Shiroka Jewelry Shop	Craftsman Income	3212 - Manufacture of jewellery and related products	1979.		1 holder
Filigran Nue Kacinari Jewelry Shop	Craftsman Income	3212 - Manufacture of jewellery and related products	2004.	2025.	
Lazer Rok Lumezi	Freelance	9003 - Artistic activities	1999.		1 holder
Jozef Gjoni Jewelry Shop	Craftsman Income	3212 - Manufacture of jewellery and related products	1990.		1 holder
"Midway" Trade Craft	Craftsman	4772 - Retail sale of footwear and leather goods	1990.		1
Ivanišin Kabashi arhitekti d.o.o	Entrepreneur	7112 - Engineering and related technical consultancy	2006.		7



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Sherri Law Office	Freelance	6910 - Legal activities	2018.		1 holder
Perpetuum mobile	Entrepreneur	6201 - Computer programming	1990.	Confirmed pre-bankruptcy agreement (dated 9.5.2023)	9
Uka Glazure d.o.o.	Entrepreneur	4120 - Construction of residential and non-residential buildings	2012.		73
Taxi Canolli	Craftsman Income	4932 - Taxi services	2022.		1 holder
Fresh Food d.o.o.	Entrepreneur	5610 - Restaurants and other food service activities	2012.		21
Bisaku trgovina d.o.o.	Entrepreneur	4777 - Retail sale of watches and jewellery in specialised stores	2005.		1 director
Sami-grad d.o.o.	Entrepreneur	4120 - Construction of residential and non-residential buildings	2014.		10
ZIP, catering trade	Craftsman Income	5610 - Restaurants and other food service activities	2022.		1 holder
Frizerko trgovačko obrt Tin	Entrepreneur	4775 - Retail sale of cosmetics and toiletries in specialised stores	1984.	2007.	0
Borongaj d.o.o.	Craftsman Income	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2008.	2023.	0
Fast food Valentina catering trade	Craftsman incoming	5610 - Restaurant and other food service activities	1995.	1997.	0
King burger catering trade	Craftsman incoming	5630 - Beverage serving activities	2001.	2001.	0
Croatia Bakery	Craftsman incoming	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2006.	2013.	0
Kiflica d.o.o.	Entrepreneur	1071 - Manufacture of bread; manufacture of	2009.		16

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		fresh pastry goods, cakes and pastries			
Romaja bakery	Craftsman incoming	4725 - Retail sale of beverages in specialized stores	1997.	2005.	0
Nokaj d.o.o.	Entrepreneur	4777 - Retail sale of watches and jewelry in specialized stores	2007.	2012.	0
Lav catering trade	Craftsman incoming	5630 - Beverage serving activities	1997.	2000.	0
Zlatno zrna Bakery	Craftsman incoming	4724 - Retail sale of bread, pastries, cakes, pasta, candies and sweets	1999.	1999.	0
Zagorje bakery-trade-catering trade	Craftsman incoming	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	1999.	2013.	0
Pasta production	Craftsman incoming	1073 - Manufacture of macaroni, gnocchi, couscous and similar pasta	1989.	2009.	0
Zdravljak Dinamo	Craftsman incoming	5610 - Activities of restaurants and other establishments for the preparation and serving of food	1990.		1 holder 281
Catering Trade	Craftsman incoming	5610 - Activities of restaurants and other establishments for the preparation and serving of food	1997.	1998.	0
Retail Trade Sedmerac	Craftsman incoming	4782 - Retail trade in textiles, clothing and footwear at stands and markets	1998.		1 holder
Catering Trade Sunčani sat	Craftsman incoming	9999 - Unknown activity	1979.	2005.	0
Vulkanizer Dobruna	Craftsman incoming	4520 - Maintenance and repair of motor vehicles	1993.	2018.	0
Jewelry Trade and Exchange Office	Craftsman incoming	3212 - Manufacture of jewelry and related products	1973.	2016.	0

Trade and Catering Armageddon	Craftsman incoming	4690 - Non-specialized wholesale trade	1999.	2015.	0
Kačinari d.o.o.	Entrepreneur	4690 - Non-specialized wholesale trade	2009.	2014.	0
D&D	Craftsman incoming	4520 - Maintenance and repair of motor vehicles	2001.		0

*Source: Author's analysis based on data from the Fina.info Register, 2025.*

**Table 5**

Overview of types of active business entities in Zagreb

Entrepreneur	Craftsman	Freelancer	Inactive
11	25	2	21

*Source: Author's analysis*

**Table 6**

Overview of the most common areas of activity in Zagreb

Number of business entities	Field of activity
9	Production of jewelry
6	Activities of restaurants and preparation and serving of food
5	Activities of production and sale of bread and cakes

*Source: Author's analysis*

In the city of Rijeka, entrepreneurship and crafts are equally represented, and the analysis of activities targets those related to bakery production, while out of a total of 25 observed business entities, 11% are inactive, which is a total of 3 of them (Tables 7, 8 and 9). The oldest business entity that is still operating today is Valentino, a joint goldsmith and filigree craft founded in 1984, and most of them were founded in the second half of the 90s and early 2000.

**Table 7**

Overview of business activities of the Albanian national minority in Rijeka

	Type of entity	Activity	Year of establishment	Year of closure	Number of employees
Tooling j.d.o.o	Entrepreneur	7810 - Activities of employment agencies	2020.		founder
Valentino, a joint goldsmith and filigree craft	Craftsman incomer	3212 - Manufacture of jewellery and related products	1984.		Owner and partner
Elite catering business	Craftsman incomer	5630 - Beverage serving activities	2000.		Owner
Lejar trade and catering trade	Craftsman incomer	5610 - Activities of restaurants and other food service establishments	2012.		Owner
David jewelry shop	Craftsman incomer	4777 - Retail sale of watches and jewellery in specialised stores	2000.		Owner
Victorio jewelry and filigree craft	Craftsman incomer	3212 - Manufacture of jewellery and related products	1997.		Owner
Robi shop j. d.o.o	Entrepreneur	4777 - Retail sale of watches and jewellery in specialised stores	2022.		1
Bakery Lucija	Craftsman incomer	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	1987		Owner
5 G project d.o.o	Entrepreneur	6832 - Real estate management activities on a fee or contract basis	2022.		0
Proxima DPM	Entrepreneur	1330 - Textile finishing	2005		4
Glass trade of Gani Xharrahi and Toni Xharrahi	Craftsman incoming	4334 - Self-painting and glass works	1998		Owner
Joint law office of Gjergj Lekaj, Zou Gjergj Lekaj and Marko Rogić	Craftsman incoming	6910 - Legal activities	2022		0
Pekara Arena d.o.o.	Entrepreneur	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	1998.	2016.	0

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Bakery Vojak d.o.o.	Entrepreneur	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	2006.		11
Bakery Marinići	Craftsman	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	1999.	2017.	0
Bread bakery	Craftsman incoming	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	2015.		1 holder
Pekara Krimeja d.o.o.	Entrepreneur	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	2018.		11
Kurti's photo	Craftsman incoming	7420 - Photographic activities	1996.		1 holder
Žito d.o.o.	Entrepreneur	1071 - Production of bread; production of fresh pastries, confectionary products and cakes	1996.		2
Glassworks Eko - Vetri	Craftsman incoming	4334 - Self-painting and glass works	1998.		1 holder
Enesi d.o.o.	Entrepreneur	4690 - Non-specialized wholesale trade	1997.		4
Auto select d.o.o.	Entrepreneur	4511 - Sale of cars and light motor vehicles	2016.		11
Optician's workshop Shahini	Craftsman newcomer	2670 - Manufacture of optical instruments and photographic equipment	2000		1 holder
Dejhalla trade d.o.o.	Entrepreneur	4777 - Retail sale of watches and jewellery in specialized stores	1996.		1
At the Ese brothers d.o.o.	Entrepreneur	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2013.	2017.	0

*Source: Author's analysis based on data from the Fina.info Register, 2025.*

**Table 8**

Overview of types of active business entities in Rijeka

Entrepreneur	Craftsman	Inactive
12	13	3

*Source: Author's analysis*

**Table 9**

Overview of the most common areas of activity in Rijeka

Number of business entities	Field of activity
8	Activities of production and sale of bread and cakes
4	Sale of watches and jewelry

*Source: Author's analysis*

Entrepreneurship is more prevalent in the city of Split, and the activities are diverse, while out of a total of 13 observed business entities, 32% are inactive, which is a total of 6 of them (Tables 10 and 11). The oldest business entity that is still operating today is De Fila-domenik d.o.o. founded in 1988, and most of them were founded in the second half of the 90s.

**Table 10**

Overview of business activities of the Albanian national minority in Split

	Type of entity	Activity	Year of establishment	Year of closure	Number of employees
Domgjoni d.o.o.	Entrepreneur	4778 - Other retail sale of new goods in specialized stores	2009.	In bankruptcy	1
Zlatarija, simoni	Craftsman incomer	3212 - Manufacture of jewellery and related products	1997.	1997.	
Prekpaljaj, d.o.o	Entrepreneur	6820 - Renting and management of own or leased real estate	1999.		2
Avocado	Entrepreneur	4690 - Non-specialized wholesale trade	1997.		8
Pekara kamen	Entrepreneur	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2014.		33
Voćni kutak	Entrepreneur	4721 - Retail sale of fruit and vegetables in specialized stores	2013.		3
Jelka d.o.o	Entrepreneur	5630 - Beverage serving activities	2007		4
Radunica pekarstvo	Craftsman incomer	Unknown activity	1993.	2001.	0
Deskaj d.o.o.	Entrepreneur	4631 - Wholesale of fruit and vegetables	2009.	2018.	0
De Fila-domenik d.o.o.	Entrepreneur	3212 - Manufacture of jewellery and related products	1988.		2
Bogatstvo voća d.o.o.	Craftsman incomer	4631 - Wholesale of fruit and vegetables	1998.	2012.	0
Zlatarna "Riva"	Entrepreneur	4778 - Other retail sale of new goods in specialized stores	1992.		1
Obrt za trgovina fruit	Type of entity	4799 - Other retail sale not in stores, stalls or markets	2002	2010.	0

*Source: Author's analysis based on data from the Fina.info Register, 2025.*

**Table 11**

Overview of types of active business entities in Split

Entrepreneur	Craftsman	Inactive
9	4	6

*Source: Author's analysis*

All business entities in Osijek were established after the Croatian Homeland War, which was the second half of the 1990s. Craftsmanship dominates in the city of Osijek, while the analysis of activities targets those related to jewelry production, baking, and food preparation and serving (tables 12 and 14). Of the 25 observed business entities, 39% are inactive, which is a total of 16 of them (table 13). The growth of business activity can be observed in the second half of the 90s, when most business entities were founded.

**Table 12**

Presentation of the business activities of the Albanian national minority in Osijek

	Entity type	Activity	Year of establishment	Year of closure	Number of employees
Lipa Bakery	Craftsman	1071 - Bread production; production of fresh pastries, confectionery and cakes	1996.		14
Absorbeo d.o.o	Entrepreneur	5630 - Beverage preparation and serving activities	2010.		1
Davos Catering Trade	Craftsman income	5630 - Beverage preparation and serving activities	2001	2015.	
Donji Grad Bakery	Craftsman income	1071 - Bread production; production of fresh pastries, confectionery and cakes	1998.	2014.	
Hr Holding d.o.o	Entrepreneur	4120 - Construction of residential and non-residential buildings	2022.	2025.	1
Super Plavi	Craftsman income	4799 - Other retail sale not in stores, stalls and markets	1996.		1 holder
Consulting, a trade translation activities, consulting and services for	Craftsman income	7430 - Translation and interpreting services	2013.		1 holder



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Retfala	Entrepreneur	1071 - Bread production; production of fresh pastries, confectionery and cakes	1996.		17
Tvrda Bakery	Craftsman income	1071 - Bread production; production of fresh pastries, confectionery and cakes	2006.	2017.	0
Hafet Catering and Transport,	Craftsman income	4941 - Road transport of goods	1996.	2009.	0
Stop Catering Trade	Craftsman income	5610 - Restaurants and other food service activities	1996.	2000.	0
Pirok Trading Trade	Craftsman income	4631 - Wholesale of fruit and vegetables	1999.	2021.	0
Pikolo Catering	Craftsman income	5630 - Beverage preparation and serving activities	1996.	1999.	0
Pit-stop catering business	Craftsman in business	5610 - Restaurants and other food service activities	2001.	2004.	0
Ratfala production of bread and pastries	Entrepreneur	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	1996.		17
Fruit grower	Craftsman in business	9609 - Other personal service activities	1996.	2012.	0
Pop Corn trade	Craftsman in business	9609 - Other personal service activities	1996.		1 holder
Kolodvor laundries	Craftsman in business	9999 - Unknown activity	1996.	2002.	0
Circular flow bakery trade	Craftsman in business	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2000.	2015.	0
Sports catering	Craftsman in business	5610 - Restaurants and other food service activities	1996.	2010.	0
V.B.K. bakery trade	Craftsman in business	1071 - Manufacture of bread; manufacture of fresh pastry goods, cakes and pastries	2003.		1 holder

Oasis catering	Craftsman business in	5610 - Restaurants and other food service activities	1996.		1 holder
Biser bakery	Craftsman business in	4711 - Retail sale in non-specialized stores with food, beverages and tobacco predominating.	1996.	1997.	0
Vejseli, catering trade	Craftsman business in	5630 - Beverage preparation and serving activities	1997.	2002.	0
Opal Trade trade	Craftsman business in	4777 - Retail sale of watches and jewelry in specialized stores	2007.	2008.	0

*Source: Author's analysis based on data from the Fina.info Register, 2025.*

**Table 13**

Overview of types of active business entities in Osijek

Entrepreneur	Craftsman	Inactive
4	21	16

*Source: Author's analysis*

**Table 14**

Overview of the most represented areas of activity in Osijek

Number of business entities	Field of activity
7	Activities of production and sale of bread and cakes
4	Activities of restaurants and serving of food

*Source: Author's analysis*

## 6. CONCLUSION

This research analyzes the specifics of the Albanian national minority in Croatia, which plays an active role in the community. The capital Zagreb has the most developed business activity, which is evidence that Albanians strategically choose places to live and develop business ideas. Of the qualitative characteristics, family values and care for the community, especially the poor, with dedicated and honest work as dominant business values, stand out. Older generations changed jobs as needed and are more prone to risk in business, and many had the ambition to study but their circumstances did not allow them to do so, while younger generations aim to obtain higher education, which is reflected in the change in their field of activity. Former bakers and goldsmiths are now engaged in transportation, legal and medical activities. There was an increase in business activity after the Homeland War in the second half of the 1990s, when most business entities were founded, but many are inactive today, which leads to the conclusion that

the new generations do not predominantly decide to realize their own business ideas, but continue the family tradition or are employed in companies according to their completed education. Future research should continue to focus on detecting new values that will be brought to the work of the Alpha generation, which is just entering the labor market.

## **7. ACKNOWLEDGMENT**

The research was carried out as part of the project \*From real to virtual migrations\* - VRtualM is funded by the European Union – NextGenerationEU. The views and opinions expressed are solely those of the author and do not necessarily reflect the official views of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them.

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