

CONSUMER ATTITUDES IN EMERGING MARKETS. ADVERTISING MODELS IN ALBANIA REALITY

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Abstract

The explosion of new information and communication technologies is allowing for a rapid, global diffusion of ideas and practices, enabling the public to demand higher standards of ethics, transparency and accountability in the public sector. These prerequisite values of good governance and sustainable development not only buttress responsive public policy and high levels of public sector performance but also play a crucial role in preventing the onset of systemic corruption. There is now international recognition that corruption impedes economic development, undermines stability and erodes trust in public institutions. The pernicious effects of corruption like the lack or poor quality of essential public infrastructure and services — are borne by the poor, who are the least able to do so.

The aim of this paper is to identify the role of different Albanian structures to support setting international standards, carries out comparative policy research and analysis, and assists in building capacity in institutions safeguarding public sector ethics, transparency and accountability. The activities of these structures are predicated on the analysis that corruption is one symptom of poor administration and mismanagement. These situations allow unscrupulous public officials to exploit opportunities for putting self above public interest, contrary to the spirit of public service. Moreover, these activities also seek to preserve the integrity of other "honest" public officials by putting into place an "ethics infrastructure" that not only provides guidance for good conduct but also administratively and legally punishes misconduct. The "ethics infrastructure" includes measures to enhance and preserve organizational integrity, access to information that promotes transparency and accountability, and oversight by independent institutions and the public at large.