



6th EECME CONFERENCE, 16th May 2024

HYBRID CONFERENCE

Title: Sustainable Intelligence in the Digital Landscape: Exploring Paths for Management and Economics

Onsite EECME conference venue: Ljubljana School of Business, Tržaška 42, SI-1000 Ljubljana

Online EECME conference: [See MS Teams links below.](#)

CET time zone

9.15–9.30
HYBRID E-COMING TOGETHER

9.30–10.20
HYBRID *MS Teams link:* [CLICK HERE to connect - PANEL SESSION](#)
Venue: CLASSROOM 1

- **INTRODUCTORY GREETINGS:** Lidija Weis; Dean of Ljubljana School of Business - Slovenia, President of EUMMAS Women's Forum, Vice President of EUMMAS Honorary Board
- **INTRODUCTORY KEYNOTE:** Mile Vasić; Former Ambassador, Former Rector and Dean, Professor, Business Executive, Consultant - president of EUMMAS
- **EECME CONFERENCE KEYNOTE: SUSTAINABLE DEVELOPMENT IS EVERYBODY'S BUSINESS – WHAT ROLE DO EDUCATORS HAVE IN THIS CONTEXT?** Barbara Modic; Internationally Certified Consultant and Lecturer for Sustainability Management and Reporting

Moderator: Špela P.

Some of the conference co-organisers are partners in Erasmus+ projects.



CET time zone

10.20–10.30 SHORT BREAK for dividing into A, B, and C groups.

10.30–11.40 GROUP A1 – HYBRID

Moderator: Katarina A. Z.

MS Teams link: [CLICK HERE to connect – GROUP A](#)

Venue: CLASSROOM 1

- THE ROLE OF CRYPTOCURRENCIES IN FINANCIAL CYBERCRIME; Bele, SVN (12 mins)
- ADAPTING TO CHANGE IN THE MODERN WORLD: SKILLS DEVELOPMENT IN HIGHER EDUCATION FOR ECONOMIC AND SUSTAINABILITY ISSUES; Mustafazada, AZE (12 mins)
- REPORTING IN THE UNIFORM EUROPEAN ELECTRONIC FORMAT (ESEF); Martić, MNE (12 mins)
- DIGITAL LEARNING APPROACHES IN FORMING FOREIGN LANGUAGE COMPETENCE AT FUTURE MARINE MANAGERS; Demchenko, UA (12 mins)

DISCUSSION

GROUP B1 – HYBRID

Moderator: Nuša L.

MS Teams link: [CLICK HERE to connect - GROUP B](#)

Venue: CLASSROOM 2

- NOTHING NEW IN MARKETING COMMUNICATION OF E-CIGARETTES – THE NEW WAVE OF FAKE NEWS; Sila, SVN (12 mins)
- OPPORTUNITIES AND CHALLENGES OF CIRCULAR ECONOMY LOGISTICS; Zvarych et al., UA (12 mins)
- PERSPECTIVES AND DIRECTIONS DEVELOPMENT ORGANIZATIONAL CULTURE IN THE DIGITAL AGE; Nikčević et. al, MNE (12 mins)
- SUSTAINABLE DECISION STRATEGIES IN MANAGEMENT AND ECONOMICS; Satpathy, KEN (12 mins)

DISCUSSION

GROUP C1 – ONLINE

– Moderator: Špela P.

MS Teams link: [CLICK HERE to connect – GROUP C](#)

- THE IMPACT OF INNOVATION ON ECONOMIC GROWTH IN SOUTHEAST EUROPEAN COUNTRIES; Hysaj, ALB (12 mins)
- NEEDS INTEGRATION INTO SOCIAL AND ECONOMIC ACTIVITY IN A CONTEXT OF SUSTAINABILITY; Dluhopolskyi, UA (12 mins)
- LONG-TERM RISKS OF APPLYING ARTIFICIAL INTELLIGENCE IN THE ECONOMY; Yusifov, AZE (12 mins)
- EMERGING PATHWAYS TO GREEN PURCHASE INTENTION: DECODING THE INFLUENCE OF ENVIRONMENTAL AWARENESS, GREEN PERCEIVED VALUE AND TAM ANTECEDENTS ON CONSUMERS' PURCHASE INTENTION; Khan, IND (12 mins)

DISCUSSION

CET time zone

11.40–11.50 NETWORKING CAFÉ (online and face-to-face)

11.50-13.00

GROUP A1 – HYBRID

Moderator: Katarina A. Z.

MS Teams link: [CLICK HERE to connect – GROUP A](#)

Venue: CLASSROOM 1

- **EXPLORING THE ETHICAL LANDSCAPE: ARTIFICIAL INTELLIGENCE IN CONTEMPORARY SOCIETY;** Hurzhii, UA (12 mins)
- **FAST FASHION MARKETING VS SUSTAINABLE FASHION: CONSUMER SURVEY IN GEORGIA;** Gigauri, GEO (12 mins)
- **CULTURAL AND SOCIO-ECONOMIC FACTORS AFFECTING THE FORMATION OF LEADERSHIP IN ACHIEVING SUSTAINABLE MANAGEMENT;** Batsenko et al., UK, UA (12 mins)
- **MANAGING INTERNATIONALIZATION IN HIGHER EDUCATION: MOTIVES AND DRIVERS;** Aškerc Zadravec, SVN (12 mins)

DISCUSSION

GROUP B1 – HYBRID

Moderator: Nuša L.

MS Teams link: [CLICK HERE to connect - GROUP B](#)

Venue: CLASSROOM 2

- **ENTERPRISE ECOSYSTEM AND SUSTAINABLE DEVELOPMENT: IMMANENT INTERDEPENDENCE;** Nahara, UA (12 mins)
- **ROLE OF PERSONAL INNOVATIVENESS AND GOVERNMENT SUPPORT IN DRIVING FINTECH ADOPTION IN RURAL PAKISTAN;** Bajwa, KSA (12 mins)
- **THE ACCELERATION OF DIGITAL TRANSFORMATION IN TECHNOLOGICAL MANAGEMENT IN CHINA;** Gurbanova, AZE (12 mins)
- **THE IMPORTANCE OF EU-FUNDED PROJECTS FOR THE SUSTAINABLE DEVELOPMENT OF LOCAL COMMUNITIES;** Lazar, SVN (12 mins)

DISCUSSION

GROUP C2 – ONLINE

Moderator: Špela P.

MS Teams link: [CLICK HERE to connect – GROUP C](#)

- **A COMPREHENSIVE EVALUATION OF FACE RECOGNITION SOFTWARE: BALANCING TOTAL COST OF OWNERSHIP, ACCURACY AND SPEED;** Tirana, ALB (12 mins)
- **IMPLEMENTATION OF HOTEL REVENUE MANAGEMENT STRATEGIES DURING A MARTIAL LAW;** Kulyk et al., UA (12 mins)
- **EMBRACING CHANGE: THE TRANSITION TO POST-FORDISM;** Alizadaet al., AZE (12 mins)
- **SPIRITUALITY AND SUSTAINABILITY: A BIBLIOMETRIC REVIEW;** Dissanayake et al., LKA (12 mins)

DISCUSSION