

## **EECME CONFERENCE 2025**

## 7<sup>th</sup> EASTERN EUROPEAN CONFERENCE OF MANAGEMENT AND ECONOMICS

Conference Title: Rethinking Growth – Strategies for Resilient Economies in Globalized World

Date: Thursday, 22nd May 2025

## **HYBRID CONFERENCE:**

Onsite EECME conference venue: B2 Ljubljana School of Business, Tržaška street 42, SI-1000 Ljubljana (1st floor, Classroom 1)

Online EECME conference: See MS Teams links below.

## **CO-ORGANIZERS:**

B2 Ljubljana School of Business (Slovenia), Agora University of Oradea (Romania), European Marketing and Management Association – EUMMAS (BiH), Faculty of Business, Economics and Law, Bar (Montenegro), University Adriatic Bar (Montenegro), Azerbaijan State University of Economics (Azerbaijan), Women Researchers Council UNEC (Azerbaijan), West Ukrainian National University (Ukraine), UNIE University (Spain), University College "CEPS - Center for Business Studies" Kiseljak (BiH), Academy of Applied studies Sabac (Serbia)





\*The organizers reserve the right to modify the program if necessary.

E-COMING TOGETHER – HYBRID
PLENARY PART – HYBRID  MS Teams link: CLICK HERE to connect - PANEL SESSION  Venue: CLASSROOM 1
<ul> <li>INTRODUCTORY GREETINGS:         <ul> <li>Katarina Aškerc Zadravec, Chair of EECME Conference Committees, Vice-Dean of B2 Ljubljana School of Business - SVN</li> <li>Predrag Sekuić, Dean of Faculty of Business and Tourism Budva, University Adraitic - MNE (co-organizer of EECME conference)</li> <li>Nargiz Hajiyeva, Director of Organization of Scientific Activities Division, Azerbaijan State University of Economics, Chair of Women Researchers Council (WRC) - AZE (co-organizer of EECME conference)</li> </ul> </li> </ul>
EECME CONFERENCE KEYNOTE: Rethinking Growth – Strategies for Resilient Economies in a Fragment World  - Marko Bohanc, Digital Transformation Professional, Director Salvirt Ltd - SVN
Moderator: Špela Pregl



CET			

CET time zone				
10.25-10.35	SHORT BREAK for dividing into A, B, (	C, and D groups.		
	GROUP A1 – HYBRID	GROUP B1 – HYBRID	GROUP C1 – ONLINE	GROUP D1 – ONLINE
	Moderator: Katarina Aškerc Zadravec	Moderator: Nuša Lazar	Moderator: Špela Pregl	Moderator: Marko Novak
	MS Teams link: CLICK HERE to connect - GROUP A	MS Teams link: CLICK HERE to connect - GROUP B	MS Teams link: CLICK HERE to connect - GROUP C	MS Teams link: <u>CLICK HERE to connect</u> - <u>GROUP D</u>
	Venue: CLASSROOM 1	Venue: CLASSROOM 2	*Venue: CLASSROOM 3	*Venue: CLASSROOM 3
10.35-11.55	1.THE EFFECT OF MONETARY POLICIES ON THE ECONOMY OF THE WESTERN BALKAN COUNTRIES; Ignjatovic et al., SRB (12 mins)  2. METAVERSE'S FORMATION – A NEW STAGE OF CYCLICAL SOCIETAL DEVELOPMENT; Podliesna, UKR (12 mins)  3. INNOVATION IN DIGITAL TRANSFORMATION: A KEY TO SECURING COMPETITIVE ADVANTAGE; EI Waatmani, MAR (12 mins)  4.DIGITAL DECADE AND E-GOVERMENT IN THE REPUBLIC OF SLOVENIA; Gorenc et al., SVN (12 mins)  5. CIRCULAR ECONOMY STRATEGIES FOR SUSTAINABLE LAND MANAGEMENT: PES APPLICATIONS IN BOVILLA WATERSHEDS; Nikolla, ALB (12 mins)  6.SCENARIO FORECASTING OF THE REVENUE MANAGEMENT STRATEGY; Kulyk et al., UKR (12 mins)	1.THE IMPACT OF STABLECOINS ON GLOBAL FINANCE; Lapuh Bele et al., SVN (12 mins)  2. EXCHANGE-TRADED FUNDS (ETFS) OPTIMIZATION WITH RISK PARITY STRATEGIES; Veliu, ALB (12 mins)  3. IMPLEMENTATION OF IFRS 9 IN BANKING SECTOR; Shamsili, AZE (12 mins)  4. COMPETITION OF DIGITAL BUSINESS ECOSYSTEMS IN THE CONTEXT OF GLOBALIZATION; Tul et al., UKR (12 mins)  5. SHRINKAGE OF WESTERN EUROPEAN REGIONS IN COMPARISON TO CENTRAL- EASTERN EUROPE AND THEIR ECONOMIC POTENTIAL; Wichowska, POL (12 mins)  6. EXPLORING LEADERSHIP STYLE AND ESG IMPLEMENTATION IN THE HUNGARIAN HOTEL INDUSTRY; Hajmásy, HUN (12 mins)	1. DIGITAL TRANSFORMATION IN HEALTHCARE SYSTEMS: CHALLENGES AND OPPORTUNITIES; Yasaman, AZE (12 mins) 2. THE ROLE OF STRATEGIC FINANCIAL MANAGEMENT IN DRIVING SUSTAINABLE GROWTH IN A GREEN ECONOMY; Morina et al., XKX (12 mins) 3. INCLUSIVE, INNOVATIVE, AND RESILIENT: SHAPING ALBANIA'S FUTURE GROWTH FRAMEWORK; Dinoshi, ALB (12 mins) 4. THE IMPACT OF PRIVATE INVESTMENT IN THE CIRCULAR ECONOMY ON EU GDP; Cenaj et al. MKD (12 mins) 5. GLOBALIZATION RECONFIGURED: DIGITAL SHIFTS AMIDST GEOPOLITICAL RIFTS; Yusifov, AZE (12 mins) 6. KNOWLEDGE-BASED LEADERSHIP ROLE AS A RESPONSE TO GLOBALIZATION CHALLENGES; NIKČEVIĆ et al., MNE (12 mins)	1. SMART SPECIALISATION STRATEGY AND EU MISSIONS; Maher, SVN (12 mins) 2. SMART GOVERNANCE IN THE DIGITAL AGE: CHALLENGES, BENEFITS, AND FUTURE DIRECTIONS; Kaur et al., ROU (12 mins) 3. TOWARDS GREEN AIRPORTS: A FEASIBILITY AND SWOT-BASED ASSESSMENT OF HYDROGEN AND FUEL CELL INTEGRATION AT TIRANA INTERNATIONAL AIRPORT; Mehmeti et al., ALB (12 mins) 4. REGIONAL INTEGRAL ASSESSMENT OF UKRAINIAN FOREIGN TRADE: SHIFTS IN EXPORTS, IMPORTS, AND GEOPOLITICAL IMPACT; Zomchak et al., UKR (12 mins) 5. THE IMPACT OF AUTOMATION AND ROBOTIZATION OF PRODUCTION PROCESSES ON THE SUSTAINABILITY OF STATE FINANCE; Amirova, AZE (12 mins) 6. THE EFFECT OF DIGITALIZATION IN ACCOUNTING SYSTEM OF AZERBAIJAN;
	DISCUSSION	DISCOSSION		Hadjiyeva, AZE (12 mins)
				DISCUSSION



SCHOOL OF BUSINESS							
CET time zone							
11.55-12.05	NETWORKING CAFÉ (online and face-to-face)						
12.05–13.25	NETWORKING CAFÉ (online and face- GROUP A2 – HYBRID  Moderator: Katarina Aškerc Zadravec  MS Teams link: CLICK HERE to connect - GROUP A  Venue: CLASSROOM 1  1.EVALUATING THE IMPACTS OF SCIENTOMETRIC INDICATORS: A GENERAL APPROACH TO AZERBAIJAN UNIVERSITIES; Alizade et al., AZE (12 mins)  2. PROTECTION AND RIGHTS OF SHAREHOLDERS AND MINORITY PARTNERS; Kalemaj et al.; ALB (12 mins)  3. GLOBAL MINIMUM TAX AND THE DETERMINANTS OF CORPORATE TAX REVENUE; Kilaj et al., XKX, MKD (12 mins)  4.ASSESSMENT OF THE TRANSITION FROM TRADITIONAL TO INNOVATIVE MANAGEMENT IN THE TOURISM SECTOR: THE CASE OF TURKEY; Akbarov et al., TUR (12 mins)  5. NEURO – MECHANISM IN DYNAMICS OF BUSINESS LEADERSHIP; Satpathy et al., COL (12 mins)  6.THE INTERNATIONALIZATION STRATEGY OF A CITY-FORMING UNIVERSITY: PREPARING STUDENTS FOR GLOBAL CHALLENGES WHILE STRENGTHENING LOCAL DEVELOPMENT; Hertsovska, UKR (12 mins)	GROUP B2 — HYBRID  Moderator: Nuša Lazar  MS Teams link: CLICK HERE to connect— GROUP B  Venue: CLASSROOM 2  1. HYDROGEN'S ROLE IN GREEN ECONOMY: OPPORTUNITIES AND CHALLENGES IN SELECTED EUROPEAN COUNTRIES; Bartekova et al., SVK (12 mins)  2. REDEFINING FINANCIAL STRATEGIES FOR RESILIENT GROWTH IN THE DIGITAL AND SUSTAINABLE ECONOMY; Ismayilov, AZE (12 mins)  3. CHANGES ON LABOUR MARKET IN THE CONTEXT OF ECONOMIC GROWTH IN EAST EUROPEAN COUNTRIES; Knapińska, POL (12 mins)  4. IMPLEMENTING SUSTAINABLE STRATEGIES: A CASE STUDY ANALYSIS OF THE SLOVENIAN BUSINESS ENVIRONMENT; Lazar, SVN (12 mins)  5. DIRECTIONS FOR IMPROVING VIRTUAL BANK MARKETING IN AZERBAIJAN; Mammadova et al., AZE (12 mins)  6. STRATEGIC DEVELOPMENT OF ORGANIC AGRICULTURE IN ALBANIA: ECONOMIC AND POLICY INSIGHTS FROM THE EUROPEAN GREEN DEAL; Qose, ALB (12 mins)	GROUP C2 – ONLINE  Moderator: Špela Pregl  MS Teams link: CLICK HERE to connect- GROUP C  *Venue: CLASSROOM 3  1.CHALLENGES OF TRANSFORMING INTELLECTUAL CAPITAL INTO GLOBAL COMPETITIVE ADVANTAGES IN SUSTAINABLE DEVELOPMENT; Safarova, AZE (12 mins)  2.AGENTIC AI IN VIDEO MONITORING: AUTOMATING SECURITY WHILE MINIMIZING HUMAN COSTS; Tirana et al., ALB (12 mins)  3.NOVEL OPPORTUNITIES FOR PURCHASING INTENTION OF ORGANIC FOODS: HOW HEALTH AWARENESS AND THE ANTECEDENTS OF TAM AFFECT CONSUMERS' PURCHASE INTENTION; Khan, IND (12 mins)  4.GREEN BANKING INITIATIVES IN AZERBAIJAN: CONTRIBUTION OF FINANCIAL SYSTEM; Akhundzada et al., AZE (12 mins)  5.IDENTIFYING FACTORS INFLUENCING THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT IN AGRICULTURE OF AZERBAIJAN; Guliyev et al., POL, LVA (12 mins)	GROUP D2 – ONLINE  Moderator: Marko Novak  MS Teams link: CLICK HERE to connect- GROUP D  *Venue: CLASSROOM 3  1.VECTOR DATABASES AND THEIR ROLE IN RAG SYSTEMS; Lazarevic, SVN (12 mins)  2.DEVELOPING LEADERSHIP SKILLS BY MEANS OF MARITIME ENGLISH: PREPARING FUTURE NAVIGATORS AND ENGINEERS FOR MANAGERIAL ROLES; Demchenko, UKR (12 mins)  3.RESILIENT GLOBAL SUPPLY CHAINS: DIGITAL TRANSFORMATION AND SUSTAINABILITY; Amrahov, POL (12 mins)  4.RESILIENCE IN INDUSTRIAL MARKETS: AN INTEGRATIVE ANALYSIS OF DYNAMIC CAPABILITIES FOR SUPPLIER- BUYER RELATIONSHIPS; Akın et al., TUR (12 mins)  5.THE DYNAMICS OF CROSS-GENDER BRAND EXTENSIONS IN THE FASHION INDUSTRY; Siddiqui et al., SAU, EGY (12 mins)  6.IMPACT OF MANAGEMENT ACCOUNTING PRACTICES ON THE PERCEIVED FINANCIAL PERFORMANCE: EVIDENCE FROM EMERGING ECONOMY; Y.M.N.I. et Al., LKA (12 mins)			
	DISCUSSION	DISCUSSION		DISCUSSION			
13.25-14.00	Informal Networking with Catering and Refreshments						