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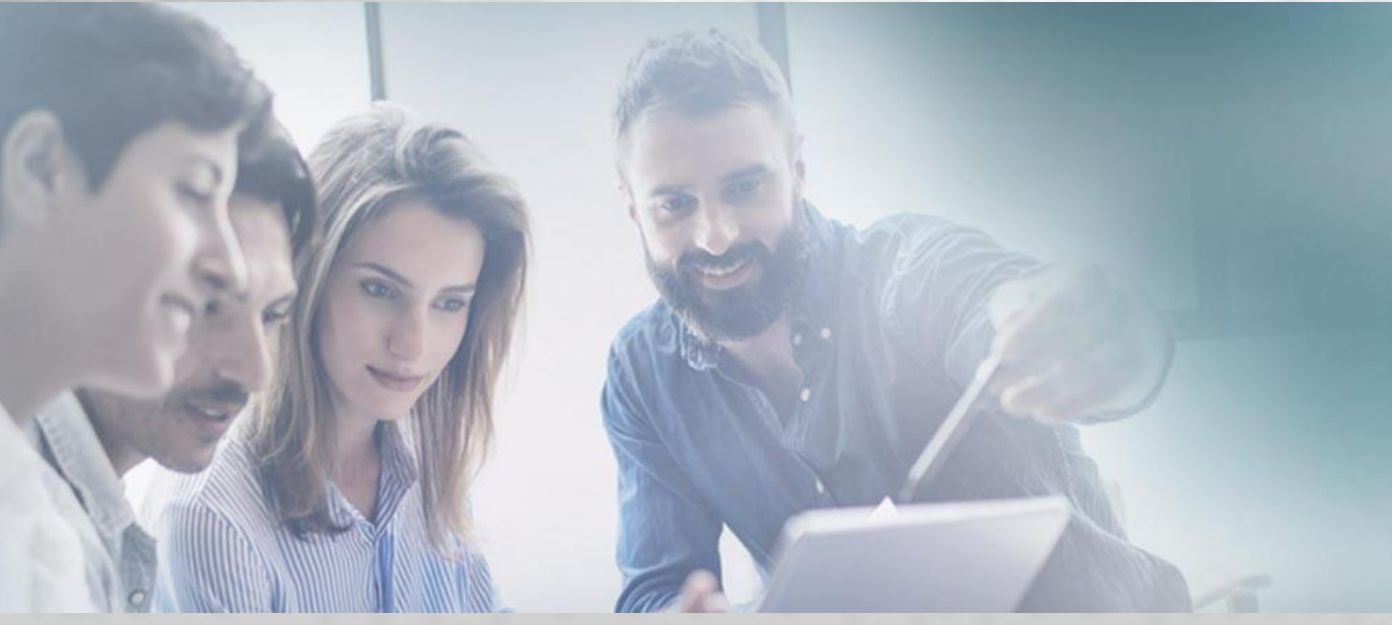
EECME CONFERENCE 2026

8th EASTERN EUROPEAN CONFERENCE OF MANAGEMENT AND ECONOMICS



AI, Law, and the Future of Management:
Building Responsible and Competitive Organizations

CONFERENCE ABSTRACTS

HYBRID CONFERENCE
Publisher: Slovenia, B2 Ljubljana School of Business
Venue: District Chamber of Craft and Small Business, Ljubljana
May 21, 2026

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

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INTRODUCTION

The EECME 2026 conference explores the transformative impact of Artificial Intelligence (AI) on organizations, economies, governance systems, and legal frameworks. As AI increasingly reshapes productivity, communication, creativity, and decision-making, it also raises important questions regarding ethics, regulation, accountability, sustainability, and human values in contemporary society and business. By bringing together perspectives from economics, management, business law, digital transformation, sustainability, and innovation studies, the conference encourages interdisciplinary dialogue at the intersection of technology and humanity.

The conference examines how AI transforms business models, management, labour markets, and organizational processes in digitalized environments. It also addresses the legal, ethical, economic, and social implications of AI-driven transformation while promoting multidisciplinary approaches to innovation, governance, competitiveness, and sustainable development.

The papers presented at the 8th Eastern European Conference of Management and Economics cover diverse research themes related to AI, digital transformation, sustainability, governance, finance, law, tourism, education, logistics, entrepreneurship, and organizational development. The proceedings include theoretical and empirical contributions on responsible AI adoption, digital governance, circular economy initiatives, labour market transformation, and emerging societal challenges. In addition to academic papers, the conference also features an international student poster session presenting innovative project ideas and applied research concepts.

We are especially honoured that the keynote speaker of EECME 2026 is **Dr. Violeta Bulc**, former European Commissioner for Transport, former Deputy Prime Minister of the Republic of Slovenia, entrepreneur, innovator, and founder of the Ecocivilisation movement. In her keynote lecture, ***AI, Law, and Leadership: From Control to Conscious Stewardship in the Age of Intelligent Systems***, Dr. Bulc discusses the broader societal implications of artificial intelligence and emphasizes the importance of responsible leadership, systemic thinking, and sustainable future development.

More than 120 proposals from over twenty countries were submitted for presentation at the 8th EECME Conference. Following the review process, a selected number of high-quality papers were accepted for presentation. Interest in attending the conference was also significant, with more than 200 participants registered for the hybrid implementation of the event.

We believe that EECME 2026 provides an important international platform for exchanging research findings, professional experiences, and policy perspectives related to artificial intelligence, responsible governance, digital transformation, and sustainable development. In particular, the conference highlights the importance of interdisciplinary cooperation, ethical responsibility, critical thinking, and international academic collaboration in addressing the challenges and opportunities of rapidly evolving technological environments.

All conference abstracts are arranged in alphabetical order by title, regardless of whether they represent full papers, student posters, online or onsite presentations, or papers intended for publication.

May this conference be remembered for its insightful presentations, inspiring discussions, and valuable international cooperation — bringing lasting benefits to all participants, their institutions, and society at large.

Assist. Prof. Dr. Katarina Aškerc Zadravec
Chair of the EECME 2026 Conference Committees

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Publisher: B2 Ljubljana School of Business, Slovenia
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The Conference is Hosted by:
B2 Ljubljana School of Business

EECME Conference Co-Organizers:
B2 Ljubljana School of Business (Slovenia), European Marketing and Management Association (EUMMAS), Agora University of Oradea (Romania), Azerbaijan State University of Economics (Azerbaijan), Women Researchers Council UNEC (Azerbaijan), University of Georgia (Georgia), Academy of Applied Studies Šabac (Serbia), Business College of Applied Studies "Prof. PhD Radomir Bojković" Kruševac (Serbia), University College "CEPS-Center for Business Studies" Kiseljak (BiH), Radom Academy of Economics (Poland)

Conference Abstracts Edited by:
Katarina Aškerc Zadravec, Chair of the EECME Conference

Conference Abstracts available at: https://www.vspv.si/eecme-conference-8th-8949

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8th EECME CONFERENCE KEYNOTE:

Dr.h.c. Violeta Bulc *(MSc, PMBA, BSc in Engineering) is a visionary thinker and systems observer who deeply contemplates the interconnectedness of all things and maintains a profound awareness of humanity's evolutionary shifts. She approaches the world with curiosity and sensitivity, balancing scientific reasoning with intuitive insight.*

She is the founder and curator of the global Ecocivilisation movement, currently active in 53 countries, connecting people who care and are committed to harmonizing humanity's relationship with nature, communities, one another, and oneself.

Dr. Bulc is a former European Commissioner for Transport and Deputy Prime Minister of Slovenia, as well as an entrepreneur, leader, innovator, engineer, lecturer, established international speaker, and philanthropist. She is also a former professional basketball player, a Slovenian champion in javelin, and holds black belts in Tae Kwon Do and Hap Ki Do. In addition, she has successfully completed the Shamanic Academy.

She is the author and co-author of several professional books, book chapters, publications, and articles. She serves on professional and business boards and is a respected member of many international think-thanks. She has received several domestic and international awards for innovation, leadership, and professional partnerships, including the International Women Leadership Award (2025), the European Railway Award (2023), the Honorary FIA Award (2020), two FENIKS awards for the best national consulting projects, and numerous national awards for business and social innovation.

Quantum physics and nature inspire her perspective, reinforcing her belief in the power of thought, collective consciousness, and the observer's effect in shaping reality. She is committed to continuous learning, the cross-pollination of ideas, and fostering meaningful dialogue to co-create new understandings.

KEYNOTE TITLE: AI, Law, and Leadership – From Control to Conscious Stewardship in the Age of Intelligent Systems

We are deeply absorbed by the VUCA world, a world characterised by instability, unpredictability, complexity, and unclear meaning-making conditions. A world in which all current knowledge about ourselves, systems, nature, our purpose, and the concept of leadership itself is being profoundly challenged. One of the key transformative tools accelerating the unpredictability of the conditions we live in is AI. It is reshaping geopolitics, organizational systems, and leadership paradigms.

However, the deeper significance of AI lies not in technological acceleration alone, but in its impact on civilizational coherence. It is my intention to show the path we, the Western civilization, have taken to arrive at this point.

I intend to share some deeper understandings of a possible way forward grounded in Ecocivilisation theory. I will argue that AI acts as an amplifier of coherence or fragmentation within human systems rather than a neutral technological layer, and that leaders in particular need to be aware of this.

Within this framing, I will defend leadership as a relational and systemic function of coherence-holding rather than hierarchical control dependent on technology. The presented hope lies in a transformation toward stewardship and responsible behaviour, searching for a balance between individual and collective needs of people, planet and entire quantum reality

CONFERENCE ABSTRACTS

The abstracts of proposals are arranged in alphabetical order by title.

The conference abstracts are not proofread.

ADAPTIVE REHABILITATION CENTER CONCEPT FOR SHELTER DOGS

Student Poster Presenter: Alla Basarab, Mukachevo State University, Ukraine
Co-authors of the project idea: Aleksandra Zekic, Ivanka Santrač, Maja Vassileva, Rijad Šćulić

This paper presents Green Paw, a proposed adaptive rehabilitation center concept designed to improve the wellbeing and adoptability of shelter dogs experiencing trauma, fear of humans, and stress caused by urban environments. The purpose of the project is to reduce failed adoptions and overcrowded shelters through a holistic adaptation process. The concept combines intake care, medical checks, safe spaces, nutrition, cynologist programs, and behavioral training focused on socialization and home-living skills. The methodology is based on a step-by-step adaptation model leading from rescue to successful adoption. Expected outcomes include improved adoption success, reduction of stray dog populations, and stronger human–animal relationships. The project also promotes sustainability through international volunteer programs, cross-border cooperation, and unified rehoming standards for animal welfare initiatives.

ADVANTAGES AND PITFALLS OF ARTIFICIAL INTELLIGENCE IN LEGAL PROFESSIONS

Boštjan J. Turk, B2 Visoka šola za poslovne vede, Slovenia
Barbara Hribar, B2 Visoka šola za poslovne vede, Slovenia

Artificial intelligence (AI) is increasingly influencing the legal sector and reshaping the professional roles of lawyers, judges, and legal advisors. Its growing integration into legal processes offers significant advantages, particularly in terms of efficiency, as the automation of routine and repetitive tasks facilitates faster case processing and reduces administrative burdens on legal professionals. These developments may contribute to improved access to justice and the optimisation of judicial proceedings. At the same time, the use of AI in the legal domain raises substantial concerns and challenges. One of the key issues is the potential substitution of certain legal tasks, especially those involving standardised decision-making. Although AI systems cannot replicate human judgment, ethical reasoning, or normative evaluation, their increasing deployment may alter traditional professional responsibilities and require the adaptation of legal competencies. The judiciary represents a particularly sensitive area, as excessive reliance on algorithmic decision-making may lead to biased outcomes, reduced transparency, and diminished trust in the justice system. From a regulatory and legal perspective, the deployment of AI raises complex questions regarding liability for AI-assisted decisions, the protection of fundamental rights, and the need for clear and effective regulatory frameworks. European regulatory approaches emphasise that AI should serve solely as a supportive tool within the justice system, with ultimate decision-making authority and accountability remaining with human actors, in accordance with the principles of the rule of law. Keywords: artificial intelligence; legal professions; liability and regulation; ethical challenges; judiciary and rule of law

AGRICULTURAL WASTE TRANSFORMATION INTO SUSTAINABLE CIRCULAR BUILDING MATERIALS

Student Poster Presenter: Mariami Kereselidze, Business and Technology University, Georgia
Co-authors of the project idea: Andrei Rusu, Jan Krmavner, Juraj Zlatar

AgriLoop introduces a conceptual circular economy solution aimed at transforming agricultural waste into sustainable building materials for modular structures. The project addresses environmental challenges related to agricultural residues and conventional construction materials with high ecological impact. The purpose of the initiative is to explore how agricultural by-products could be converted into processed fibers and bio-based panels suitable for sustainable construction applications. The methodology includes collection of agricultural waste, fiber processing, and conceptual development of renewable modular materials. Expected outcomes include reduced agricultural waste, increased use of renewable resources, and promotion of environmentally responsible construction practices. The concept also highlights the potential of sustainable material innovation within green architecture and circular production systems.

AI AND GOVERNANCE-EMBEDDED PRODUCTIVITY: A CONCEPTUAL AND ECONOMETRIC FRAMEWORK

Sefika Tanik, Azerbaijan State University of Economics, Azerbaijan

This paper develops a governance-centered framework to explain heterogeneous productivity outcomes of artificial intelligence (AI) adoption. Moving beyond technology-centric models, it argues that

governance maturity, which is reflected in firm-level oversight mechanisms as well as broader legal and institutional environments, acts as an endogenous moderator of AI-driven economic performance. Drawing on dynamic capabilities theory, institutional economics, and risk governance scholarship, the study conceptualizes AI governance as operating through four transmission channels: risk compression, decision quality enhancement, volatility stabilization, and capital commitment credibility. Methodologically, it proposes an empirically testable moderation design that incorporates interaction terms, panel threshold models, and machine-learning–enhanced causal inference in order to address endogeneity and nonlinear dynamics. The framework demonstrates that regulatory clarity and accountable governance structures amplify AI productivity effects and lower digital adoption thresholds, suggesting that legal responsibility and competitiveness are structurally complementary in AI-enabled organizations.

AI AND LABOR DEMAND IN ROMANIA: EARLY EVIDENCE FROM ONLINE JOB POSTINGS

Student Poster Presenter: Ludovic Dioszegi, University of Oradea, Romania

AI is expected to reshape labor demand, yet empirical evidence for emerging European economies remains limited. This paper examines short-run trends in AI-related labor demand in Romania using a high-frequency dataset of job postings collected from LinkedIn over a six-month period, allowing for fine-grained analysis of hiring dynamics. The analysis combines descriptive methods with text-based classification of occupations and skills to identify trends in AI-related job postings, their share in total vacancies, firm heterogeneity and their distribution across regions. Particular attention is given to the evolving skill requirements associated with AI-related roles. Preliminary results are expected to highlight increasing concentration of AI-related labor demand in specific sectors and regions, alongside evidence of skill intensification and repeated hiring behavior by a subset of firms. By providing early empirical evidence from a high-frequency vacancy dataset, the paper contributes to the literature on AI, labor markets, and technological diffusion in emerging EU economies.

AI CHATBOTS DRASTICALLY OUTPERFORM SECONDARY SCHOOL STUDENTS ON THE TEST OF ECONOMIC LITERACY

Andraž Konc, School of Advanced Social Studies, Slovenia

This paper examines the performance of generative artificial intelligence models (ChatGPT, Gemini and Copilot) on the Test of Economic Literacy and compares their results with those of U.S. and Slovenian secondary school students. The study aims to assess whether AI demonstrate comparable or even superior levels of economic knowledge and to explore potential language-related differences in test performance. Descriptive statistics and item-level analysis are used to identify patterns and inconsistencies across languages and comparing AI test-takers and secondary students. Results show that AI models achieved near-perfect accuracy, while students performed significantly lower on average. The analysis also highlights differences in the length and explanatory depth of responses among the AI models. Findings contribute to current debates on assessment validity, AI use in economic education, and the future of multiple-choice testing in digitally augmented learning environments. The paper underscores the need for responsible integration of AI into educational frameworks, the safeguarding of learning credibility and supporting sustainable development of economic knowledge.

AI IN CROSS-BORDER PROCUREMENT: LAW AND ETHICS

Oksana Kamianetska, State University of Trade and Economics, Ukraine

This research is aimed at a critical analysis of the ethical-legal conflicts and regulatory gaps arising from the cross-border application of high-risk Artificial Intelligence systems in public procurement governed by international trade agreements (specifically, the WTO GPA). The paper focuses on identifying and systematizing how algorithmic bias and latent discrimination against international suppliers, as well as the opacity of the decision-making process (explainability), lead to the violation of fundamental GPA principles, such as non-discrimination, transparency, and the right to challenge decisions. Based on this analysis, the study proposes the development of a comprehensive model for international standards and harmonized guiding principles (including mandatory requirements for \'Human-in-the-Loop\' and AI impact assessments) necessary to resolve this conflict and ensure fairness amidst the digital transformation of global procurement cycles.

AI PLATFORM FOR CIRCULAR ORGANIC WASTE LOGISTICS

Student Poster Presenter: Khrystyna Halunka, West Ukrainian National University, Ukraine
Co-authors of the project idea: Adrija Kačiūytė, Robert Hajdu, Kateryna Zagaiievska

In the project LoopLink, an AI-powered circular economy platform is proposed to connect organic waste producers with farms, recyclers, and compost facilities. The concept addresses food and coffee waste generated in the HoReCa sector and the limited availability of reliable agricultural feedstock. The purpose of the initiative is to support sustainable redistribution of organic waste through AI matchmaking and smart logistics solutions. The methodology includes digital platform integration, regional "Milk Run" logistics, and low-energy Green AI optimization between Slovenia and Italy. Planned outcomes include reduced environmental impact, improved waste management efficiency, and stronger cross-border circular economy cooperation. The project is aligned with EU Green Deal objectives and demonstrates the potential of digital innovation in sustainable resource-sharing systems.

AI, STABILITY AND SOCIETY

Student Poster Presenter: Klaus Topalli, University College of Business, Albania
Co-author: Viliem Kurtulaj, University College of Business, Albania

Artificial Intelligence has changed our modern-day society by impacting areas such as communications, learning, work, and governance. In this research, we will take a look at the effect of Artificial Intelligence on social stability in terms of positive and negative factors. While it provides more efficiency, innovation, and knowledge to people, the issues of false information, violation of rights, and lack of jobs remain critical for the public sphere and society. The findings come from studying existing applications of Artificial Intelligence and its impact on the community via literature review. Objectives:
- Analyze the impact of AI on social stability,
- Identify benefits and risks of Atechnologies,
- Explore ethical and regulatory challenges,
- Discuss how society can adapt responsibly to AI development

AI-BASED SPATIAL ANALYSIS OF FOREST RESOURCES IN THE KARABAKH ECONOMIC REGION OF THE REPUBLIC OF AZERBAIJAN

Imran Bayramov, Baku State University, Azerbaijan

This paper examines the spatial distribution and sustainability implications of forest resources in the Karabakh Economic Region of the Republic of Azerbaijan using AI-based geospatial analysis. The main objective is to assess forest area coverage, inter-district disparities in forest provision, and the role of forest resources in supporting sustainable regional development. The study employs open geospatial data extracted via Overpass Turbo, combined with AI-assisted spatial processing and GIS-based area calculations. Administrative boundaries are used to evaluate forest coverage at both regional and district levels. The results reveal significant spatial imbalances in forest distribution, with forest cover strongly influenced by topography and land-use patterns. The findings highlight the importance of AI-driven spatial tools for evidence-based environmental management and post-conflict regional planning. The study contributes to sustainability-oriented decision-making by demonstrating how open data and artificial intelligence can support balanced environmental and socio-economic development.

AI-ENABLED DARK PATTERNS IN GLOBAL E-COMMERCE

Student Poster Presenter: Sergo Sanikidze, University of Georgia, Consumer Protection Department at Georgian Competition and Consumer Agency, Georgia

Dark patterns are deceptive interface designs that steer consumers toward choices they did not intend. The paper analyses how Artificial Intelligence intensifies dark patterns in global e-commerce by enabling real-time personalisation and optimisation of manipulative user journeys. Using a qualitative case-study approach based on regulatory complaints, enforcement actions, and academic research, the study categorises key AI-enabled tactics: algorithmic urgency and adaptive scarcity, personalised or surveillance pricing, confirm-shaming and generative guilt, adaptive interfaces that shift friction, generative social proof, and chatbot coercion. It then reviews emerging responses in the United States and European Union, highlighting gaps where opaque personalisation weakens transparency and informed consent.

The paper proposes policy measures, including clearer legal definitions of manipulative design, transparency obligations for algorithmic personalisation, and AI audits to protect consumer autonomy.

AI-ENABLED PERSONALIZATION IN DIGITAL SERVICES: CUSTOMER OUTCOMES AND BOUNDARY CONDITIONS

Ramiz Orujaliyev, SGH Warsaw School of Economics, Poland

Artificial Intelligence, AI-enabled personalization is central to digital service marketing, but prior studies report mixed effects and divergent explanations. This paper integrates research in digital marketing, information systems, and service management to clarify key constructs, mechanisms, and boundary conditions. A systematic literature review protocol using database search, screening, and thematic coding organizes studies by data inputs, personalization techniques, and service outcomes. Findings indicate that personalization commonly increases short-term engagement and conversion, while effects on trust and loyalty depend on transparency, perceived fairness, and privacy risk. Performance benefits are moderated by service context, customer vulnerability, and organizational data capability. The review develops an integrative framework linking AI capability, governance, and customer responses, and highlights priorities for stronger measurement and causal inference. Strategic value depends on aligning AI capability and data governance with customer expectations to improve performance while protecting customer trust.

ANALYSIS OF OBJECT DETECTION METHODS FOR REAL-TIME VIDEO MONITORING SYSTEMS

Student Poster Presenter: Xhesilda Hyka, University Metropolitan Tirana, Albania

Video surveillance systems have traditionally relied on human operators, making them costly and difficult to scale. This study explores how artificial intelligence can offer a more efficient alternative by comparing three leading object detection algorithms — YOLOv8, Faster R-CNN, and SSD — in the context of real-time business monitoring. Using the COCO benchmark dataset and a standardised GPU environment, each model was evaluated for detection accuracy (mAP), processing speed (FPS), and hardware requirements. The results show that YOLOv8m achieves the best balance between accuracy and real-time performance, while Faster R-CNN delivers higher precision but is too slow for live applications. The findings provide practical guidance for deploying cost-effective AI-powered surveillance systems.

APPLICATION OF ARTIFICIAL INTELLIGENCE IN MARKETING OF KALANAMAK RICE IN SIDDHARTHNAGAR DISTRICT OF UTTAR PRADESH

Vimal Chandra Verma, Siddharth University, India

Application of Artificial Intelligence in Marketing of Kalanamak Rice in Siddharthnagar District of Uttar Pradesh Abstract Kalanamak rice, a heritage aromatic rice variety cultivated in Siddharthnagar district of Uttar Pradesh, has emerged as a high-value specialty crop under India's One District One Product (ODOP) initiative. Despite its nutritional and cultural significance, marketing challenges persist due to fragmented supply chains, limited digital presence, and restricted access to premium markets. Artificial Intelligence (AI) offers innovative solutions to enhance marketing efficiency through consumer analytics, demand forecasting, dynamic pricing, digital advertising, and export market identification. Objectives of the Study The study is guided by the following objectives: 1. To examine AI-based strategies to enhance the marketing of Kalanamak rice. 2. To identify AI-enabled tools suitable for MSMEs and farmer producer organizations. 3. To analyze the contribution of AI-driven marketing to value addition, income growth, and sustainability. 4. To propose a conceptual framework for integrating AI into specialty crop marketing in Siddharthnagar. Research Methodology This paper provides a conceptual framework for applying AI to improve the marketing ecosystem of Kalanamak rice, particularly for micro, small, and medium enterprises (MSMEs) and farmer producer organizations (FPOs). It highlights potential benefits, implementation challenges, and policy recommendations to integrate AI within the institutional and socio-economic context of Siddharthnagar. The study concludes that AI-enabled marketing can strengthen value chains, increase farmer incomes, and support sustainable rural development. Keywords: Artificial Intelligence; Kalanamak Rice; Agricultural Marketing; MSMEs; ODOP; Siddharthnagar; Uttar Pradesh

APPLICATION OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN LIGHT INDUSTRY AND INCREASING EFFICIENCY

Ayshan Viladdin Mammadova, Azerbaijan Technological University, Azerbaijan

In the context of rapid digital transformation and the advancement of Industry 4.0, the adoption of artificial intelligence technologies has become increasingly significant in the light industry. This paper aims to examine the key areas of artificial intelligence implementation in sectors such as textiles, apparel, and footwear, and to evaluate its contribution to efficiency improvement. Using a conceptual and analytical approach supported by international industry practices, the study explores the role of artificial intelligence in enhancing product design, automating production processes, improving quality control, optimizing supply chain operations, and strengthening marketing strategies. The findings indicate that the effective integration of artificial intelligence leads to higher productivity, lower operational costs, reduced material waste, and improved product quality, thereby increasing overall competitiveness. In addition, the study identifies major challenges related to artificial intelligence adoption, including high initial investment requirements, shortages of skilled professionals, and concerns over data security. The results suggest that the strategic application of artificial intelligence is a crucial factor in achieving sustainable development and long-term efficiency growth in the light industry.

ARTIFICIAL INTELLIGENCE ADOPTION IN STARTUPS VS. CORPORATIONS

Sultan Abdullayev, Azerbaijan State Oil and Industry University, Azerbaijan

This study seeks to analyze and evaluate differences in the adoption of AI in startups and corporate bodies, as well as uncovering how management and corporate strategy differ in corporate businesses compared to startups, especially in relation to AI adoption. This study will aim to determine how, from a management perspective, AI adoption in corporate businesses and startups varies and affects corporate strategy formations and management, as well as seeking to explain and evaluate data obtained from previous studies and pouring new insights into AI adoption in firms, mostly focusing on corporate businesses and startups to analyze and evaluate differences in AI adoption and startup management, as well as charting a new path in a better understanding of AI and how its adoption is done differently in corporate businesses compared to startups and how to better approach AI adoption in firms.

ARTIFICIAL INTELLIGENCE ALGORITHMS IN MANAGEMENT AND BUSINESS STRATEGY

S Sandhya, NITTE - School of Management, Bengaluru, India
J Satpathy, The Management University of Africa, Nairobi, Kenya

This paper looks into how artificial intelligence, often called AI, affects how businesses are run and managed. It points out that more and more organizations are using AI technologies and discusses benefits and challenges that come with these changes. Paper shows how AI helps organizations make better decisions by processing information, predicting outcomes, and providing valuable insights that help in creating better plans. It stresses necessity of having a well-defined strategy when bringing AI into business operations. Paper shares examples of organizations that have effectively used AI to gain an upper hand, underlining how important it is to shift the company culture to embrace new technologies. The challenges mentioned include ethical dilemmas, concerns about data privacy, and the need for employees to learn new skills to work well with AI tools. The article points out that leader should adjust their management styles to take full advantage of AI, focusing on skills like data analysis and understanding AI-generated information. In the end, the paper encourages a flexible approach to managing the organizational changes related to AI implementation, suggesting a focus on creativity and adaptability. It argues that using AI boosts productivity and helps organizations thrive in a tough competitive environment.

ARTIFICIAL INTELLIGENCE AND ECONOMIC MECHANISMS OF FIRMS' DIGITAL TRANSFORMATION

Dinko Štetić, International University Libertas, Croatia

This paper addresses the digital transformation of management, with a particular focus on the economic effects of integrating artificial intelligence into firms' business strategies. The purpose of the paper is to develop an integrated theoretical framework that explains how artificial intelligence, when embedded in managerial decision-making processes, influences productivity and long-term competitive advantage. The methodology is based on a theoretical integration of the resource-based view of the firm,

information and decision theory, and the economics of digital technologies. Through a synthesis of the relevant literature, the paper develops a conceptual model that conceptualizes artificial intelligence as a strategic intangible resource whose value depends on organizational and managerial complementarities. The key findings suggest that the economic effects of artificial intelligence do not stem from the technology itself, but from its integration into management, which reduces information asymmetries and enables more efficient resource allocation. Keywords: artificial intelligence; digital transformation; management; business strategy; theoretical integration

ARTIFICIAL INTELLIGENCE AND THE ECONOMY: CONCEPTUAL MODEL - PRODUCTIVITY, EMPLOYMENT, AND INEQUALITY DYNAMICS

Sara Sousa, ISLA Santarém - Polytechnic University, Portugal (student)
Maria de Fátima Pina, ISLA Santarém - Polytechnic University; ISCTE- University Institute of Lisbon, School of Applied Digital Technologies; ISR - UC Institute of Systems and Robotics of the University of Coimbra, Portugal
Nuno Nogueira, ISLA Santarém - Polytechnic University; ESCAD–IPLuso– Polytechnic Institute of Lusophony, Portugal
Isabel Reis, ISLA Santarém - Polytechnic University; NECE – University of Beira Interior; CEFAGE – Universidade de Évora, Portugal

Artificial intelligence (AI) is increasingly recognised as a general purpose technology with profound yet uneven macroeconomic effects on productivity, employment, and income distribution. This paper proposes a conceptual model that theorises AI as a new form of capital and capability, shaping economic performance through three interrelated channels: productivity and growth, labour market transformation, and wealth and income inequality. Building on contemporary economic theory and emerging empirical evidence, the model specifies how AI driven productivity gains may coexist with job polarisation, wage dispersion, and changing skill premiums, and how these outcomes are conditioned by institutional frameworks, policy choices, and complementary investments in human capital. The framework offers a structured basis for future empirical research and provides guidance for policymakers seeking to design inclusive AI driven growth strategies that harness economic benefits while mitigating distributional risks.

ARTIFICIAL INTELLIGENCE AND THE GREEN TRANSITION: ECONOMIC IMPACTS OF AI DRIVEN DECARBONIZATION

Duresa Kilaj, Haxhi Zeka University, Kosovo
Fisnik Morina, Haxhi Zeka University, Kosovo

Abstract: Artificial Intelligence (AI) is playing an increasingly important role in accelerating the green transition and global decarbonization processes. This paper analyzes the economic impacts of AI-driven decarbonization, focusing on the use of intelligent technologies to enhance energy efficiency and reduce carbon emissions. In particular, the study includes a case study of Google (Alphabet Inc.), which employs AI to optimize energy consumption in its data centers. The analysis evaluates the effects of this process on reducing operational costs, increasing productivity, and improving overall economic efficiency. Through a review of the relevant literature and the analysis of the case study, the paper highlights that AI supported decarbonization not only contributes to the achievement of environmental objectives but also generates significant long-term economic benefits. However, the study emphasizes the need for public policies and regulatory frameworks that support the widespread and sustainable adoption of such technologies.

ARTIFICIAL INTELLIGENCE AND THE SHIFT TOWARD COHERENCE-BASED ECOLOGICAL CIVILISATION

Violeta Bulc, Ecocivilisation movement, Enterpreneur, Slovenia

This article argues that humanity is entering a profound civilizational transition shaped by ecological disruption, technological acceleration, and growing fragmentation across natural, urban, and digital systems. It presents Ecocivilisation as a viable path beyond civilizational decline or transhumanism, emphasizing imagination as a civilizational force through which societies shape the worlds they collectively manifest. Within this context, artificial intelligence is understood not as an autonomous force, but as an amplifier of the coherence or fragmentation already embedded in human systems. The paper argues that the central challenge of the AI era is the growing gap between technological capability and

leadership consciousness. In response, leadership must evolve from authority and control toward coherence-based stewardship, integrating human, silicon, systemic, relational, and cosmic intelligences to guide human, technological, and ecological systems toward regenerative futures.

ARTIFICIAL INTELLIGENCE AND TOURISM DRIVEN ECONOMIC DEVELOPMENT IN ALBANIA

Amos Huta, University Metropolitan Tirana, Albania
Kledia Tirana, University Metropolitan Tirana, Albania

The rapid expansion of international tourism has become a key driver of economic growth in Albania, while simultaneously exposing limitations in traditional tourism management models. This paper examines the role of Artificial Intelligence (AI) in supporting tourism-driven economic development, focusing on how increasing tourist flows act as a catalyst for AI adoption. The purpose of the study is to analyze the economic implications of AI integration in the tourism sector, particularly in terms of efficiency, productivity, and sustainability. The research employs a qualitative methodology based on a structured review of recent academic literature, official tourism statistics, and Albania-focused case studies. The findings indicate that AI contributes positively to economic performance by enhancing personalized services, improving operational efficiency, and supporting sustainable resource management. However, challenges such as high implementation costs, digital infrastructure gaps, and data privacy concerns remain significant. The paper highlights the importance of balanced AI strategies to ensure inclusive and sustainable economic growth in tourism-dependent economies.

ARTIFICIAL INTELLIGENCE AT THE CROSSROADS OF LAW AND MANAGEMENT: BUILDING RESPONSIBLE COMPETITIVE ADVANTAGE

Barbara Hribar, B2 Visoka šola za poslovne vede, Inštitut za civilno in gospodarsko pravo, Slovenija

Abstract This paper explores the transformative impact of artificial intelligence (AI) on contemporary management practices through the lens of legal and ethical responsibility. As AI increasingly shapes strategic decision-making, organizational structures, and market dynamics, managers face growing challenges related to accountability, transparency, and regulatory compliance. The purpose of this study is to examine how organizations can leverage AI-driven innovations while simultaneously safeguarding human values and legal integrity. Using a qualitative methodology that combines a systematic literature review with comparative analysis of selected regulatory frameworks and organizational practices, the paper identifies key governance mechanisms that enable responsible AI adoption. The findings suggest that aligning AI strategy with ethical principles and legal standards is not a constraint but a source of sustainable competitive advantage. The paper contributes to interdisciplinary dialogue by offering practical and theoretical insights for managers, policymakers, and scholars navigating AI-driven transformation. Keywords: Artificial intelligence; responsible management; business law; ethics of AI; competitive advantage

ARTIFICIAL INTELLIGENCE IN FINANCIAL DECISION-MAKING AND COMPETITIVE ADVANTAGE: EVIDENCE FROM LEADING EUROPEAN INDUSTRIAL FIRMS

Fisnik Morina, University “Haxhi Zeka”, Faculty of Business, Peja, Kosovo
Durim Selmonaj, University “Haxhi Zeka”, Faculty of Business, Peja, Kosovo

This study analyzes the role of artificial intelligence (AI) in improving financial decision-making and creating competitive advantage in European industrial companies. The aim of the study is to assess how the integration of AI into financial planning processes, risk management, and performance analysis affects operational efficiency and the strategic positioning of firms. The study is based on the analysis of secondary data and annual reports of three European industrial companies: Siemens AG, Schneider Electric SE, and Krka, d. d., Novo mesto. The findings indicate that the use of AI enables more accurate financial forecasting, cost optimization, improved risk management, and stronger support for strategic decision-making, thereby directly contributing to increased competitiveness and business resilience in a dynamic economic environment. Keywords: Artificial intelligence, financial decision-making, competitive advantage, digital transformation, business performance.

ARTIFICIAL INTELLIGENCE, BIG DATA, AND SUSTAINABLE VALUE CREATION: A GOVERNANCE-BASED PERSPECTIVE ON CRITICAL COMPETENCIES

Ait Bakader Hasnae, National School of Business and Management, Chouaib Doukkali University, El Jadida, Morocco
Bedoui Najia, National School of Business and Management, Chouaib Doukkali University, El Jadida, Morocco

The accelerated diffusion of artificial intelligence (AI) and big data is reshaping organizational value creation by redefining how strategic resources and competencies are identified, prioritized, and mobilized. While corporate governance research has extensively addressed AI-related issues of control, compliance, and accountability, it has paid limited attention to the upstream role of governance in shaping the competencies that become strategically critical in data-driven environments. This paper develops an integrative conceptualization that reframes corporate governance as a strategic mechanism for selecting and structuring critical competencies under algorithmic constraints. Drawing on corporate governance theory, the data economy perspective, and the dynamic capabilities approach, the study examines how governance effectiveness emerges from organizational decisions that prioritize, legitimate, and institutionalize data-related, ethical, and compliance competencies. Methodologically, the paper adopts a critical integrative conceptual synthesis aimed at theory-building rather than hypothesis testing. The proposed perspective advances management research on responsible AI and provides a structured agenda for future empirical studies in highly regulated sectors, particularly healthcare and pharmaceuticals. Keywords: Corporate governance; Governance effectiveness; Artificial intelligence; Big data; Critical competencies; Sustainable value creation.

ARTIFICIAL INTELLIGENCE, SUSTAINABILITY, AND INTERNATIONAL TRADE: A NEW PARADIGM OF GLOBAL COMPETITIVENESS

Martyna Mostowska, Radom Academy of Economics, Poland

The increasing integration of artificial intelligence into economic processes is leading to a profound redefinition of international competitiveness. This paper aims to examine the role of AI as a tool supporting sustainability in international trade and to assess its impact on firms' ability to build durable competitive advantages under growing regulatory and societal pressures. It is argued that artificial intelligence is no longer used solely to enhance cost efficiency, but is increasingly becoming a strategic instrument enabling the simultaneous pursuit of economic, environmental, and social objectives.

ARTIFICIAL INTELLIGENCE–SUPPORTED REQUIREMENTS ELICITATION IN THE SOFTWARE DEVELOPMENT LIFE CYCLE: A SYSTEMATIC LITERATURE REVIEW

Aleksandar Lazarević, B2 Visoka šola za poslovne vede, Slovenija

Requirements elicitation remains one of the most critical and risk-prone activities within the Software Development Life Cycle (SDLC). In recent years, artificial intelligence (AI)–based tools—ranging from natural language processing systems to large language models and conversational agents—have been increasingly adopted to support stakeholder interaction, requirements extraction, classification, and validation. Despite rapid technological advancement, a consolidated overview of empirical evidence, methodological approaches, and practical implications remains fragmented. This paper presents a systematic literature review (SLR) of AI-supported requirements elicitation in software engineering. The objective is to identify prevailing AI techniques, application contexts, reported benefits, limitations, and research gaps. The review synthesizes findings from peer-reviewed publications indexed in major scientific databases. Results indicate growing adoption of machine learning and NLP-based approaches for automated extraction, ambiguity detection, traceability support, and stakeholder communication enhancement. However, empirical validation in industrial environments remains limited. The study contributes (1) a structured taxonomy of AI applications in requirements elicitation, (2) an assessment of empirical maturity, and (3) recommendations for future research and industrial adoption.

BARRIERS TO DIGITAL BANKING SERVICES IN STRENGTHENING FINANCIAL INCLUSION

Ragib Mammadli, Azerbaijan State University of Economics (UNEC), Azerbaijan

Digital banking services are widely considered as a key driver of financial inclusion, as they expand access to formal banking and financial systems. However, significant barriers continue to limit their

effectiveness, particularly for underserved populations. This article examines the main obstacles to the adoption of digital banking services and their implications for strengthening financial inclusion. The aim of this study is to identify the technological, socio-economic and behavioral barriers that hinder the use of these services. A qualitative literature review methodology is used, drawing on recent academic research, reports, and data from developing countries. The findings reveal that low levels of digital literacy, inadequate infrastructure, accessibility issues, security concerns and a lack of trust in digital platforms remain major challenges. These barriers especially affect low-income individuals and rural communities. The article concludes that addressing these barriers through inclusive policies, improved digital infrastructure, better consumer education and robust regulatory frameworks is essential to maximizing the role of digital banking services in achieving sustainable financial inclusion.

BIAS, DISCRIMINATION, AND STRUCTURAL INEQUALITY IN AI SYSTEMS

Aniket Dwivedi, United University, India
Kulsoom Ruma, United University, India

Predictive Policing and Pre-Crime Ethics Abstract This paper interrogates the legal and ethical implications of predictive policing and the emergence of pre-crime governance, where algorithmic risk assessments increasingly shape law enforcement decisions before any offence has occurred. The purpose of the study is to examine how predictive policing challenges foundational principles of criminal justice, including the presumption of innocence, legality, and proportionality. Using a comparative doctrinal and normative methodology, the paper analyses predictive policing practices across multiple jurisdictions in light of international human rights standards, particularly those concerning due process, equality, and privacy. It argues that predictive systems frequently transform social disadvantage into criminal risk, thereby reinforcing structural discrimination rather than enhancing public safety. The paper's key finding is that existing legal safeguards inadequately constrain anticipatory policing technologies. It concludes by advocating for a rights-based and precautionary regulatory framework that places ethical limits on pre-emptive criminalisation.

CHARITY WORK BY FEDERAL INSTITUTIONS IN THE UAE: A REVIEW OF INITIATIVES DURING RAMADAN

Kakul Agha, Horizon University College, United Arab Emirates
Anees Janee Ali, Universiti Sains Malaysia, Malaysia

This paper examines charity work conducted by federal institutions in the United Arab Emirates (UAE) during the holy month of Ramadan. The purpose of the study is to review major initiatives, assess their institutional coordination, and evaluate their contribution to social welfare and national development. The study focuses on structured Ramadan campaigns implemented in collaboration with organizations such as the Emirates Red Crescent, Dubai Cares, the Zayed Humanitarian Foundation, and the Mohammed bin Rashid Al Maktoum Global Initiatives. Using a qualitative review methodology, the paper analyzes official reports, policy documents, press releases, and publicly available annual reports issued by federal entities and charitable foundations. The review explores initiatives such as food basket distribution, iftar meal campaigns, zakat collection, digital donation platforms, and humanitarian outreach programs targeting low-income families, expatriate workers, and vulnerable communities. Key findings indicate that federal Ramadan initiatives integrate Islamic principles of zakat and social solidarity with structured governance mechanisms ensuring transparency, accountability, and digital efficiency. The study concludes that these initiatives not only address immediate humanitarian needs but also strengthen national values of compassion, tolerance, and sustainable social development, reinforcing the UAE's global position in institutionalized philanthropy and humanitarian leadership.

CIRCULAR BIO-WASTE CONVERSION INTO ORGANIC FERTILIZER SOLUTIONS

Student Poster Presenter: Benjamin Dervišević, eMPIRICA, College of Computer Science and Business Communications, Bosnia and Herzegovina
Co-authors of the project idea: Lea Gugić, Jaqueline Golunga, Tomo Naglic

BioCycle: From Waste to Resource proposes a circular economy approach focused on converting supermarket bio-waste into organic fertilizer for agricultural use. The concept responds to growing concerns regarding biological waste accumulation and the need for sustainable resource recovery systems. The purpose of the initiative is to establish a waste-processing model capable of transforming

more than 100 tons of biological waste into valuable agricultural inputs. The methodology includes collection, processing, and conversion of supermarket waste within a pilot implementation planned in Bacau, Romania. Expected outcomes include reduced landfill waste, improved soil quality for farmers, and stronger support for sustainable agriculture. The project demonstrates how circular economy models can create environmental and economic value for local communities.

CORPORATE CODE OF ETHICS: ROLE, IMPLEMENTATION AND EFFECTIVENESS

Aleksandar Dejanović, Modern business school Belgrade, Serbia
Nina Maksimović Sekulić, Modern business school Belgrade, Serbia
Jelena Lukić Nikolić, Modern business school Belgrade, Serbia

A corporate code of ethics is a formal document that articulates moral principles, values, and standards to guide organizational behavior. Its purpose is to strengthen ethical resilience and direct the conduct of corporations, employees, and stakeholders. Although most large organizations have adopted such codes, only a minority achieve meaningful outcomes. This paper examines the gap between ethical policy and business practice. Through a comprehensive review of relevant literature, the study identifies key reasons for ineffectiveness: codes are often written in vague, general terms, and implementation fails without adequate supporting programs to disseminate principles across all organizational levels. The analysis highlights that the decisive factor for success lies in organizational culture. Ethical codes and compliance programs cannot prevent misconduct unless embedded in a broader culture that consistently promotes integrity and ethical behavior. The findings emphasize culture as the moral foundation of corporate ethics.

CORPORATE GOVERNANCE IN ALBANIAN BUSINESS ACTIVITIES

Rezart Dibra, Tirana Business University College, Albania

Corporate governance is at the topic of business activities . This paper explores the development of corporate governance in Albania, focusing on how governance practices impact transparency, accountability, and corporate performance. The purpose of the study is to assess the extent to which Albanian companies implement governance structures that meet international standards and to identify the main challenges they face. The research employs a qualitative approach, analyzing company reports, relevant legislation, and case studies of prominent Albanian firms to examine practices such as board independence, audit committees, and risk management. Findings show that while larger Albanian companies have made progress in adopting formal governance mechanisms, many firms still experience gaps in regulatory compliance, limited investor engagement, and insufficient ethical practices. Strengthening corporate governance in Albania is crucial for creating a transparent, accountable, and competitive business environment, which can enhance investor confidence and support sustainable economic growth (Tricker, 2019; OECD, 2020; World Bank, 2021).

CRYPTOCURRENCY VOLATILITY AS AN EXOGENOUS SHOCK TO EMERGING MARKETS

Student Poster Presenter: Kristin Myftaraj, Epoka University, Albania

This paper examines whether cryptocurrency market volatility acted as an exogenous shock affecting capital flows in emerging markets in 2022. Using data from 35 countries and the Ordinary Least Squares method, it analyzes the relationship between capital inflows, Bitcoin price changes, financial openness, current account balances, foreign reserves, ano cryptocurrency exposure. The results show a positive and significant relationship between cryptocurrency volatility and capital inflows, suggesting that digital financial integration may attract capital during uncertainty. Unlike previous studies treating cryptocurrency only as a high-risk asset, this research presents it as an external financial system influencing capital flow dynamics.

DIGITAL BUSINESS TRANSFORMATION IS PRIMARILY A HUMAN CHALLENGE, NOT A DIGITAL ONE

Marko Bohanec, B2 Ljubljana School of Business, Salvirt, Slovenija

Digital transformation (DX) failures are more often rooted in organizational and human factors than in technological inadequacy. This paper shows that the frequently cited 70% failure rate of DX initiatives is closely related to insufficient attention to shared vision, stakeholder alignment, change leadership, continuous learning, and organizational culture. The paper integrates David Rogers' digital

transformation roadmap, John Kotter's change leadership framework, Peter Senge's learning organization principles, and Nigel Vaz's emphasis on learning, unlearning, and relearning. To complement this conceptual synthesis, the paper includes an exploratory descriptive analysis of four course-based analytical tasks completed by master's-level students with substantial professional experience. The descriptive findings are consistent with the theoretical emphasis on strategic coherence, psychological safety, problem validation, learning capability, and structural alignment. The paper therefore frames digital business transformation primarily as an organizational challenge in which technology functions as an enabler rather than the primary determinant of success.

DIGITAL REPAIR SKILLS PLATFORM SUPPORTING CIRCULAR ECONOMY EDUCATION

Student Poster Presenters: Mariam Geladze, Business and Technology University, Georgia; Iryna Rybachok, State University of Trade and Economics, Ukraine
Co-authors of the project idea: Sara Sousa, Adrijana Šćetarić, Valeria Dobreva

It was proposed through the SkillBridge concept to create a digital platform that combines repair skills education with circular economy principles. The initiative responds to environmental pollution and increasing product disposal caused by limited repair opportunities and short product lifecycles. The purpose of the project is to provide practical learning through video tutorials, virtual experiences, and collaboration with companies contributing used products for repair activities. The methodology includes learner registration, company partnerships, guided repair processes, and opportunities for reuse, resale, or donation of repaired products. Expected results include waste reduction, improved employability, stronger technical skills, and increased awareness of sustainable consumption. The project also highlights the importance of international educational collaboration in promoting circular economy practices.

DIGITAL TRANSFORMATION – SUSTAINABILITY NEXUS: AN INSTITUTIONAL VIEW FOR FUTURE SOCIETIES

Chrysanthi Balomenou, Epoka University, Albania
Jora Banda, European University of Tirana, Albania
Iges Banda, Western Balkans University, Albania

As societies confront growing challenges stemming from environmental degradation, economic inequality, and rapid technological shifts, the discourse on sustainable development has become increasingly intertwined with digital transformation. This paper proposes a theoretical framework grounded in Institutional Theory to analyze how digital transformation can both enable and hinder sustainable development across different socio-economic contexts. Institutional Theory posits that organizations and actors operate within a set of formal and informal rules, norms, and structures that shape their behaviors and decisions. Applying this lens, we argue that the digital transformation of economies is not merely a technical shift, but a process deeply embedded in social, political, and institutional contexts. Institutions—such as regulatory bodies, educational systems, and market structures—play a critical role in either fostering or obstructing the integration of digital innovations that support environmental sustainability, social inclusion, and economic resilience. We synthesize literature across multiple domains, including green technology adoption, digital governance, and innovation systems, to propose a conceptual framework that identifies three institutional dimensions that mediate the relationship between digitalization and sustainable development: (1) Regulative Institutions (e.g., laws, standards, and policies), (2) Normative Institutions (e.g., cultural norms and values), and (3) Cognitive Institutions (e.g., shared understandings and mental models).

DIGITAL-DRIVEN RECONSTRUCTION OF UKRAINE: CONSTRUCTION INNOVATION, MIGRATION AND ECONOMIC RECOVERY?

Liudmyla Herman, WUNU, Ukraine
Iaroslav Gladkyi, WUNU, Ukraine

The study is devoted to digitally controlled reconstruction of Ukraine as a strategic mechanism for accelerating reconstruction and economic recovery in the context of migration-induced labour shortages in construction. The aim of the article is to determine the impact of digital innovations (BIM, digital twins, AI planning, e-permits, modular construction and digital procurement) on increasing the productivity of the industry, compensating for staff losses and strengthening the investment capacity of reconstruction.

The methodology includes systematisation of scientific approaches to the reconstruction economy, analysis of modern digital solutions in the construction sector, and a comparative review of international practices in post-crisis reconstruction. Key findings show that the digitalisation of construction processes increases productivity, partially compensates forlabour shortages, reduces time and cost losses in projects, technological productivity gains partially offset labour shortages, reduce corruption risks and strengthen donor confidence, which contributes to increased investment and accelerated economic recovery in Ukraine.

ECO-FRIENDLY MULTI-STAGE WATER FILTRATION SYSTEM CONCEPT

Student Poster Presenter: Artem Tsvetkov, PUET, Ukraine
Co-authors of the project idea: Beatris Lopes, João Reis, Andrei Teterea, Andzhela Dicheva

EcoDrop was designed as a proposed eco-friendly multi-stage water filtration concept intended to improve access to safe drinking water while reducing plastic waste generated by bottled water consumption. The project addresses challenges related to water pollution, harmful microorganisms, and limited clean water availability in different environments. The purpose of the concept is to create a compact and reusable filtration system suitable for households, travel, remote regions, and emergency situations. The methodology combines several filtration techniques integrated into a reusable container with replaceable filter layers. Expected results include lower waste production, improved drinking water accessibility, and support for sustainable consumption practices. The project also promotes circular economy principles through environmentally responsible product design and long product lifecycle planning.

ENERGY INFRASTRUCTURE AND AI-DRIVEN GROWTH IN THE EUROPEAN ECONOMY?

Alesia Makaj, Deutsche Bundesstiftung Umwelt & Konrad Adenauer Stiftung, Albania
Amos Huta, University Metropolitan Tirana, Albania

The widespread adoption of Artificial Intelligence is expected to boost economic activity. At the same time, the expansion of AI systems is increasing the demand for energy capacities. This paper examines whether energy infrastructure is becoming a strategic bottleneck for AI-driven growth in the European Union (EU) economy. From a geoeconomic perspective, the paper argues that AI should not be viewed only as a digital phenomenon, but also as an energy-intensive activity that relies on physical infrastructure shaped by policy, regulation, and geopolitical conditions. The paper works on three related contributions. First, it highlights that the pace of AI adoption may be constrained by energy availability and infrastructure capacity rather than technological capabilities alone. Second, it discusses a potential crowding-out mechanism through which rising AI-related energy demand could compete with households, industry, and development objectives within the EU. Third, it considers energy infrastructure as a strategic economic resource that may influence the EU’s competitiveness and resilience in the global AI landscape. By developing a conceptual framework linking AI expansion, energy systems, and geoeconomic dynamics, the paper contributes to ongoing debates on digital growth and energy policy. It also suggests directions for future empirical research on AI, energy infrastructure, and economic performance.

EU INFRASTRUCTURE STRATEGIES FOR DIVERSIFICATION OF TRANS-REGIONAL CONNECTIVITY IN CENTRAL ASIA

Murad Akhundov, The Academy of Public Administration under The President of the Republic of Azerbaijan, Azerbaijan

Infrastructure strategies are developed is both vitally important and hugely challenging. This paper analyzed the position of Central Asian countries as the main beneficiaries of the new EU Strategy, as well as the \"third strategies\" of China, Russia, and the United States in the region. The study examines the strategy, methods, instruments, and institutions of the European Union\'s influence in Central Asia. The key findings include: improve institutional coordination among the economies, clear need to address the harmonization of the digital domain, the improvement of interoperability. The study explores how transport corridors can serve as a catalyst for economic growth by improving logistics systems, and integrating Central Asia into global markets. The study highlights the critical role of EU infrastructure strategy in promoting regional integration, for landlocked. Strategic approach enables to be taken in a

coordinated manner, taking account of synergies between projects, and to be oriented toward national priorities.

EXPLORING THE IMPACT OF HUMAN RESOURCE INNOVATION ON EMPLOYEE PERFORMANCE
Aygun Abdulova, Azerbaijan State University of Economics (UNEC), Azerbaijan

In today's rapidly changing and globally connected world, innovation in human resource (HR) practices plays an increasingly important role in shaping organizational success. This paper explores how modern and innovative HR approaches influence employee performance, focusing on areas such as digital HR tools, flexible work arrangements, talent development, and data-informed decision-making. Rather than relying solely on traditional methods, organizations are adopting more adaptive and people-centered strategies to improve both employee experience and productivity. Drawing on recent studies and established theories, the paper examines how these innovative practices affect key aspects of employee performance, including motivation, efficiency, creativity, and job satisfaction. The discussion highlights that when organizations invest in progressive HR strategies, employees tend to feel more engaged, supported, and capable of contributing effectively to organizational goals. At the same time, the paper acknowledges practical challenges such as resistance to change, gaps in digital skills, and concerns around ethical use of data. By placing greater emphasis on flexibility, technology, and employee well-being, organizations can create a more dynamic and high-performing workforce. The paper offers valuable insights for both researchers and practitioners seeking to better understand the evolving role of HR in today's workplace.

FINANCIAL DEVELOPMENT AND THE ADOPTION OF ARTIFICIAL INTELLIGENCE: EVIDENCE FROM AZERBAIJAN
Nazrin Akhundzada, Azerbaijan State University of Economics (UNEC), Azerbaijan
Amiran Gahramanov, Azerbaijan State University of Economics (UNEC), Azerbaijan

This article investigates the long-run relationship between financial development and economic growth in Azerbaijan within 2000–2024 period. Findings from the ARDL bounds test reveal a significant long-term cointegration among financial depth, physical capital investments and economic growth, suggesting that access to finance for a private sector remains an important accelerator for economic growth. While domestic credit to the private sector shows a weak positive short-run impact, its long-run coefficient is significantly negative. The divergence between the positive impact of physical capital and the negative impact of bank credit in the long run is consistent with the financial instability hypothesis. Even though physical assets contribute to the productive capacity, the financial markets might be inefficient in the allocation of resources by moving funds toward non-productive sectors and creating a misallocation constraint on economic growth. This study also includes a SWOT analysis framework to evaluate the capacity and strategic position of the country in the global AI landscape. The analysis explores recent policy, data, and economic indicators.

FINTECH AND MACROECONOMIC DYNAMICS: THEIR IMPACT ON GROWTH DURING ECONOMIC UNCERTAINTY
Student Poster Presenter: Sindi Liçi, Epoka University, Albania

This study investigates the impact of FinTech integration, financial leverage, investment, and inflation on economic growth during economic disruption. Using an Ordinary Least Squares regression model on panel data from 29 countries between 2016 and 2024, the study includes a crisis dummy variable to capture pandemic effects. Results show that financial leverage negatively affects growth while investment and moderate inflation contribute positively to macroeconomic stability. FinTech-driven financial inclusion and investment efficiency support economic development, whereas the pandemic crisis had a significant contractionary effect. The findings highlight the importance of FinTech adoption for sustainable growth and effective economic policy.

FUTURE OF LOGISTICS:AI-DRIVEN TRANSFORMATION IN MNCS

Ulkar Alizada, UNEC, Azerbaijan
Sultan Abdullayev, ASOIU, Azerbaijan

Artificial Intelligence (AI) is rapidly transforming global logistics, enabling multinational corporations (MNCs) to enhance forecasting accuracy, optimize transportation networks, automate warehouses, and strengthen risk management. As supply chains become more global and complex, AI-driven tools , such as machine learning, predictive analytics, computer vision, and digital twins - are increasingly central to achieving efficiency, visibility, and resilience. However, despite its growing capabilities, AI still has limitations. Algorithmic decisions can be affected by data quality issues, unforeseen market disruptions, and contextual factors that machines cannot fully interpret. As a result, errors in predictions, routing, or automated decision-making can occur. This paper highlights that within MNC logistics operations, the human factor remains critical: expert judgment, cross-functional collaboration, and strong professional networks play a key role in validating AI outputs, solving exceptions, and maintaining operational continuity. The analysis argues that the future of logistics will rely not on AI replacing humans, but on a balanced synergy, where AI handles complex data-driven tasks while human expertise ensures ethical oversight, contextual understanding, and strategic decision-making. Together, they form the foundation of next-generation, resilient, and intelligent global logistics networks.

GENAI GOES TO WORK: EVIDENCE FROM GEORGIAN JOB ADS

Natia Khukhunaishvili, Business and Technology University, Georgia
Tsotne Zhghenti, Business and Technology University, Georgia

This study investigates how generative artificial intelligence (GenAI) skills are incorporated into formal hiring signals by analyzing online job advertisements posted in Georgia. Using a corpus of vacancy texts collected from leading job portals in January 2026, the paper applies a bilingual (Georgian–English) text-analytics pipeline to detect both explicit and implicit GenAI-related requirements and to classify them within a structured taxonomy (e.g., GenAI tool use; prompting and workflow integration; technical implementation concepts and responsible use). To ensure measurement quality, the approach combines lexicon-based detection with contextual filtering and validates results through manual annotation of a stratified sample of postings. The analysis maps where GenAI skill mentions appear across occupations and sectors, examines temporal variation and explores co-occurrence with other demanded skills. Preliminary patterns indicate that GenAI requirements are most visible in digitally intensive roles but are also diffusing into non-technical functions, where GenAI is framed as an enabler of productivity, content creation and automation. Overall, the emerging evidence suggests employers prioritize applied GenAI capability - effective use, integration into business workflows, and output evaluation, alongside complementary digital and communication skills. The paper contributes context-specific evidence from a small open economy and discusses implications for education providers, workforce development initiatives and employer upskilling strategies in Georgia.

GENERATIONS IN THE BUSINESS ENVIRONMENT - IN THE CONTEXT OF AI

Marina Pajić Ivanović, School of advanced Social Studies, Croatia
Janez Kolar, Ljubljana School of Business, Ljubljana, Slovenia

The Contemporary business environment currently involves the simultaneous work of several generations. Their professional behaviour, work styles and perceptions of organisational processes are a result of differences in their career anchors. Over the past decade, the business environment has been marked by rapid digitalisation and an increasingly intensive application of artificial intelligence. Given its characteristics, artificial intelligence is entering existing organisational structures, impacting ways of working, decision-making, and even organisational management. Based on this, the paper would use secondary analysis of doctoral research on generations in the business environment, with the aim of reinterpreting these results within a new theoretical framework that views artificial intelligence as a structural factor in contemporary organisational change. The purpose of the paper is to demonstrate why multidisciplinary and intergenerational approaches are necessary for effective digital transformation and responsible management.

HOW GOVERNANCE ASYMMETRIES SHAPE CHEFS' SUSTAINABILITY DECISIONS IN FOOD VALUE CHAINS

Student Poster Presenter: Francesco Versari, MEDEA University, Malta

Restaurant chefs are held accountable for sustainability outcomes in food value chains, with sourcing and menu decisions presented as levers for change. Yet chefs occupy structurally bounded downstream positions where governance asymmetries and market pressures restrict professional discretion. This paper analyses how governance asymmetries shape the sustainability decisions available to chefs in commercial kitchens. Drawing on value chain governance theory and downstream actor analysis, it builds a conceptual framework distinguishing the decisions chefs are expected to make from those they can actually make under structural constraints. The analysis shows that treating downstream professionals as autonomous decision-makers misallocates accountability along the chain, supporting a more realistic design of governance interventions.

IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS IN THE DOCUMENTS OF REGIONAL AND LOCAL AUTHORITIES

Student Poster Presenter: Miryam Macella, MEDEA University, Malta

Sustainable development must be based on a systemic approach, that is to say, on the need for an integrated view of the economic, environmental and social dimensions of development, supported by accountable, effective and transparent institutions. European Union policies implemented by regional and local authorities play a key role in achieving the 17 goals of the 2030 Agenda; as the administrations closest to citizens, they are best placed to understand the needs of the population.

KNOWLEDGE TRANSFER THROUGH EU PROJECTS: THE URBACT PIONEERS ACCELERATOR CASE STUDY

Nuša Lazar, B2 Ljubljana School of Business, Slovenia

Knowledge transfer is increasingly recognised as a key mechanism for advancing sustainable urban development across Europe, enabling cities to share good practices and bridge implementation gaps between more and less experienced municipalities. This paper examines how knowledge transfer operates in the context of EU-funded projects, using the URBACT Pioneers Accelerator as a case study - a bespoke 18-month learning programme for 27 cities from Western Balkans accession countries. Drawing on theoretical frameworks, including Nonaka and Takeuchi's SECI model, Szulanski's concept of knowledge stickiness, and Wenger's concept of communities of practice, the paper situates the programme within the EU policy framework for sustainable urban development. Employing a qualitative case study methodology that combines programme documentation, direct participant observation, and semi-structured expert interviews, the research investigates how knowledge and EU urban practices are transferred, absorbed, and applied in a pre-accession context, and identifies the conditions that facilitate or hinder this process.

KOMUNIKACIJSKI PRISTOPI KOT PODPORA UPRAVLJANJU STRESA NA DELOVNEM MESTU

Fadil Mušinović, B2 Visoka šola za poslovne vede, Slovenija

Stres na delovnem mestu predstavlja pomemben izziv sodobnih organizacij, saj vpliva na dobro počutje zaposlenih, njihovo delovno učinkovitost in organizacijsko klimo. Namen prispevka je preučiti vlogo komunikacijskih pristopov kot podpore upravljanju stresa na delovnem mestu ter poudariti njihov pomen pri oblikovanju zdravega delovnega okolja. Prispevek temelji na pregledu znanstvene in strokovne literature s področja organizacijskega komuniciranja, upravljanja stresa in dobrega počutja zaposlenih ter na empirični raziskavi, izvedeni med zaposlenimi v organizacijah. Rezultati raziskave kažejo, da jasna, odprta in dvosmerna komunikacija pomembno prispeva k zaznavanju nižje ravni stresa, večjemu občutku podpore in višji stopnji zadovoljstva zaposlenih. Posebej pomembni so komunikacijski pristopi, ki temeljijo na zaupanju, aktivnem poslušanju in pravočasnem posredovanju informacij. Prispevek poudarja, da učinkovito komuniciranje predstavlja pomembno strateško orodje za upravljanje stresa v organizacijah ter ponuja uporabne usmeritve za vodstvo in kadrovske strokovnjake.

LEGAL AND ETHICAL CHALLENGES FOR COMPETITIVE ORGANIZATIONS

Natia Surmanidze, Ilia State University, Georgia
Sopiko Tevdoradze, Georgian International University (GIU), Georgia
Nugzar Tevdoradze, Samtskhe-Javakheti State University, Georgia

The rapid incorporation of Artificial Intelligence (AI) into managerial practices has significantly altered decision-making, efficiency, and competitive strategies in organizations. However, the growing reliance on AI has introduced complex legal and ethical issues with regards to accountability, transparency, and fairness, which necessitate an assessment of managerial responsibility and corporate governance structures. The article explores the concept of 'Responsible Artificial Intelligence' in management and identifies the fundamental legal and ethical principles critical for the development of competitive organizations. By using an interdisciplinary research methodology, which combines elements of corporate governance, business laws, and ethics, the article specifically deals with decision-making, explainability, and ethical oversight with regard to AI. The article argues that 'Responsible Artificial Intelligence' should be viewed as an important tool for building trust and minimizing legal risk, which contributes to organizational competitiveness.

LEGAL BARRIERS TO THE IMPLEMENTATION OF THE «OPEN SCIENCE» PRINCIPLE: A COMPARATIVE ANALYSIS OF EUROPEAN UNION AND UKRAINIAN LEGISLATION

Yuliia BODNARCHUK, Western Ukrainian National University, Ukraine
Liliia BODNARCHUK, Ternopil Court of Appeal, Ukraine

A Comparative Analysis of European Union and Ukrainian Legislation».Objective of the study: The purpose of this study is to conduct a systematic analysis of the key legal barriers to the implementation of the Open Science principles in Ukraine by identifying and comparing regulatory inconsistencies between national legislation and EU law, as well as the development of scientifically grounded approaches to overcoming them in order to ensure harmonisation, European integration, and development of the national innovation potential. To achieve the stated research objective, a set of the following scientific methods was employed: comparative legal analysis as the primary method for identifying inconsistencies. The comparison of key EU directives with the provisions of Ukrainian legislation; systemic-structural analysis, used to examine the internal interconnections between various branches of national law regulating scientific activity in order to identify systemic inconsistencies; the formal-legal (dogmatic) method that outlines the norms of the current legislation, analyses legal techniques and identifies legal deficits in the regulation of open access, licensing and data management. In summary, legal contradictions in Ukraine are systemic in nature and consist not in the complete absence of laws, but in their inconsistency with European standards and their lack of focus on directly ensuring openness.

LEGAL LIMITS OF ARTIFICIAL INTELLIGENCE IN EMPLOYEE MONITORING AND TASK ALLOCATION UNDER LABOUR LAW

Nana Weber, B2 Ljubljana School of Business, Slovenia

The increasing use of artificial intelligence (AI) in organizations raises important questions regarding its role in the organization and supervision of work. This paper examines whether AI can be used to monitor employees in the performance of their work within the framework of labour law and employer managerial authority. The purpose of the paper is to analyze the compatibility of AI-based monitoring practices with the employer's right to organize and control the work process under employment legislation. Using a normative legal analysis, the paper focuses on the limits of managerial control, employee protection, and the requirement of human decision-making in employment relationships. The paper argues that while AI may assist in organizing work and supporting managerial decisions, it cannot autonomously exercise employer authority or replace human responsibility in supervising employees.

LEGAL REGULATION OF COUNTERING DISINFORMATION IN THE AGE OF AI

Tamara Kortukova, State University of Trade and Economics, Ukraine
Anatolii Mazaraki, State University of Trade and Economics, Ukraine

The rapid advancement of generative Artificial Intelligence has revolutionized the creation and spread of disinformation, rendering traditional legal frameworks insufficient. This study examines the legal

challenges posed by AI-driven threats, such as deepfakes and automated manipulative content. By analyzing the EU AI Act and the Digital Services Act, the research evaluates current regulatory approaches toward transparency and algorithmic accountability. The findings emphasize the complexity of assigning liability between AI developers and platform providers. Ultimately, the paper argues for a balanced approach that protects national security and democratic integrity without infringing upon the fundamental right to freedom of expression.

MACROECONOMIC DETERMINANTS OF NPLS IN EU: A PANEL DATA ANALYSIS (2010–2023)
Student Poster Presenter: Fatma Kastrati, Epoka University, Albania

Abstract Non-performing loans (NPLs) present a significant risk to the banking systems, and become worse during periods of economic turmoil. This study investigates the macroeconomic determinants influencing non-performing loans in EU member states; using annual panel data from 2010 to 2023.A Pooled Ordinary Least Squares regression approach along with robust and cluster-robust standard errors are utilized to assess the effects of GDP growth, unemployment rate, and inflation on NPL ratios. The findings indicate that unemployment is the strongest factor affecting NPLs. GDP growth is positively connected with NPLs, contrary to popular belief, ,suggesting that economic expansion might encourage over-leveraging. Inflation has no statistically significant effect, while NPL ratios seem to rise during recessions. The study highlights how crucial macroeconomic stability for protecting financial systems. Keywords: Non-performing loans; European Union; unemployment; GDP growth; inflation; recession; panel data; Pooled OLS

MANAGERIAL PERSPECTIVES OF NEUROMANAGEMENT IN HETERODOX LENS
JYOTIRMAYA SATPATHY, The Management University of Africa Nairobi, Kenya
S Sandhya, NSOM Bengaluru, India

The paper investigates managerial perspectives intersection of Neuroscience and Management practices through a Heterodox Lens, emphasizing how rethinking conventional theories can lead to innovative insights and methodologies. By analyzing neuromanagement, paper highlights importance of understanding cognitive processes and emotional intelligence in organizational behavior, shedding light on how these factors influence decision-making, leadership styles, and employee motivation. It critiques traditional management approaches, advocating for a more eclectic and interdisciplinary perspective that incorporates insights from psychology, sociology, and economics. Aim is to innovate and adapt leadership strategies that are pertinent in today's complex organizational landscape. Some questions are: How can the application of neuromanagement principles improve employee motivation and performance? What are the practical implications of integrating neuroscience with traditional management practices? In what ways does a heterodox perspective address the limitations of traditional management theories? Why is empirical research essential for the future application of neuromanagement principles? How can organizations promote inclusivity through neuromanagement practices?

MANAGING ETHICAL DIGITAL TRANSFORMATION IN HIGHER EDUCATION: AN ETHICS-IN-PRACTICE FRAMEWORK FOR RESPONSIBLE AI
Emilija Mančić, Metropolitan University Belgrade, Serbia

The integration of artificial intelligence (AI) into higher education is transforming teaching methods and institutional decision-making processes, and raising important governance and ethical issues. While principles such as transparency, accountability and fairness are widely recognised, they are not yet being implemented in everyday academic contexts. This paper addresses this issue by proposing an Ethics-in-Practice framework to operationalise the ethical use of AI within higher education institutions, particularly relevant for small and medium-sized universities. Drawing on qualitative research and stakeholder engagement, including focus groups, the study analyses AI use across three dimensions: contexts of use, trust and responsibility, and reflexive evaluation of ethical and regulatory issues. The findings inform the development of a stakeholder-driven, practice-oriented framework. This framework is presented as a toolbox of operational guidelines, checklists, and templates to support context-sensitive decision-making and responsible digital transformation. By focusing on implementation and governance, the paper presents a transferable approach to the integration of ethical AI in the management of higher education institutions.

MEDLINK CARE AI: BRIDGING THE HEALTHCARE ACCESS GAP IN ROMANIA THROUGH AI-POWERED SYMPTOM TRIAGE AND SPECIALIST MATCHING

Student Poster Presenter: Bianca Cionca, University of Oradea, Romania

Casian Sime, University of Oradea, Romania, MedLink Care AI is an AI-powered digital health platform designed to address the fragmented and inefficient specialist access system in Romania. The platform guides patients through an intelligent symptom triage process, identifies the most suitable specialist based on their condition and location, and enables real-time appointment booking with local clinics — all within a single session. Developed using the Business Model Canvas framework, the project targets the Oradea market as its initial launch city, with a freemium subscription model and clinic partnership fees as its primary revenue streams. MedLink Care AI directly addresses SDG 3 by democratizing access to timely, informed healthcare.

ORGANISATIONAL EXIT STRATEGY FOR CSR: A CASE STUDY OF ACTION-AID INTERNATIONAL NON-FORMAL EDUCATION IN UGANDA

Student Poster Presenter: Rose Melissa Nagadya, MEDEA University, Malta

The study examines the implication of organizational exit strategy on CSR in Non-Formal Education (NFE) within the context of sub-Saharan Africa adopting a case study research design with qualitative approaches. The study combines CSR, institutional theory, and sustainability frameworks to support NGOs and stakeholders in promoting responsible and sustainable program exits.

RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING AND ITS IMPLICATIONS FOR COMPETITIVE ADVANTAGE IN RURAL TOURISM

Armila Xhebraj, Agricultural University of Tirana, Albania
Jonida Avdulaj, Agricultural University of Tirana, Albania

Artificial Intelligence has become an important tool in digital marketing and managerial decision-making in today's digital environment. Nowadays, through AI technologies, businesses are able to reach wider audiences, analyze consumer behavior more effectively, and optimize marketing strategies through digital platforms. This form of digital marketing enables tourism businesses to improve online visibility, engage more effectively with customers, and receive immediate feedback on products and services. However, responsible AI use remains a challenge in rural tourism contexts, where digital resources and skills may be limited and concerns related to transparency and ethical decision-making persist. Based on this context, the aim of this paper is to analyze both the positive and negative aspects of adopting Artificial Intelligence in digital marketing and to demonstrate how responsible AI use can contribute to competitive advantage in rural tourism.

REVOLUTIONIZING GREEN FINTECH: AI INNOVATIONS COMPARISON FROM A GLOBAL LENS

Ewelina Idziak, Kazimierz Wielki University, Poland

Purpose: This study maps AI applications in green FinTech entities from the Cambridge Centre for Alternative Finance database, identifying those integrating AI for verifiable environmental impact. Methodology: Using PRISMA for literature review, screened over 100 active 2024 green FinTech firms for the crossroads of AI , and sustainable finance. Three exemplars were analyzed as case studies from the real market, then also reports, Scopus literature, and visualizations for better understanding. Findings: Case studies deliver knowledge about current business solutions in a real-time supply chain carbon analytics for decarbonization, AI with sensors and satellite data for precise energy verifications, and automates asset-level emissions tracking for reduction opportunities. These converge AI and green finance to boost decarbonization and compliance. Practical Implications: Insights offer frameworks for scaling AI-driven climate resilience in finance and industry.

RISK-AWARE LEGAL GOVERNANCE FOR AI-DRIVEN CYBERSECURITY SYSTEMS: FRAMEWORKS, COMPLIANCE, AND ACCOUNTABILITY

Turkan BASHİRLİ, Azerbaijan State University of Economics, Azerbaijan

As AI becomes increasingly central to cybersecurity, organizations face new legal and ethical challenges. This paper explores risk-aware governance approaches for AI-driven cybersecurity systems, focusing on

compliance, accountability, and regulatory alignment. By reviewing current laws and AI-specific regulations, it identifies potential gaps and liabilities that may arise from automated decision-making. A practical framework is proposed to help organizations integrate risk management into their AI cybersecurity strategies, including ongoing monitoring, transparent reporting, and ethical safeguards. The study shows that considering legal and ethical aspects from the start not only reduces regulatory risks but also strengthens trust and system reliability. The insights offered aim to guide policymakers, legal professionals, and technology developers in fostering responsible AI adoption in cybersecurity.

SAFEGUARDING DEMOCRACY: THE INTERSECTION OF AI ETHICS, CYBERSECURITY, AND INTERNATIONAL LAW

Student Poster Presenters: Angel Angelov, ANIS, Bulgaria; Nergis Inanc, ANIS, Bulgaria; Kristian Milev, ANIS, Bulgaria

This research explores the critical intersection of Artificial Intelligence (AI) with international legal frameworks, ethical mandates, and global security protocols. As AI transitions from a computational tool to a socio-technical driver, it presents unprecedented challenges to democratic stability and individual privacy. By analyzing the EU AI Act, UNESCO's ethical guidelines, and NATO's strategic AI principles, this project evaluates the risks of algorithmic bias, deepfake-driven misinformation, and autonomous weaponry. The study argues that a harmonized, multilateral governance model is essential to mitigate cybersecurity vulnerabilities and ensure that AI deployment remains human-centric and legally accountable in an increasingly fractured geopolitical landscape.

STRATEGIC ALIGNMENT IN THE AGE OF GENERATIVE AI

João Reis, ISLA Santarém – Polytechnic University, Portugal (student)
Filipa Martinho, ISLA Santarém – Polytechnic University, Portugal
Maria de Fátima Pina, ISLA Santarém-Polytechnic University; ISCTE- University Institute of Lisbon, School of Applied Digital Technologies; ISR - UC Institute of Systems and Robotics of the University of Coimbra, Portugal
Nuno Nogueira, ISLA Santarém-Polytechnic University; ESCAD–IPLuso – Polytechnic Institute of Lusophony, Portugal

Artificial intelligence (AI), particularly generative AI, is transforming how organisations design and execute business strategy, yet there is limited conceptual clarity on how to align AI with strategic and governance mechanisms. This paper proposes a conceptual model linking AI capability maturity (data, algorithms, human–AI skills) with dynamic capabilities and strategic decision making to support responsible and competitive organisations. The framework integrates three pillars, AI capabilities, strategic alignment, and responsible governance, and specifies key constructs and presumed relationships, offering a structured basis for future empirical testing and managerial application. The model provides scholars with a theory driven foundation for studying AI in management and business strategy and offers practitioners a roadmap to embed AI into strategic planning and control systems in line with emerging legal and ethical requirements.

STRATEGIC MARKETING AND CONSUMER INFLUENCE IN AI-DRIVEN PAYMENT SYSTEMS ADOPTION

Gjorgjina Sherovska, SMX Academy, Republic of North Macedonia

This study examines the drivers and barriers influencing the adoption of artificial intelligence (AI) in payment systems, focusing on consumer perceptions, trust, and technological readiness. A quantitative research design was employed, with data collected through a structured questionnaire between October and December 2025 from 137 participants, including consumers, financial professionals, and e-commerce stakeholders. Factor analysis was used to identify key dimensions of adoption, while regression analysis assessed their predictive significance. Findings indicate that perceived ease of use, security assurance, and convenience are the strongest drivers of adoption, while data privacy concerns and technological complexity act as significant barriers. Trust in AI systems and perceived usefulness strongly predict adoption likelihood, whereas concerns about data misuse negatively influence acceptance. The study contributes to the literature on AI in financial technology and offers practical implications for institutions, developers, and policymakers. Future research should adopt longitudinal and cross-cultural designs to validate these findings.

SUSTAINABLE AI PATHWAYS: INTEGRATING ENVIRONMENTAL STEWARDSHIP, SOCIAL JUSTICE, AND GOVERNANCE FOR SOCIETAL WELL BEING

Andreia Gomes, ISLA Santarém – Polytechnic University, Portugal (student)
Maria de Fátima Pina, ISLA Santarém-Polytechnic University; ISCTE- University Institute of Lisbon, School of Applied Digital Technologies; ISR - UC Institute of Systems and Robotics of the University of Coimbra, Portugal
Nuno Nogueira, ISLA Santarém-Polytechnic University; ESCAD–IPLuso– Polytechnic Institute of Lusophony, Portugal
Carlos Galveias, ISLA Santarém – Polytechnic University, Portugal

Artificial intelligence (AI) is increasingly deployed to address sustainability challenges, yet its societal impacts remain ambivalent, combining environmental opportunities with social risks and governance gaps. This paper advances a conceptual model that integrates three interdependent pathways through which AI shapes sustainability and society: (1) AI for environmental sustainability (climate mitigation, resource efficiency, circular economy), (2) AI for social sustainability (equity, inclusion, decent work, community resilience), and (3) sustainable AI governance (ethical frameworks, ESG oriented regulation, participatory oversight). The model theorises how these pathways interact via organisational capabilities, data infrastructures, and value configurations, generating both virtuous cycles (e.g. "sustainable AI for sustainable development") and dystopian trajectories (e.g. high impact but socially regressive AI). It provides a structured foundation for future empirical research and offers guidance for policymakers and managers seeking to design AI strategies that are environmentally sound, socially just, and institutionally robust.

SUSTAINABLE STADIUMS AND VISIONARY LEADERSHIP: EMBEDDING ESG PRINCIPLES IN MODERN FOOTBALL

Jelena Lukić Nikolić, Modern Business School, Serbia
Vladimir Mirković, Economists Association of Belgrade, Serbia

This paper explores the integration of Environmental, Social and Governance (ESG) principles in European football, emphasizing the role of modern stadiums and visionary leadership in advancing sustainability. Drawing on data from the top five leagues: the Premier League (England), La Liga (Spain), Bundesliga (Germany), Serie A (Italy), and Ligue 1 (France), this paper evaluates how infrastructure and governance practices foster socioeconomic development, environmental responsibility, and community engagement. Case studies such as UEFA EURO 2024 and TSG Hoffenheim's PreZero Arena illustrate how football organizations embed sustainability into operations and strategy. Using independent sustainability rankings, UEFA reports, UNFCCC "Sports for Climate Action" commitments, and club-level ESG disclosures, the analysis identifies TSG Hoffenheim (Germany) as a leading example of sustainable practice. The findings highlight football's potential to serve not only as entertainment but also as a driver of innovation, climate action, and social value across Europe.

SUSTAINABLE TOURISM IN SRI LANKA: GREEN PRACTICES AND IMPLEMENTATION BARRIERS

Thejani Kab, Wayamba University of Sri Lanka, Sri Lanka
Oshani Mendis, Wayamba University of Sri Lanka, Sri Lanka
Hiranya Dissanayake, Wayamba University of Sri Lanka, Sri Lanka

Within the framework of sustainable tourism development, this study examines the adoption of green hotel practices and the barriers to their implementation in luxury hotels in Colombo, Sri Lanka. A qualitative research approach was employed, using semi-structured interviews with managers, sustainability officers, and operational staff from selected three-, four-, and five-star hotels. The findings reveal that most luxury hotels have incorporated waste management programs, water conservation technologies, energy efficiency initiatives, and guest and employee engagement strategies into their daily operations. However, the extent of implementation varies significantly by hotel category. Mid-scale hotels demonstrate limited adoption due to financial constraints, policy gaps, and insufficient technical expertise, whereas five-star hotels lead sustainability efforts owing to greater resources and international competitiveness. The study highlights the critical role of government incentives, transparent regulatory frameworks, and stakeholder collaboration in advancing sustainable practices. Strengthening the National Sustainable Tourism Certification (NSTC) framework and promoting knowledge-sharing platforms are recommended.

MONETARY POLICY AND CARTEL RECIDIVISM: EVIDENCE FROM EU MARKETS

Tunahan Aslan, Independent Researcher, Turkey
Turgud Valiyev, University of Innsbruck, Austria
Julia Włodarczyk, University of Economics in Katowice, Poland

Many factors influence monetary policy. While the structure of cartels and their effects on market behavior have been extensively studied in the literature, research on the role of monetary conditions in the reemergence of cartels has been quite limited so this study aims to fill this gap. Within this scope, the study examines, from a monetary policy perspective, the effect of liquidity shocks on the likelihood that firms that have previously committed cartel offenses engage in cartel behavior again across European Union member countries. Using monetary variables such as policy interest rates and central bank reserves for European Union countries, the effect of expansionary and contractionary monetary policy on cartel recurrence is analyzed. Based on the findings, this study highlights the interaction between competition policy and monetary policy and emphasizes the need for stronger cooperation between competition authorities and policymakers in developing policies to prevent cartelization.

THE ALGORITHMIC ASSESSMENT OF DIGITAL TRUST: BANK OF ITALY'S AI-DRIVEN CYBER RISK INDEX AND THE NEW PARADIGM OF CREDITWORTHINESS

Student Poster Presenter: Denis Veliu, Polytechnic University of Tirana, Albania
Co-Authors: Marin Aranitasi, Polytechnic University of Tirana, Albania; Kledia Tirana, Universiteti Metropolitan Tirana, Albania

This paper examines the Bank of Italy's innovative framework for integrating a quantitative cyber risk indicator into conventional credit assessment models. At its core is an AI system using Natural Language Processing (NLP) and Large Language Models (LLM) to convert unstructured textual data into a measurable corporate cyber vulnerability score. Using a simulation of 10,000 Italian companies, the paper demonstrates how cyber risk shifts from an incidental IT issue to a structural determinant of credit risk. This evolution formally connects digital resilience with financial credibility, compelling financial institutions to revamp risk frameworks and encouraging businesses to treat cybersecurity as a lever for their cost of capital.

THE CAPACITY FOR ADOPTING ARTIFICIAL INTELLIGENCE, CREDIT RISK, AND FINANCIAL STABILITY: INSIGHTS FROM AN EMERGING ECONOMY

Rasul Nazarov, Azerbaijan State University of Economics, Azerbaijan

This study examines how a growing economy\'s ability to incorporate artificial intelligence (AI) may affect credit risk and financial stability. The study evaluates the degree of digital preparedness relevant to AI-driven financial decision-making using proxy measures of AI adoption capability, such as internet usage and mobile cellular subscriptions, based on annual macroeconomic and banking-sector statistics. Non-performing loan ratios and bank Z-scores, respectively, are used to assess credit risk and financial stability while taking macroeconomic conditions and banking-sector characteristics into considerationAccording to the empirical analysis, better credit risk outcomes and stronger financial stability are correlated with higher levels of digital adoption capacity. These findings suggest that by increasing data availability and analytical responsiveness, AI-related digital infrastructure improves risk assessment procedures. Additionally, the results imply that macroeconomic variables like GDP growth and inflation continue to have a substantial impact on financial risk, even though their effects appear to be mitigated in environments where AI adoption capacity is higher. By enhancing borrower screening, monitoring, and early vulnerability detection, AI adoption capability enhances current risk management frameworks rather than displacing traditional banking basics. By providing empirical data from the setting of an emerging economy, where financial systems have structural difficulties and are more vulnerable to economic instability, this study contributes to the body of knowledge on AI and the economy. Policymakers and financial institutions looking to use AI-driven technology to improve financial stability and promote sustainable economic growth will find great value in the research\'s conclusions.

THE DETERMINANTS OF FINANCIAL INCLUSION IN THE WESTERN BALKANS

Albina Hysaj, Epoka University, Albania
Nertil Mera, Epoka University, Albania

In recent years, fintech innovation has made a significant contribution to increasing the financial inclusion of underserved and unbanked populations, especially in developing economies. In the Western Balkan countries, the financial system remains dominated by banks, suggesting that access to financial services largely depends on the availability and use of traditional banking products. Despite the ongoing digital transformation, there are still significant disparities in financial inclusion in the region. This study aims to examine the financial, economic, and social determinants of financial inclusion in Western Balkan countries for the period from 2000 until 2024. A panel data methodology will be employed to capture both cross-country differences and time dynamics. By identifying the main factors influencing financial inclusion, the study seeks to provide empirical insights that can support policymakers and financial institutions in designing effective strategies to promote inclusive and sustainable financial development in the Western Balkans.

THE EFFECTIVENESS OF AI-POWERED MARKETING STRATEGIES IN SUSTAINABLE TOURISM

Marko Trišić, Business College of Applied Studies "Prof. Radomir Bojković, PhD", Kruševac, Serbia
Dušan Garabinović, Business College of Applied Studies "Prof. Radomir Bojković, PhD", Kruševac, Serbia
Maja Staletović, Business College of Applied Studies "Prof. Radomir Bojković, PhD", Kruševac, Serbia

The scientific paper examines the current impact of artificial intelligence (AI) driven marketing strategies, within the area of sustainable tourism, and with a special focus on the usage of generative AI. Since the modern approach to tourism marketing relies heavily on hyper-personalization within the concept of smart travel, this paper examines how much automated communication and predictive analytics generally aid in creating sustainable tourism practices. The question is followed by an examination of the critical potentials and limitations of AI-related technologies that affect tourists\' behavior, perceptions of sustainability, and the overall competitiveness of travel destinations. The main analysis indicates that AI-based marketing strategies can improve promotion effectiveness and tourist experience, but only if paired with ethical, environmental and social concerns. In conclusion, the use of AI is highly desirable for the development of sustainable tourism, but only when appropriately managed.

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON ECONOMIC EFFICIENCY AND MANAGEMENT MODELS IN EASTERN EUROPE

Maksym Zhyvko, West Ukrainian National University, Ukraine
Khrystyna Kazmirchuk, West Ukrainian National University, Ukraine

This paper examines the impact of artificial intelligence (AI) on economic efficiency and the transformation of management models in Eastern European countries under conditions of structural change, digitalization, and global economic fragmentation. The aim of the study is to identify how AI-driven technologies influence productivity growth, resource allocation, decision-making processes, and organizational adaptability in economies characterized by transitional institutional frameworks. The research adopts an interdisciplinary approach combining economic analysis, management theory, and elements of legal and ethical assessment. The findings suggest that AI contributes to higher economic efficiency through automation, data-driven management, and optimization of business processes, while simultaneously reshaping traditional hierarchical management models toward more flexible, platform-based, and algorithm-supported structures. However, the paper also highlights persistent challenges, including regulatory asymmetries, skills mismatches, and uneven access to digital infrastructure across the region. The study concludes that the strategic integration of AI into management systems can enhance competitiveness in Eastern Europe, provided that supportive institutional policies and responsible governance frameworks are developed.

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON STUDENT LEARNING EXPERIENCE AND ACADEMIC LIFE

Student Poster Presenters: Arnella Malkhasyan, European University, Georgia; Salome Magaldadze, European University, Georgia; Zura Nozadze, European University, Georgia

This poster explores the growing influence of artificial intelligence on students' academic life and learning experience. AI tools such as ChatGPT and other digital assistants are increasingly used by students for

studying, research, completing assignments, and improving productivity. The project highlights both the advantages and challenges of AI in education, including easier access to information, time efficiency, critical thinking concerns, and dependence on technology. The aim of this poster is to examine how artificial intelligence is transforming modern education and how students can use these technologies responsibly and effectively.

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE INTERNATIONAL ECONOMY

Nikša Grgurević, University Adriatic, Herceg Novi, University of Business Engineering and Management Banja Luka, Faculty of Economics - Study Center Trebinje, Bosnia and Herzegovina, Montenegro

Technological advancement, which includes digitalization and automation, significantly transforms traditional business models in contemporary market conditions. Artificial intelligence (AI) enables the improvement of business processes, faster decision-making, and increased productivity, while its application in international business can reduce costs, accelerate processes, and enhance efficiency. In the financial sector, AI assists in forecasting economic indicators and optimizing investment strategies. The subject of this paper is the impact of digitalization, and particularly AI, on the international economy. The aim of the paper is to scientifically present all the positive effects brought by digitalization and AI, as well as to identify and analyze potential negative consequences. Although the development of AI brings numerous benefits to the international economy, it also poses certain challenges, particularly regarding the growing inequality in the labor market, as well as ethical and legal issues related to its application.
Keywords: digitalization, artificial intelligence, automation, international economy

THE IMPACT OF INNOVATION STRATEGIES ON BUSINESS PERFORMANCE: EVIDENCE FROM PERMARKET CHAINS IN ALBANIA

Aurela Braholli, Tirana Business University, Albania
Elvin Meka, Tirana Business University, Albania

Innovation is a key driver of competitiveness and business performance in today's economic environment, particularly within highly competitive retail markets. This paper analyzes the effects of innovation strategies on the performance of supermarket chains in Albania, emphasizing product, organizational, technological, and digital business model innovations. The study is grounded in a review of domestic and international literature addressing innovation strategy, organizational culture, dynamic capabilities, competitive advantage, and firm performance. Special attention is given to the food retail sector through examination of practices such as self checkout systems, expanded product assortments, digital technology adoption, recycling machines, and initiatives enhancing customer experience. The paper also identifies key barriers to innovation in Albania, including financial limitations, shortages of qualified human capital, regulatory constraints, and weak collaboration among market participants. Methodologically, a quantitative approach uses structured questionnaires administered to supermarket managers and consumers, revealing a clear positive relationship between innovation implementation and supermarket performance.

THE IMPORTANCE OF ESTABLISHING AND DEVELOPING INTERNAL AUDIT IN HIGHER EDUCATION INSTITUTIONS IN BOSNIA AND HERZEGOVINA

Azira Osmanović, University of Tuzla, Bosnia and Herzegovina

Higher education in Bosnia and Herzegovina is confronted with numerous challenges stemming from contemporary demands for enhanced transparency, accountability, and governance quality. Within this context, the establishment and further development of internal audit systems have emerged as essential mechanisms for strengthening institutional integrity and improving the overall performance of higher education institutions. Internal audit serves to ensure the efficiency of institutional processes, the transparency and accountability of financial management, and compliance with legal and strategic obligations. Despite this, the establishment and evolution of internal audit remain uneven in practice, and its role and potential are often insufficiently recognized or inadequately integrated into governance structures. This paper examines the significance of establishing and advancing internal audit within higher education institutions in Bosnia and Herzegovina, with a focus on identifying key challenges, systemic shortcomings, and areas requiring improvement. The aim is to explore how the application of internal audit principles, risk management practices, and alignment with European standards can contribute to more effective, responsible, and high-quality governance in the higher education sector. The paper

presents findings from an empirical study that examines employees' perceptions of the role and importance of internal audit, its influence on institutional performance, and the level of trust in internal processes. The results indicate a high level of awareness regarding the necessity of internal audit, yet also reveal significant challenges that constrain its full developmental potential. Identified weaknesses highlight the need to strengthen human and institutional capacities, enhance standardization, and harmonize practices with European requirements. Overall, the findings confirm that improving the process of establishing and continuously developing internal audit can substantially contribute to strengthening integrity, transparency, and the long-term sustainability of the higher education system in Bosnia and Herzegovina, thereby laying the groundwork for modernization and more effective governance in the future.

THE OBSTRUCTION TO YOUTH UNEMPLOYMENT: POSSIBLE SYNERGIES BETWEEN THE WORLD OF EDUCATION AND THE WORLD OF WORK

Student Poster Presenter: Gianvincenzo Benito Petrassi, MEDEA University, Malta

This research explores active policies aimed at reducing youth unemployment through stronger synergies between education and the labour market. It discusses initiatives such as School-Work Alternation (SWA), apprenticeships, and the Youth Guarantee Programme, while highlighting the importance of transversal skills, work culture orientation, digitalisation, and new learning strategies to better prepare young people for flexible labour markets and career development.

THE PRACTICAL MODEL MOTIVATION 4.0 AND ARTIFICIAL INTELLIGENCE AS FACTORS FOR BUILDING A DIGITAL ORGANIZATIONAL CULTURE

Valentin Vasilev, New Bulgarian University, Bulgaria
Vesela Serafimova, South-West University „Neofit Rilski", Bulgaria
Monika Icheva, South-West University „Neofit Rilski", Bulgaria

The article explores the role of the Motivation 4.0 Practical Model and artificial intelligence as key factors in building a digital organizational culture in modern organizations. The aim of the study is to analyze how the integration of motivation-based management models with artificial intelligence–driven tools supports organizational adaptability, employee engagement, and value-oriented digital transformation. Using a conceptual and analytical approach, the article examines the interaction between Motivation 4.0 and artificial intelligence in the context of learning, communication, and decision-making processes. The findings show that artificial intelligence enhances the practical applicability of Motivation 4.0 by enabling personalization, real-time feedback, and data-driven motivational strategies. At the same time, the model provides a human-centered framework that balances emotional intelligence, green human resource management, corporate social responsibility, and benchmarking. The study concludes that the synergy between Motivation 4.0 and artificial intelligence contributes to the sustainable development of a digital organizational culture based on trust, innovation, and continuous learning.

THE ROLE OF ARTIFICIAL INTELLIGENCE AT WORK: HOW IT IMPACTS SOCIAL SUSTAINABILITY AND TRAINING IN ALBANIAN ORGANIZATIONS

Irsida Dinoshi, University College Of Business, Albania
Gjergji Malezyka, University College Of Business, Albania

Artificial Intelligence (AI) is increasingly adopted by organizations as a tool to enhance efficiency, improve decision-making, and strengthen competitiveness. While these developments are widely documented in advanced economies, less attention has been paid to their social implications in transition economies. Existing literature highlights many successful models showing how investments in AI and employee training can enhance long-term profitability. However, such models are rarely implemented in developing economies like Albania. This paper explores how AI is currently used in Albanian organizations and examines its effects on employees, with a particular focus on social sustainability. Through this study the authors aim to address whether the benefits of AI adoption are shared across the workforce or tend to favor employees with higher levels of digital and professional skills. In addition, it investigates the role of organizational training as a key mechanism for managing the social consequences of AI. The paper is guided by the hypothesis that organizations investing in employee training and upskilling experience fewer negative social effects from AI adoption, including job insecurity, resistance to technological change, and skills mismatch. The authors are focused on Albania as a case study, where educational,

legal, and institutional frameworks are still in development. The methodology used is a combination of the literature review and secondary data analysis of the main variables included in. The results of the study prove that AI helps organizations work more efficiently and supports better management decisions, but not all employees benefit in the same way. However, organizations that place greater emphasis on training and human capital development are better positioned to achieve socially sustainable outcomes. The paper concludes by highlighting the importance of responsible management practices in ensuring that AI-driven competitiveness does not come at the expense of social sustainability in transition economies.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN ASSESSING THE REVENUE MANAGEMENT EFFECTIVENESS

Mariia Kulyk, State University of Trade and Economics, Ukraine
Margaryta Boiko, State University of Trade and Economics, Ukraine
Myroslava Bosovska, State University of Trade and Economics, Ukraine
Nadiia Vedmid, State University of Trade and Economics, Ukraine

The methodological basis for assessing the impact of revenue management effectiveness factors is the convergence of the process of integrating information and communication and industry-specific digital revenue management technologies, which are selected as external and internal to account for the adaptability. Information and analytical data on the assessment of revenue management effectiveness are elements of the analytical basis for forecasting business scaling prospects, the emergence of potential risks, and ensuring the security and protection of personal data of the customer base. Artificial Intelligence in assessing the effectiveness of revenue management has been tested, based on a comprehensive approach that allows for the measurement and analysis of performance indicators that determine how management processes consider the impact of factors on revenue and coordinate resources to achieve revenue management goals. The synchronization coefficient proposed to reflect the effectiveness of revenue management is a performance indicator for evaluating management processes in hotel businesses.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN FINANCIAL ANALYSIS: INTEGRATION AND NECESSITY

Marko Milošević, College of Service Business East Sarajevo - Sokolac, Bosnia and Herzegovina – Republic of Srpska
Ognjen Bakmaz, College of Service Business East Sarajevo - Sokolac, Bosnia and Herzegovina – Republic of Srpska

The increasing availability of large and complex financial datasets has intensified the need for advanced analytical tools, positioning artificial intelligence (AI) as a critical component of contemporary financial analysis. This paper investigates the role of artificial intelligence in financial analysis, with a particular focus on its integration into traditional analytical frameworks and its growing necessity in modern financial decision-making. The study is based on a qualitative methodological approach, combining a systematic review of relevant academic literature with an analytical examination of current AI applications in financial forecasting, risk assessment, and anomaly detection. The results indicate that AI-based techniques—especially machine learning algorithms and natural language processing—significantly improve the accuracy, efficiency, and timeliness of financial analyses, while enabling the processing of both structured and unstructured data. The paper argues that artificial intelligence does not replace human expertise but enhances the analytical role of financial professionals by supporting more informed and evidence-based decision-making. The study concludes that the effective integration of AI into financial analysis represents strategic necessity for financial operating in increasingly complex and competitive environments.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN MANAGING FOOD SECURITY

Alina Tkachenko, Poltava University of Economics and Trade, Ukraine
Volodymyr Tkachenko, Poltava University of Economics and Trade, Ukraine

The Role of Artificial Intelligence in Managing Food Security. Purpose is to substantiate the effectiveness of AI for strategic food security management and to compare the forecasting capabilities of various intelligent models. The study is based on a systematic analysis of GFSI indicators. A key feature of the research is the application of a benchmarking approach to forecast security indicators using three AI models: Gemini, ChatGPT, and Claude. Cross-validation of the generated forecasts was conducted

regarding domestic price affordability and the export capacity of Ukraine\'s agricultural sector. The research establishes that AI integration enables high-precision predictive management. The comparison of models revealed common trends in forecasting logistical risks but identified discrepancies in assessing climate change adaptation rates. The consensus forecast indicates that through the digital transformation of management, Ukraine’s food stability level could increase by 15-20% by 2028.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN PROMOTING CIRCULAR ECONOMY PRACTICES FOR ENVIRONMENTAL SUSTAINABILITY

Klea Nikolla, Agricultural University of Tirana, Albania
Etleva Dashi, Agricultural University of Tirana, Albania

The circular economy has gained increasing attention as a sustainable approach to addressing environmental challenges, while artificial intelligence (AI) is emerging as a key enabler of more efficient and data-driven environmental practices. This paper analyzes the function of AI in advancing circular economy practices for ecological sustainability. The study looks at how people see and use AI tools to help with circular economy projects from environmental, economic, and management perspectives. The research is based on primary data collected through a structured questionnaire administered to professionals and stakeholders involved in environmental management, sustainability, and related sectors. Quantitative data analysis techniques are employed, and the results are presented using descriptive statistics, tables, and graphical representations. The results show that most people think AI is a helpful tool for making better use of resources, managing waste, and making decisions about the environment. However, there are still problems with putting it into practice and getting organizations ready for it. The study contributes empirical evidence on the role of AI in advancing circular economy practices.

THE ROLE OF ARTIFICIAL INTELLIGENCE IN UPGRADING BUSINESS INTELLIGENCE IN MANAGERIAL DECISION-MAKING: A THEORETICAL OVERVIEW AND CONCEPTUAL FRAMEWORK

Janez Kolar, B2 Ljubljana School of Business, Slovenia
Sanja Jurić Gubeljić, Veleučilište "Marko Marulić" u Kninu, Croatia

The paper presents a systematic review of the scientific literature on the role of artificial intelligence in upgrading traditional business intelligence systems for managerial decision-making. The starting point is the assumption that modern artificial intelligence algorithms expand the analytical capabilities of business intelligence, especially in predictive analysis and the processing of complex datasets. It analyses how such an upgrade affects the quality of information relevant to decision-making and the ways it is applied in organisational decision-making. Special attention is paid to theoretical and methodological challenges, including the reliability of the database, the transparency of analytical procedures and the limitations of algorithmic models in managerial practice. Based on the synthesised findings, a conceptual framework is proposed that systematically connects artificial intelligence capabilities, the level of business intelligence maturity, and the quality of managerial decision-making, while indicating directions for future empirical research.

THE UNITED MEDITERRANEAN: THE MAGHREB AND MASHREQ COUNTRIES UNITED WITH THE MEDITERRANEAN NATIONS THROUGH CULINARY, HISTORICAL AND CULTURAL TIES

Student Poster Presenter: Ciro SETTECASI, MEDEA University, Malta

The Mediterranean is not merely a sea that divides, but a space that unites. The deep culinary, historical and cultural connections between the Maghreb, the Mashreq and the other Mediterranean countries demonstrate that shared heritage can serve as a powerful catalyst for dialogue and cooperation. Recognizing and celebrating these bonds is essential for building a more united and harmonious Mediterranean future.

THE USE OF LARGE LANGUAGE MODELS IN THE EDUCATIONAL PROCESS: AN EMPIRICAL ANALYSIS AMONG UNIVERSITY AND SECONDARY SCHOOL STUDENTS

Mateja Gorenc, B2 Ljubljana School of Business, Slovenia
Peter Jankovič, Slovenia

Large Language Models (hereinafter referred to as LLMs) play a crucial role in modern education, as they help students save time when writing homework, seminar and master\'s theses, as well as preparing presentations and research projects. In addition, they provide faster and more efficient access to important information, enabling students to focus on understanding and applying knowledge rather than spending time searching for sources. The results of the survey conducted indicate that, due to these advantages, LLMs significantly contribute to improving learning efficiency, although there is a growing awareness that the reliability of the returned information is not perfect and that incorrect data can negatively affect academic performance. The survey revealed that trust in the data provided by LLMs is not absolute; users often verify the accuracy of the information, indicating awareness of potential errors or inaccuracies. Furthermore, the results highlighted important ethical challenges, particularly concerning the protection of personal data and ensuring that such data is adequately safeguarded against misuse.

TOWARDS SUSTAINABLE AI: CONCEPTUAL MODEL LINKING ENVIRONMENTAL, SOCIAL, AND GOVERNANCE VALUE CREATION

Sandra Pinho, ISLA Santarém – Polytechnic University, Portugal (student)
Maria de Fátima Pina, ISLA Santarém-Polytechnic University; ISCTE- University Institute of Lisbon, School of Applied Digital Technologies; ISR - UC Institute of Systems and Robotics of the University of Coimbra, Portugal
Nuno Nogueira, ISLA Santarém-Polytechnic University; ESCAD–IPLuso– Polytechnic Institute of Lusophony, Portugal
Carlos Galveias, ISLA Santarém-Polytechnic University, Portugal

Artificial intelligence (AI) increasingly shapes how organisations pursue sustainability goals, yet its societal implications remain fragmented across environmental, social, and governance debates. This paper proposes a conceptual model that integrates AI's dual role as both an enabler of, and a risk to, sustainable development. The model links three pillars: (1) AI for environmental sustainability (resource efficiency, emission reduction, circular economy), (2) AI for social sustainability (equity, inclusion, decent work, community resilience), and (3) AI governance for sustainability (accountability, transparency, lifecycle responsibility). It theorises how these pillars interact through organisational capabilities, data infrastructures, and stakeholder participation, highlighting reinforcing effects and systemic tensions (e.g. energy intensity, bias, labour precarity). The framework offers a structured basis for future empirical research and for managers and policymakers seeking to design "sustainable AI" strategies that align technological innovation with societal well-being and long-term planetary boundaries.

TRANSFORMING JOB ROLES WITH GENERATIVE AI: EVIDENCE FROM JOB POSTINGS IN THE GEORGIAN LABOR MARKET

Tsotne Zhghenti, Business and Technology University, Georgia
Natia Khukhunaishvili, Business and Technology University, Georgia

This paper analyzes how Generative AI (GenAI) is transforming job positions in Georgia using a novel five-type framework proposed in the study and grounded in recent international literature. The framework distinguishes between role expansion, enrichment, redesign, merging and new role creation. Role expansion adds AI-related tasks to traditional positions. Role enrichment requires more strategic engagement with AI, such as prompt design or workflow optimization. Role redesign shifts routine tasks to AI while humans focus on supervision and validation. Role merging combines previously separate functions within one AI-supported role. The study also identifies several newly emerging GenAI-focused job titles. Importantly, these are not limited to technical AI engineering roles, but include new positions in marketing PR, and management, where GenAI competencies define core professional responsibilities.

TROUBLES IN THE AI PARADISE? CHALLENGES IN THE FIELD OF DIGITAL SOVEREIGNTY IN THE LIGHT OF CURRENT GLOBAL POWER-SHIFTING DEVELOPMENTS

Janez Kolar, B2 Ljubljana School of Business, Slovenia
Vladimir Šterle, School of advanced Social Studies, Slovenia

What once appeared to be a largely technical or regulatory issue is now emerging as a central question of sovereignty: who truly governs the digital foundations of tomorrow's societies and economies? Recent global developments—from geopolitical tensions and AI competition to platform concentration and supply-chain fragility—have exposed the limits of assumed digital independence. This paper explores digital sovereignty as a strategic condition for future autonomy, affecting states, organisations, and innovation systems alike. Building on recent developments in Europe and beyond, it reflects on how control over data, infrastructures, and advanced technologies is becoming decisive for resilience and strategic agency. The paper argues that digital sovereignty will increasingly determine not only regulatory choices, but also the room for manoeuvre available to actors operating within a fragmented and contested global digital environment.

UPORABA UMETNE INTELIGENCE ZA PREPREČEVANJE PRANJA DENARJA S KRIPTO SREDSTVI

Julija Lapuh Bele, B2 Visoka šola za poslovne vede, Slovenija
Tanja Bele, B2 Visoka šola za poslovne vede, Slovenija

V prispevku raziščemo, kako kriminalci poskušajo s pomočjo kripto sredstev prati denar in kako organi pregona to preprečujejo. Kot velja za vsa področja našega poslovanja, je tudi pranje denarja in njegovo preprečevanje, povezano z metodami umetne inteligence. Uporablja jo tako temna kot svetla stran zakona. Predstavimo, kaj je pranje denarja ter prikažemo razvoj kripto sredstev od iznajdbe do danes. Na začetku so bila kripto sredstva s strani bank in državnih organov popolnoma nekontrolirani finančni instrumenti, namenjeni plačilom med končnimi uporabniki, brez posrednikov. To je omogočalo pranje denarja, zato so zakonodajalci postopoma uvajali omejitve, da bi kontrolirali trgovanje s kripto sredstvi. Ugotovimo, da kriminalno podzemlje razvija metode za pranje denarja in katere, ter raziščemo, kako organi pregona in zakonodajalci odgovarjajo s protiukrepi ter kakšno vlogo ima pri tem umetna inteligenca.

VERTICAL GARDENS INITIATIVE FOR SUSTAINABLE STUDENT COMMUNITIES

Student Poster Presenter: Mariam Chkhaidze, Business and Technology University, Georgia
Co-authors of the project idea: Hanna Albanėze, Tita Butić, Isabel Peinado Jansema

The proposed Sprout – Plant the Seed initiative focuses on introducing vertical gardens into student housing communities to encourage sustainable living and local food production. The project aims to revitalize local agriculture while empowering students to adopt environmentally responsible habits. The methodology involves creating pilot vertical gardens in two student communities in Croatia, with the possibility of future expansion across Europe. Community participation and small-scale urban gardening are central elements of the concept. Expected outcomes include greater environmental awareness, reduced ecological impact related to food transportation, healthier lifestyles, and stronger social engagement among students. The project demonstrates how urban agriculture concepts can support sustainability goals and improve quality of life within educational communities.

VPLIV REGULACIJE NA INVESTICIJE V SONČNE ELEKTRARNE V SLOVENIJI / THE IMPACT OF REGULATION ON INVESTMENTS IN SOLAR POWER PLANTS IN SLOVENIA

Drago Papler, Univerza v Novi Gorici, Poslovno-tehniška fakulteta, Slovenija
Andrej Raspor, B2 Visoka šola za poslovne vede, Slovenija

V letu 2025 je bila v Sloveniji priklopljeno 4.155 novih sončnih elektrarn v skupni priključni moči 116,6 MW. Celotna nova inštalirana moč znaša 164 MW, saj imajo nekatere elektrarne omejitev oddajanja moči v električno omrežje. V primerjavi z letom 2024, ko je bilo nameščeno 15.417 novih sončnih elektrarn z močjo 298,8 MW novih sončnih elektrarn, pomeni kar je za 60 % manj kot v predhodnem letu. Največji upad se odraža na sončnih elektrarnah, ki so bile vključene v shemo o samooskrbi. S spremenjeno zakonodajo o samooskrbi električne energije, ki se je iz letnega obračuna proizvedene električne energije spremenil v mesečni obračun je povzročil med investitorji nezaupanje v investiranje. Dodatna sprememba je bil uveden nov tarifni sistem za obračun omrežnine električne energije s strani Agencije za

energijo Republike Slovenije. V analizi vplivnih dejavnikov in različnih modelov državnih podpor s subvencijami spodbujanja izgradnje sončnih elektrarn v Sloveniji 2004-2025, ugotavljamo različne pristope in spremembe v proizvodnih virih, kjer so imele sončne elektrarne konec leta 2025 skupno instalirano moč 1513 MW. Zaradi implementacije EU zakonodaje se je morala zakonodaja v Sloveniji prilagoditi, kar povzroča regulatorna tveganja. Nova spodbuda je izgradnja sončnih elektrarn s hranilniki električne energije. Izdelane so analize sončnih elektrarn v več časovnih obdobjih. Izvedene so primerjalne ekonomske analize z upoštevanjem energetskih učinkov, ekonomskih kazalnikov, tveganj in koristi v pogojih konkurenčnosti in odgovorne trajnostne politike.

WHEN HEALTHY FOOD BECOMES EXPENSIVE: FOOD INFLATION AND CONSUMER CHOICES IN ALBANIA

Erjola ÇEÇA, University College Of Business, Albania
Eda Luga, Agricultural University of Tirana, Tirana, Albania

Rising food prices are increasingly affecting people's ability to afford healthy diets, especially in emerging economies. In Albania, food prices have risen steadily in recent years, raising important questions about how inflation influences everyday food choices. This paper explores food inflation trends in Albania between 2020 and 2024 and discusses how these trends may shape consumer behavior, with particular attention to a possible shift toward ultra-processed foods. The study is based on a desk-based, comparative research approach using secondary data only. Consumer Price Index (CPI) data for food and non-alcoholic beverages published by INSTAT are examined to identify key inflationary patterns and are interpreted through a narrative review of international research on food affordability and dietary change. The analysis reveals a persistent increase in food prices, especially after 2021, placing growing pressure on household food budgets. These conditions suggest that when healthy food becomes less affordable, consumers may turn to cheaper and more convenient processed alternatives, underlining the need for policies that address food affordability alongside nutrition awareness.