

5th EECME CONFERENCE, 25 May 2023

HYBRID CONFERENCE

Title: Future Challenges of Management

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

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

CET time zone

9.15–9.30 (HYBRID)	E-COMING TOGETHER
9.30–10.25 (HYBRID)	<p><i>MS Teams link:</i> CLICK HERE to connect - PANEL SESSION</p> <p>INTRODUCTORY GREETINGS: Lidija Weis, Dean of Ljubljana School of Business - Slovenia, President of EUMMAS Women's Forum, Vice President of EUMMAS Honorary Board</p> <p>INTRODUCTORY KEYNOTE: Felix-Angel Popescu, Director of the International Relations Department, Agora University of Oradea - Romania, Executive Editor of the "Agora International Journal of Economical Sciences" (AIJES), Agora University Press</p> <p>EECME CONFERENCE KEYNOTE: (Hidden) Dimensions of Digital Business Transformation, Aleš Štempihar, Owner & CEO Askit d.o.o., Digital Strategist, Digital Futurist & Innovator, Digital Coach & Mentor - Slovenia</p> <p>Moderator: Špela P.</p>

CET time zone

10.25–10.30	SHORT BREAK for dividing into A, B, C and D groups			
10.30–12.00	<p>GROUP A1, Moderator: Katarina A. Z. <i>On-site (face-to-face): <u>CLASSROOM 1</u></i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> HARMONIZATION OF ENVIRONMENTAL MANAGEMENT ACCOUNTING - TOOL FOR MANAGING ECONOMIC RECONFIGURATION; Stanescu et al., RO (10 mins) GLOBALIZATION AND ITS IMPACT ON CULTURE AND MEDIA; Janković et al., MNE (10 mins) STRATEGY OF SALES AND COMMUNICATION OF HOTEL SERVICES DURING THE WAR; Kulyk et al., UA (10 mins) CORPORATE GOVERNANCE AND INSTITUTIONAL INVESTORS; Dibra, ALB (10 mins) HOFSTEDE CULTURAL DIMENSIONS AND INNOVATIVENESS IN THE DANUBE REGION; Kolar, SI (10 mins) <p>DISCUSSION</p>	<p>GROUP B1 – Moderator: Špela P. <i>MS Teams link: CLICK HERE to connect - GROUP B</i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> LENDING RATE IN THE PURCHASE OF REAL ESTATE FOR THE DISTRICT OF TIRANA AND VLORA IN ALBANIA; Pjetri et al., ALB (10 mins) IMPORTANCE OF INTERNAL CONTROL FOR CREATIVE ACCOUNTING; Osmanović et al.; BiH (10 mins) GLOBALISATION TENDENCIES REFLECTED VIA LIFELONG LEARNING FOR THE DEVELOPMENT OF SHIPPING INDUSTRY; Demchenko, UA (10 mins) MANAGEMENT OF SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION; Smolović et al., MNE (10 mins) THE ROLE OF MANAGEMENT IN THE IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT IN THE OIL INDUSTRY; Vladescu, RO (10 mins) SOCIAL RESPONSIBILITY OF BUSINESS AS SUSTAINABLE DEVELOPMENT APPROACH IN MANAGEMENT; Zvarych et al., UA (10 mins) CONSUMER BEHAVIOR FOR LOCAL WINE PRODUCTS IN TIRANA, Qose et al., ALB (10 mins) <p>DISCUSSION</p>	<p>GROUP C1 – Moderator: Helena P. <i>MS Teams link: CLICK HERE to connect - GROUP C</i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> THE UNLIKELY TRANSFORMATIONAL LEADERS: FROM ZERO TO HERO ON BOARD OF ROMANIAN ENTREPRENEUR(SHIP) IN LONDON; Chitac et al., RO (10 mins) THE ROLE OF SELF-MANAGEMENT IN THE MANAGEMENT SPHERE; Serhii, UA (10 mins) THE MICROCREDIT AS A SHORT-TERMS INSTRUMENT FOR SUSTAINABLE DEVELOPMENT THE NORTH-WEST REGION OF ALBANIA - SHKODRA CASE; Zeneli et al., ALB (10 mins) INNOVATION MANAGEMENT ON THE WAY TO BUSINESS EXCELLENCE; Živanović et al., MNE (10 mins) FORMATION OF THE DIGITALIZED LABOR MARKET IN THE EU AND UKRAINE; Tul et al., UA (10 mins) CULTURAL INTELLIGENCE AS A FEATURE OF MODERN MANAGER IN THE CONDITIONS OF GLOBALIZATION; Gavrić, RS (10 mins) <p>DISCUSSION</p>	<p>GROUP D1 – Moderator: Nuša L. <i>MS Teams link: CLICK HERE to connect - GROUP D</i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> PRINCIPLES OF WATER INFRASTRUCTURE MANAGEMENT IN ENSURING SUSTAINABLE WATER USE IN UKRAINE; Mahats, UA (10 mins) INTELLIGENT PACKAGING AS A MARKETING TOOL. ARE DIGITAL TECHNOLOGIES RE-SHAPING PACKAGING? Gigauri et al., GE, IT (10 mins) MARKETING MIX ANALYSIS WITHIN DIGITAL MARKETING; Crvenica et al., MNE (10 mins) THE INFLUENCE OF DIGITAL AND SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOUR; Kaur, RO (10 mins) APPLICATION OF CUSTOMER LOYALTY PROGRAMS AND ISSUES OF DATA PROTECTION IN ALBANIA; Maksuti et al., ALB (10 mins) GLOBALIZATION AS A SUPPORT FOR THE GROWTH AND DEVELOPMENT OF STUDENTS; Kadlec et al., CRO (10 mins) <p>DISCUSSION</p>

CET time zone

12.00–12.10	NETWORKING CAFÉ (online and face-to-face)			
12.10-13.40	<p>GROUP A2 – Moderator: Katarina A. Z. <i>On-site (face-to-face): <u>Classroom 1</u></i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> 1.SUSTAINABLE SUPPLY COST MANAGEMENT IN THE AUTOMOTIVE INDUSTRY; Coman et al., RO (10 mins) 2.GLOBAL TRENDS OF MODERN INCLUSIVE ECONOMY; Zvarych et al., UA (10 mins) 3.THE INFLUENCE OF DIGITAL MARKETING ON SOCIAL MEDIA WITH SPECIAL REFERENCE TO THE ROLE OF INFLUENCERS; Janković et al., MNE (10 mins) 4.TOWARDS SUSTAINABLE EVENT PLANNING: CURRENT STATE OF PLAY, BEST PRACTICES, AND CHALLENGES CREATING SUSTAINABLE EVENTS; Lazar, SI (10 mins) 5.IMPACTS OF CHATBOTS ON THE ACCOUNTING SERVICE INDUSTRY; Coman et al., RO (10 mins) 6.CONNECTIONS BETWEEN INTERNATIONALISED CURRICULUM AND DIGITAL EDUCATION AT SLOVENIAN HEIs; Aškerc Zadravec, SI (10 mins) <p>DISCUSSION</p>	<p>GROUP B2 – Moderator: Špela P. <i>MS Teams link: CLICK HERE to connect – GROUP B</i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> 1.BUILDING AN INFORMATION MANAGEMENT SYSTEM FOR THE AUTOMATION OF BUSINESS PROCESSES; Elezi et al., ALB (10 mins) 2.NEW REGULATION ON DIGITAL ASSET FOR FUTURE BUSINESS – CASE OF SERBIA; Djuric et al., MNE, RS (10 mins) 3.MARKETING INNOVATIONS IN CROSS-BORDER PASSENGER TRANSPORTATION; Honcharova et al. UA (10 mins) 4.THE CRIME OF HUMAN TRAFFICKING AS A FORM OF ORGANIZED CRIME; Elezi et al., ALB (10 mins) 5.ARE DIGITAL YOUNG NURSE LEADERS SENIOR NURSE LEADERS MORE EFFECTIVE IN THE DELIVERY OF HEALTH SERVICES? Üstgörü, TR (10 mins) 6.DECARBONIZATION AS ONE OF THE WAYS TO SOLVE THE PROBLEMS OF GLOBALIZATION; Korohod, UA (10 mins) 7.EXPLORATIONS IN DIGITAL KNOWLEDGE MANAGEMENT; Satpathy et al., Kenya, NZ, SI (10 mins) <p>DISCUSSION</p>	<p>GROUP C2 – Moderator: Helena P. <i>MS Teams link: CLICK HERE to connect – GROUP C</i></p> <p>PRESENTATIONS IN ENGLISH LANGUAGE</p> <ol style="list-style-type: none"> 1.METHODOLOGY APPROACH TO STRATEGIC PLAN DEVELOPMENT FOR THE DEPARTMENT OF THE RESEARCH INSTITUTE; Iermakova, UA (10 mins) 2.DEVELOPMENT OF E-COMMERCE AND E-GOVERNANCE IN ALBANIA; Nikolla et al., ALB (10 mins) 3.MODERN TRENDS IN BUSINESS IN THE FUNCTION OF BUSINESS SUCCESS; Nikčević, MNE (10 mins) 4.ECONOMIC RECOVERY MECHANISMS IN WARTIME; Mazaraki et al., UA (10 mins) 5.CIRCLE UP: CIRCULAR ECONOMY PLATFORM – ANALYSIS AND RECOMMENDATIONS; Ostapenko et al., PT (10 mins) 6.THE IMPACT OF GLOBALIZATION ON THE GROWTH, ECONOMIC DEVELOPMENT AND INTEGRATION OF ALBANIA; Gjoni, ALB (10 mins) 7.EMBEDDING THE CIRCULAR ECONOMY INTO GLOBAL VALUE CHAINS: STRATEGIES AND FRAMEWORKS FOR EFFECTIVE TRANSITION; Drapak et al., UA (10 mins) <p>DISCUSSION</p>	<p>GROUP D2 – Moderator: Fadil M. <i>MS Teams link: CLICK HERE to connect – GROUP D</i></p> <p>PRESENTATIONS IN SLOVENE LANGUAGE / PREDSTAVITVE V SLOVENSHEM JEZIKU</p> <ol style="list-style-type: none"> 1.VALORIZACIJA ZNANJA – IZZIV MANAGEMENTA ZARADI PRIHODNOSTI; Maher, SI (10 min) 2.VPLIV NA NAKUPNE ODLOČITVE POTROŠNIKOV S POMOČJO MARKETINGA Z VPLIVNEŽI; Kitak et al., SI (10 min) 3.BLOCKCHAIN V IZOBRAŽEVANJU; Lazarevič, SI (10 min) 4.PREDNOSTI IN SLABOSTI DELA NA DOMU V JAVNI UPRAVI; Gorenc, SI (10 min) 5.DELO OD DOMA IN OBVLADOVANJE ČUSTEV V ČASU COVID-19; Musinović, SI (10 min) <p>DISKUSIJA</p>