



DEPARTMENT OF MARKETING AND STRATEGIC PLANNING

THIRD INTERNATIONAL SCIENTIFIC CONFERENCE



STRATEGIC PLANNING AND MARKETING IN DIGITAL WORLD

23-24 Nov. 2023 | Sofia, Bulgaria University
of National and World Economy
and online via MS Teams



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ABOUT THE CONFERENCE

The Third International Scientific Conference "Strategic Planning and Marketing in Digital World" is organized by Department of Marketing and Strategic Planning at University of National and World Economy, and eight foreign universities as co-organizers.

The edition this year is very special for the main organizer - University of National and World Economy - as it is part of the official celebrations dedicated to three jubilees for department of Marketing and Strategic Planning - 75 years specialty "Planning", 70 years department "Marketing and Strategic Planning", 30 years specialty "Marketing".

LARGE CONFERENCE HALL

11:30 - Prof. Dr. Carlos Flavian - Beyond the Uncanny Valley challenge: designing AI-based services to enhance consumer experience"

12:30 - Prof. Dr. Lucia Pizzichini and Prof. Dr. Andrea Sabatini - Digital Servization and Business Model Inovation

8

COUNTRIES

17

UNIVERSITIES AND
ORGANIZATIONS

94

REPORTS

153

PRESENTERS
AND SPEAKERS

23.11.2023 | 14:30 | Large Conference Hall
Session I: Strategic Planning and Perspectives in Digital World
(hybrid session; working language: English)
Moderator: Assoc. Prof. Dr. Yovka Bankova

The New Dimensions of Sustainable Marketing in the Digital Era

Assoc. Prof. Dr. Nadezhda Dimova - New Bulgarian University - Sofia

Contemporary Challenges of Industrial Policy of Georgia

Assoc. Prof. Dr. Eka Lekashvili and Prof. Dr. Revaz Gvelesiani - Ivane Javakhishvili Tbilisi State University - Georgia

Influence of Digital Marketing in the Tourism

Prof. Dr. Mariana Yaneva and Dr. Veselina Portarska - UNWE

Relationship between work motivation and digital era of Albanian' public universities

Assoc. Prof. Dr. Eralda Zhilla and Assoc. Prof. Dr. Arjana Mucaj - University of Tirana, Albania

A look at the digital financial literacy of students in Bulgaria: In search of a balance between form and content

Prof. Dr. Krasimir Marinov - UNWE

Digital presence of tourism businesses in Bulgaria - good examples and success stories

Assist. Prof. Dr. Veronika Denizova - UNWE

16:00 - 16:15 Coffee Break

Digitalization BG: 4 by 20 - 1962-1982-2002-2022 years

Chief Assst. Dr. Mitko Hitov - UNWE and student Nikola Nenovsky - University of Toulouse Capitole-Toulouse, France

Exploring the relationship between Social Media Marketing and Human Resource Management: Strategies, Challenges and Impact on Organizational Performance

researcher Priya Rathore, Assoc. Prof. Dr. Chhavi Rani Saxena, Assoc. Prof. Dr. Vivek Sharma and researcher Namrata Laddha - Devi Ahilya University, Indore, M.P. India

The important of relationship between traditional and digital on wellbeing in education

Dr. Ortenca Kotherja and Assoc. Prof. Dr. Shkelqim Xeka - University of Aleksander Moisiu - Albania

International and national prospects for the location and development of IT startups in Ukraine

Assoc. Prof. Dr. Svitlana Kucherenko, Prof. Dr. Mykola Ihnatenko, Prof. Dr. Larysa Marmul and Assoc. Prof. Dr. Liudmyla Levieva - Hryhorii Skovoroda University in Pereiaslav - Ukraine

Digital transformation of the banking sector

Assoc. Prof. Dr. Svitlana Sliusar, postgrad. student Oleksandr Piletskyi and postgrad. student Ruslan Prykhidko - Hryhorii Skovoroda University in Pereiaslav - Ukraine

Firm's Competitive Advantages in the Digital World

Assoc. Prof. Dr. Yovka Bankova - UNWE

23.11.2023 | 14:30 | Small conference hall
Session II: Marketing in Digital World
(working language: English)
Moderator: Chief Assist. Dr. Elena Kostadinova

Role of social media marketing techniques as a tool for building and enhancing customer engagement

Prof. Dr Geeta Nema and student Pranav Pipliya - Devi Ahilya Vishvavidyalaya, Indore, India

Digital Marketing in the Bulgarian Tour Operator Market

PhD candidate Boris Georgiev and Chief Assist. Dr. Nikola Gaydarov - UNWE

Some Considerations About Tourist Satisfaction in The Context of Sustainable Development

Assoc. Prof. Dr. Seturi Maia - Ivane Javakhishvili Tbilisi State University - Georgia

Mgr. Kristyna Parolova, Prof. Ing. Martina Blaskova and Dr. Petra Vokralova - Police Academy of the Czech Republic in Prague

CHATGPT: A Blessing or a Curse in Disguise

researcher Avijit Silawat, researcher Sakshi Soreng and researcher Geeti Dwivedi - Devi Ahilya Vishvavidyalaya, Indore, India

A Study on Dgital Marketing in Emerging Market

Dr. Chanchal Mishra - Devi Ahilya Vishvavidyalaya, Indore, India

16:00 - 16:15: Coffee Break

Study on the Impact of Influencer Marketing on Consumer Purchase Decision Through Digital Marketing

Assist. Prof. Dr. Sujata Parwani, researcher Burhanuddin Bhandari - Devi Ahilya Vishvavidyalaya, Indore, India

AI-Powered Marketing Strategies: A Comprehensive Analysis of Applications in Emerging Markets

Assist. Prof. Dr Naresh Dembla and Assist. Prof. Dr. Dr Kapil Jain - Devi Ahilya Vishvavidyalaya, Indore, India

Impact of influencer marketing on purchase intention in the tourism sector: Case of Albania

PhD candidate Anisa Feshti - University of Tirana - Albania

Machine Learning in Email Marketing: a literature survey

PhD candidate Enxhi Turku - University of Tirana - Albania

Analyzing Changing Scenario of Public Relations Activities in Indian Hospitals using Word Cloud

MBA Anshul Garg and Dr. Anshu Bhati - Devi Ahilya Vishvavidyalaya, Indore, India

Impact of digitalization on the mental health of Indian youth: A study on the influence of aggressive content and foul language on OTT platforms

MBA Mahak Saklecha, MBA Kuldeep Singh and Dr. Jyoti Sharma - Devi Ahilya Vishvavidyalaya, Indore, India

23.11.2023 | 14:30 | online session

**Session III: Strategic Planning and Perspectives in Digital World
(working language: English)
Moderator: Dr. Morena Boja**

Strategic planning perspectives to support value chain management in tourism sector (The Case of Kazbegi Municipality)

Assoc. Prof. Dr. Giuli Keshelashvili, lecturer Mariam Jibuti and Assoc. Prof. Dr. Babulia (Dodo) Mghebrishvili - Ivane Javakhishvili Tbilisi State University - Georgia

Comparative analysis of European Union consumers' online shopping in the context of digitalization

Assoc. Prof. Dr. Simeonka Petrova, Chief. Assist. Dr. Zoya Ivanova and Chief Assist. Dr. Ivan Marinov - Tsenov Academy of Economics, Svishtov

Structural transformation and Development Challenges in Post-Soviet Economies

Assoc. Prof. Dr. Lela Jamagidze - Ivane Javakhishvili Tbilisi State University - Georgia

What privacy concerns are about the collection of personal data from mobile purchase intention?

Assoc. Prof. Dr. Dunes - IAE Amiens - Université Picardie Jules Verne

Effectiveness of Devi Ahilya Vishwavidyalaya teachers in using Digital Financial platforms for their financial planning

MA Ayushi Thakur, Assist. Prof. Dr. Vishakha Kutumbale, Prof. Rekha Acharya - Devi Ahilya University, Indore, M.P. India

Digital Transformation – Challenges and Benefits for Bulgarian Companies

Prof. Dr. Lyubcho Varamezov, Dr. Karmen Vranchev, Dr Kremena Marinova-Kostova and Dr. Ivaylo Kostov - Tsenov Academy of Economics, Svishtov

16:00 - 16:15 Coffee Break

A Study on Integration of Marketing Approaches by the Local Businesses in Indore city

lecturer Navneet Kaur Bhatia and student Amisha Parmaal - Devi Ahilya Vishwavidyalaya - India

Challenges and Opportunities of Implementing AI in Enterprise Strategic Planning: The Case of Western Balkans

Dr. Gentjan Shaqiri - University of Tirana, Albania

Sustainability as a marketing tool. What can Albanian businesses learn?

Asist. Kristi Dashi - University of Tirana, Albania

Explicating Generative Artificial Intelligence Literacy of Management Students in India

researcher Namrata Ladha, Assist. Prof. Dr. Vivek Sharma and researcher Priya Rathore - Devi Ahilya Vishwavidyalaya, India

Fuzzy Logic-Based Predictive Modeling of Social Media Metrics for Marketing Campaign Success

researcher Kapil Tarey and Dr. Vivek Shrivastava - Devi Ahilya Vishwavidyalaya, India

The impact of digital marketing on student decision making process for higher education in Albania

lecturer Morena Boja and Prof. Dr. Nevila Rama - Mediterranean University of Albania

24.11.2023 | 10:00 | Large conference hall
Session I: Strategic Planning and Perspectives in Digital World
(working language: English)
Moderator: Chief Assist. Dr. Christo Ivanov

Servisation and Business Model Innovation in the Automotive Sector: The Empirical Perspective of an Automotive Dealer

Assist. Prof. Dr. Lucia Pizzichini, Assist. Prof. Dr. Andrea Sabatini and student Gianluca Maiorani - Università Politecnica delle Marche, Italy

Birthday greeting as a successful branding strategy in the hotel industry

Chief Assist. Dr. Svetoslav Kaleychev - UNWE

The Mediating Role of Brand Between Social Media Marketing Construct and Online Decision of Consumer Durable Products in Madhya Pradesh

researcher Sankalp Singhai and Assist. Prof. Dr. Surendra Malviya - Devi Ahilya Vishwavidyalaya - India

Customer Perspectives of Artificial Intelligence Applications in E- Retailing

researcher Aditya Parkhe and Assist. Prof. Dr. Shilpa Bagdare - Devi Ahilya Vishwavidyalaya - India

The Role of Thought Leaders and Tech Influencers in the Emerging and Future Technology Industries

PhD candidate Elitsa Krumova - UNWE

Is AI just a tool or can it be considered as a stakeholder in the process of facilitating and developing innovation ecosystems?

PhD candidate Tsvetelina Tsvetanova - UNWE

12:00 - 12:30: Break

Digital customer engagement in streaming platforms in Bulgaria

student Paolina Petrova and student Maria de Boer - UNWE

A Comparative Study on the Impact of Online Classes on Mathematical Anxiety in Government and Public Secondary School Students

researcher Jyoti Khoche and Dr. Jyoti Sharma - Devi Ahilya Vishwavidyalaya - India

Integrating Traditional and Digital Strategic Approaches adoption by Higher education institutes

Assist. Prof. Dr. Ayushi Maloo Dr. Vivek Singh Kushwaha and Dr. Chhavi Rani Saxena - Devi Ahilya Vishwavidyalaya - India

Impact of Digitalization on elderly citizens in India:- Boon or Curse

BBA Kuldeep Singh, Ms. Mahak Sacklecha and Dr. Jyoti Sharma - Devi Ahilya Vishwavidyalaya - India

Empirical Study on the Impact of Digital Transformation on Higher Education Institutions (HEIs) in Indore: Factors and Outcomes

PhD Shiv Shankar Pawar and Assist. Prof. Dr. Nirmala Sawan - Devi Ahilya Vishwavidyalaya - India

24.11.2023 | 10:00 | Small conference hall
Session II: Strategic Planning and Marketing in Digital World
(working language: Bulgarian)
Moderator: Chief Assist. Dr. Nikolay Donchev

Залезът на класическия маркетинг и възходът на стратегическото планиране
проф.д-р Боян Дуранкев - УНСС / ВУЗФ

Капитализъм 4.0, програмираната икономика и промените в планирането
гл.ас. д-р Христо Проданов - УНСС

Разкриване на нови възможности пред агробизнеса от дигиталния маркетинг
гл.ас. д-р Мария Армянова - Икономически университет - Варна, България

Пазар и другите важни общности на една нестопанска организация
гл.ас. д-р Емил Христов - УНСС

Системата на икономическата информация: изисквания на методологическата база и възможности за надграждане от дигиталните трансформации в икономиката
гл.ас. д-р Диана Генкова - УНСС

Приложение на „потопящите“ технологии в дигиталните образователни продукти за деца (7-15г.): предизвикателства пред маркетинговото планиране
докторант Теодора Данева - Икономически университет - Варна, България

Стратегически перспективи в дигиталния свят
докторант Мехмед Расим - УНСС

12:00 - 12:30 ч. Почивка

Нагласите на големите към рекламите за малките - нужни ли са нови ограничения
докторант Християна Бодева - УНСС

Маркетингови стратегии за популяризиране на иновациите в устойчивия туризъм: Проучване на случаи на успешно прилагане и предизвикателства
докторант Габриела Лебешковска - УНСС

Маркетинг в социалните мрежи: Използване на сензорни послания в козметичната индустрия
докторант Павлина Евтимова - УНСС

Импулсивно купуване в маркетинга офлайн и онлайн – сравнително изследване на факторите, които влияят върху този тип потребителско поведение
докторант Десислава Русенова-Величкова - УНСС

Брандинг и маркетингова стратегия в дигиталната ера
докторант Елена Терзиева - УНСС

Въздействие на реторичните фигури в рекламните слогани в България
докторант Цветелина Владимирова - УНСС

Характеристики на политическите тролове в социалните мрежи
студент Екатерина Георгиева - Пловдивски университет “Паисий Хилендарски”

24.11.2023 | 10:30 | online session

**Session III: Strategic Planning and Perspectives in Digital World
(working language: English)**

Moderator: Chief Assist. Dr. Sabrina Kalinkova

Strategic Legal Issues when Managing Healthcare in the Digital Era

Assoc. Prof. Dr. Olga Sovova - Police Academy of the Czech Republic in Prague

Protection of Private Life and Personal Data in the "Information Society"

Dr. Ana Dhamo and Dr. Iris Dhamo - Aleksander Moisiu University of Durres - Albania

Impact of Augmented Reality on Customer's Purchasing Decision: Indore Based Study

Ms Pragya Rathi and Dr. Nirmala Sawan - Devi Ahilya Vishwavidyalaya - India

Protection Of Human Freedoms And Fundamental Rights In Latin America And In The Republic Of Albania

Dr. Ana Dhamo and Dr. Iris Dhamo - Aleksander Moisiu University of Durres - Albania

Lisbon Treat and the Europe of the European Citizens in the free movement

Dr. Iris Dhamo and Dr. Ana Dhamo - Aleksander Moisiu University of Durres - Albania

Free Movement in the Era of Artificial Intelligence: A Legal Analysis in the Context of International Law

Dr. Iris Dhamo and Dr. Ana Dhamo - Aleksander Moisiu University of Durres - Albania

Current marketing analysis of the activities carried out by the Bulgarian ports

Assist. Prof. Dr. Svetla Atanasova - University "prof. dr. Asen Zlatarov", Burgas

11:45 - 12:45: Break

Gender Equality and Gender Integration, Legal and Institutional Concepts

Dr. Brikena Dhuli - 'Aleksander Moisiu' University of Durres, Albania

Gender Integration as a Strategy to Achieve Gender Equality in Society

Dr. Brikena Dhuli - 'Aleksander Moisiu' University of Durres, Albania

Neuromarketing as a Facilitator of Consumer Buying Behaviour

Dr. Shreya Solanki and Prof. Dr. Jyoti Sharma - Devi Ahilya Vishwavidyalaya - India

The Ineffectiveness of Information and Communication Technology in Mitigating Math Anxiety Among secondary school Students: The Irreplaceable Role of Human Intervention

Dr. Jyoti Sharma and Ms. Jyoti Koche - Devi Ahilya Vishwavidyalaya - India

To study Artificial intelligence applications in advertising

student Vartika Saxena and Dr. Shilpa Bagdre - Devi Ahilya Vishwavidyalaya - India

Brand Loyalty In Digital Age : Investigating The Role Of Digital Customer Experience And Personalization

PhD candidate Lavisha Sachdev and Dr Shilpa Bagdare - Devi Ahilya Vishwavidyalaya - India



Digital Technologies Supporting the Human Resources Development in Banking
Assoc. Prof. Dr. Ira Gjika and MSc Arnuela Alico - Mediterranean University of Albania

The Role of Artificial Intelligence in Transforming the Tourism Market
PhD candidate Darina Tzvetanova and Assoc. Prof. Dr. Nickolay Tsonev - UNWE

Strategies for Using Digital Tools in Business Activities During the Economic Crisis
Assoc. Prof. Dr. Nataliia Yevtushenko - Hryhorii Skovoroda University in Pereiaslav - Ukraine

The Impact of Marketing Expenses on Performance Indicators in Non-life Insurance Market in Albania
PhD candidate Jona Bezati and Dr. Brunilda Neli - University of Tirana - Albania

Peculiarities of Using Cloud Technologies for Accounting and Reporting
Assoc. Prof. Dr. Oksana Perchuk, Dr. Roman Vovchenko and lecturer Oleksandr Artyukh - Hryhorii Skovoroda University in Pereiaslav - Ukraine

China in the Digital Age
Dr. Shouyi Zhang - LEFMI of University de Picardie Jules Verne - Amiens, France, and student Alexandra Khitova - Liberal Arts And Sciences, Leiden University College: The Hague - Netherlands

Digitalization in Albanian Universities - an Empirical Evaluation
Assoc Prof. Dr. Nikollaq Pano and Assoc. Prof. Dr. Ira Gjika- Mediterranean University of Albania

The Role of Technology in Teaching German Language for Professional Purposes
Dr. Albana Avrami - Polytechnik University of Tirana - Albania

Charting the course of Bulgarian economic development within the EU integration processes
Chief Assist. Dr. Christo Ivanov - UNWE

Digital Distribution Channels in Tourism Industry: A Study on the Bulgarian Customers' Preferences
Chief Assist. Dr. Hristina Boycheva - UNWE

Achievability of Cournot-Nash equilibrium with imperfect information available to players - the role of digital technologies
Assoc. Prof. Dr. Georgi Kiranchev - UNWE

Bulgarian Economic Development - Between Forecast and Reality
Chief Assist. Dr. Sabrina Kalinkova - UNWE

A systemic view of digitization
Chief. Assist. Dr. Kalin Krumov - UNWE

Последици от дигитализацията за финансовия сектор на Европейския съюз
гл.ас. д-р Аглика Кънева - УНСС

Разработване на дигитални инструменти за оценка на доброволци
гл.ас. д-р Виолета Тончева - Златкова - УНСС

Дигитални технологии в планирането и маркетинга на хотелските услуги
докторант Десислава Димитрова - Икономически университет - Варна, България

Приложението на зеленият (ESG) маркетинг в дигиталната трансформация на търговските банки
докторант Ваня Кръстева - УНСС