



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

**DEPARTMENT OF MARKETING AND
STRATEGIC PLANNING**

FIRST INTERNATIONAL SCIENTIFIC CONFERENCE

STRATEGIC PLANNING AND MARKETING IN DIGITAL WORLD

CONFERENCE PROGRAM

26 Nov. 2021 | 10:00 | Sofia, Bulgaria

University of National and World Economy

ORGANIZER



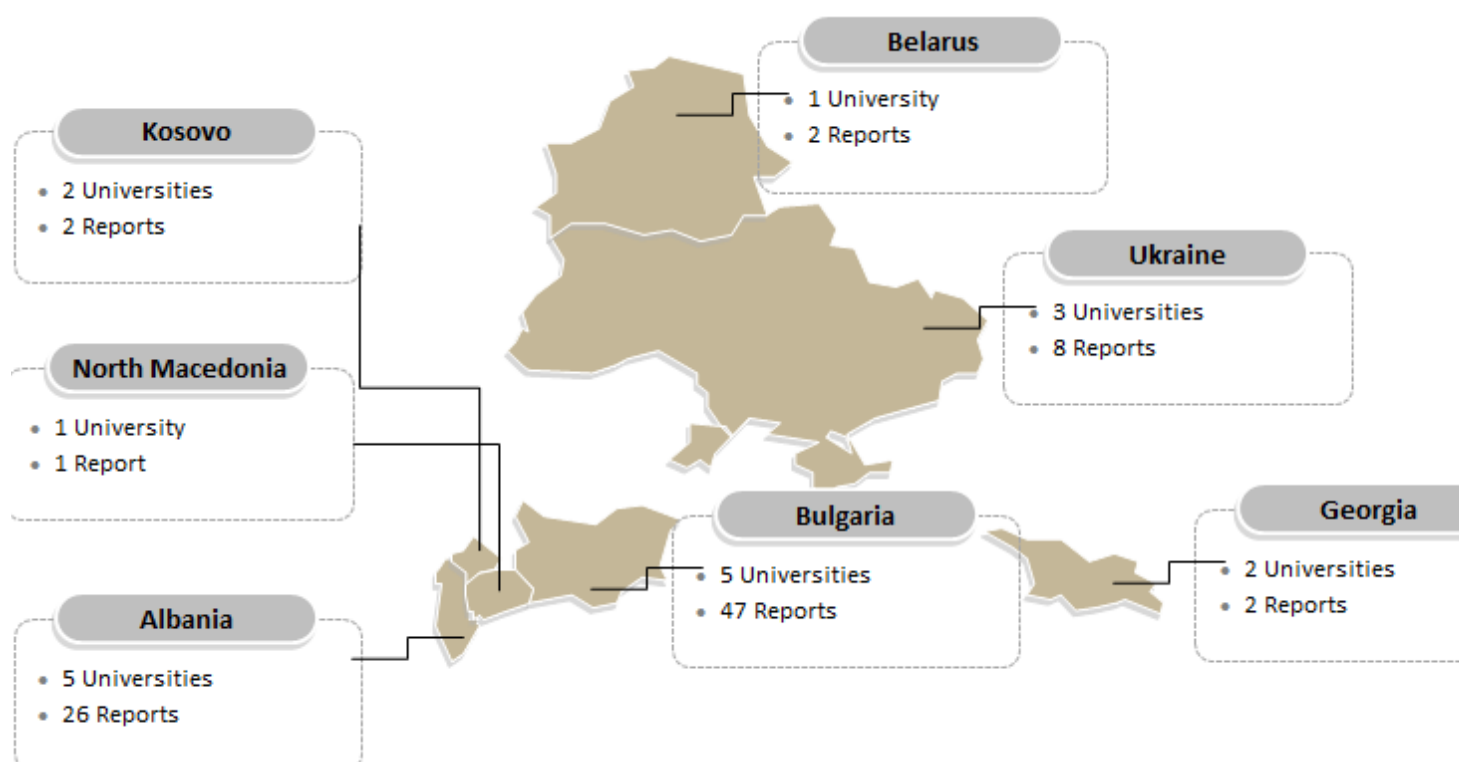
CO-ORGANIZERS





ABOUT THE CONFERENCE

The first 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 seven foreign universities as co-organizers.



19

UNIVERSITIES

89

REPORTS

117

PARTICIPANTS



OFFICIAL OPENING OF THE CONFERENCE

10:00 – 10:30



Assoc. Prof. Dr. Michael Musov
Vice-Rector for
Research and International Affairs

University of National and World Economy - Sofia
Faculty: Finance and Accounting
Department: Accountancy and Analysis



Prof. Dr. Kseanela Sotirofski
Rector at "Aleksandër Moisiu" University,
Durrës, Albania

Faculty of Education

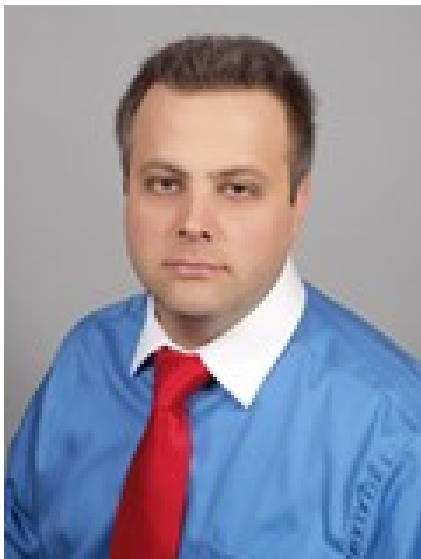


Prof. Dr. Arian Idrizaj
Rector Alma Mater Europea Rezonanca
Pristina, Kosovo



Assoc. Prof. Dr. Eka Lekashvili
Ivane Javakhishvili Tbilisi State University
Georgia

Faculty: Economics and Business
Department: Economic Policy



Prof. Dr. Krasimir Marinov
Deputy Head of Department Marketing
and Strategic Planning

University of National and World Economy -
Sofia
Faculty: Management and Administration

Session 1: Strategic Planning in Digital World (working languages: Bulgarian and Russian)



Moderators: Chief. Assist. Dr. Marin Marinov
Chief Assist. Dr. Mitko Hitov

10:30 - 12:30	Discussions with guests from government and business
12:30 - 13:00	Coffee break
13:00 - 14:45	<p>Presentation and discussion of reports</p> <p>Ukrainian mass media in the digital era <i>Prof. Dr. Marina Navalna - National University of Bioresources and Environmental Management of Ukraine</i></p> <p>Influence of state regulation of prices on the efficiency of agricultural production in the context of inflation <i>Assoc. Prof. Dr. Viktor Karpovich - Academy of Public Administration under the President of the Republic of Belarus</i></p> <p>Main challenges for human development <i>Chief Assist. Dr. Kalin Krumov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>The phenomenon of "digitalization" as the last stage of the industrial revolution <i>Chief Assist. Dr. Mitko Hitov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Problems of energy efficiency of the national economy of Ukraine <i>Assoc. Prof. Dr. Svetlana Kucherenko and Assoc. Prof. Dr. Liudmila Lavaeva - Hryhorii Skovoroda University in Pereiaslav, Ukraine</i></p> <p>Strategic decisions too improve the efficiency of investment activities of banks in Ukraine <i>Assoc. Prof. Dr. Yulia Gorodnichenko and Chief Assist. Dr. Nikolay Kucherenko - Hryhorii Skovoroda University in Pereiaslav, Ukraine</i></p> <p>World experience in implementing projects in the sphere of ensuring information transparency in public finance management <i>Assoc. Prof. Dr. Oksana Perchuk and MA Yulia Mala - Hryhorii Skovoroda University in Pereiaslav, Ukraine</i></p>
14:45 - 15:00	Coffee break

SESSION 1 LINK: www.shorturl.at/auFH1

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Session 1: Strategic Planning in Digital World (working languages: Bulgarian and Russian)



Moderators: Chief. Assist. Dr. Marin Marinov
Chief Assist. Dr. Mitko Hitov

15:00 - 17:00

Presentation and discussion of reports

Digital challenges to the work processes in the public sector in Bulgaria

Prof. Dr. Margarita Bogdanova and Assoc. Prof. Dr. Evelina Parashkevova - D.A.Tsenov Academy of Economics - Svishtov, Bulgaria

Formation of digital competence of applicants of higher education

Assoc. Prof. Dr. Valentin Penkovskiy and MA Irina Kadnikova - Hryhorii Skovoroda University in Pereiaslav, Ukraine

Financing higher education abroad

Assoc. Prof. Dr. Vitalina Malishko and PhD Candidate Bogdan Petrik - Hryhorii Skovoroda University in Pereiaslav, Ukraine

Strategic planning and marketing in the „real world“

Prof. Dr. Boyan Durankev - University of National and World Economy - Sofia, Bulgaria

Investments in tourism - nature and risks

Assoc. Prof. Dr. Nadya Marinova and PhD Candidate Kameliya Kardocheva - New Bulgarian University - Sofia, Bulgaria

Significance of the funds from the European programs for regional development in Bulgaria

Assoc. Prof. Dr. Kamen Petrov - University of National and World Economy - Sofia, Bulgaria

Application of the balanced scorecard in real estate agencies in Bulgaria

PhD Candidate Georgi Yankov - University of National and World Economy - Sofia, Bulgaria

17:00 - 17:30

Discussion, summary and closing of the session

SESSION 1 LINK: www.shorturl.at/auFH1

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Session 2: Strategic Planning in Digital World (working language: English)



Moderator: Chief. Assist. Dr. Christo Ivanov

10:30 - 12:30 | Presentation and discussion of reports

Coaching is an Effective Technology for Planning and Achieving Goals

Assoc. Prof. Dr. Olena Isaikina - National Aviation University, Ukraine

Business Intelligence (BI) Solutions in Support of Strategic Logistics Planning

Assoc. Prof. Dr. Michail Chipriyanov and Chief Assist. Dr. Elitsa Lazarova - D.A.Tsenov Academy of Economics - Svishtov, Bulgaria

Intelligent Development and Connectivity in the Context of Regional Development

Assoc. Prof. Dr. Nikolay Tzonkov, Assoc. Prof. Dr. Kamen Petrov and Assist. Prof. Dr. Tzvetelina Berberova - University of National and World Economy - Sofia, Bulgaria

Company's Strategies in Digital World

Assoc. Prof. Dr. Christian Tanushev - University of National and World Economy - Sofia, Bulgaria

An Ambiguous Choice of Strategy in Economic Game G(2.2), Describing Competition

Assoc. Prof. Dr. Georgi Kiranchev - University of National and World Economy - Sofia, Bulgaria

The Challenges of the National Currency Digitalization: the Case of Georgia

Dr. Lela Mamaladze - Ivane Javakhishvili Tbilisi State University - Georgia

Individuals Skepticism Against the Use of Electronic Banking Payments (The Case of Albania)

Msc Lecturer Sonila Nikolla - University of Tirana - Albania

The Digitalization of the Albanian Banking Sector, a Necessity or an Outcome of Post COVID-19

Dr. Kristal Hykaj - Mediterranean University of Albania

12:30 - 13:00 | Coffee break

SESSION 2 LINK: www.shorturl.at/hsGM4

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Session 2: Strategic Planning in Digital World (working language: English)



Moderator: Chief. Assist. Dr. Christo Ivanov

13:00 - 14:45 | Presentation and discussion of reports

**Building, Monitoring and Evaluation Tool Following BPMN Principles
Using Dynamic Platforms**

Dr. Denis Saatçiu - University of Tirana - Albania and Dr. Eni Nasi - Mediterranean University of Albania

**Assessment of the Level of Digital Technologies Penetration in Bulgaria
after COVID-19 Outbreak**

Chief Assist. Dr. Christo Ivanov - University of National and World Economy - Sofia, Bulgaria

Performance Indicators in Public Enterprises – The Case of Albania

Dr. Erisa Musabelli, Dr. Olta Nexhipi and Dr. Llambi Prendi - University Aleksandër Moisiu Durres - Albania

Challenges Faced by SMEs During the Covid-19 Pandemic

Dr. B. Shosha, Dr. A. Anamali and Lecturer A. Zisi - University Aleksandër Moisiu Durres - Albania

Comparative Advantage and Specialization in Albania

Dr. Llambi Prendi, Dr. Olta Nexhipi and Dr. Erisa Musabelli - University Aleksandër Moisiu Durres - Albania

Transformation of Strategic Planning Tools in Digital Era

Chief Assist. Dr. Sabrina Kalinkova - University of National and World Economy - Sofia, Bulgaria

14:45 - 15:00 | Coffee break

15:00 - 17:00 | Presentation and discussion of reports

**Digital Transformations and Economic Standards: The Key Questions to Bulgarian Economy
Raised by Its Current State**

Chief Assist. Dr. Diana Genkova - University of National and World Economy - Sofia, Bulgaria

The Impact of Covid-19 on Youth Employment!

MSc. Ardita Hykaj, Assistant Lecturer - Mediterranean University of Albania

Finding Determinants for Quality of Life: A Case Study in Albania

Dr. Astrit Beci - University of Durres - Albania

Evaluation of the Efficiency of the Bulgarian Economy Through the Input-Output Model

Chief Assist. Dr. Sabrina Kalinkova - University of National and World Economy - Sofia, Bulgaria

17:00 - 17:30 | Discussion, summary and closing of the session

Session 3: Marketing in Digital World (working language: Bulgarian)



Moderator: Assoc. Prof. Dr. Tatyana Netseva - Porcheva

10:30 - 12:30

Presentation and discussion of reports

Guidelines for Measuring Happiness in Online Learning

Prof. Dr. Evgeni Stanimirov, Assoc. Prof. Dr. Vladimir Zhechev, Chief Assist. Dr. Svilen Ivanov, Chief Assist. Dr. Maria Georgieva and Assist. Prof. Dr. Selvet Niyazeva - University of Economics - Varna, Bulgaria

Sustainable Urban Consumption: Demographic Differences

Prof. D.Sc. Simeon Jelev, Prof. Dr. Galina Mladenova and Chief Assist. Dr. Borislava Stoimenova - University of National and World Economy - Sofia, Bulgaria

Changes in the Consumer Behavior of Tourists and Promotion of Tourist Destinations During COVID-19

Assoc. Prof. Dr. Stefaniya Temelkova - New Bulgarian University - Sofia, Bulgaria

Peculiarities of the Relationship between Modern Technologies in Retail and the Expectations of Young Consumers of Generation Z

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

Blockchain Technologies as a Marketing Tool in E-Commerce – Advantages and Challenges

MA Stefani-Emelin Ilieva and Assoc. Prof. Dr. Eduard Marinov - New Bulgarian University - Sofia, Bulgaria

Trial purchase in a digital environment

Assoc. Prof. Dr. Alexander Hristov - University of National and World Economy - Sofia, Bulgaria

Pricing strategies used in the digital world according to the payment model

Assoc. Prof. Dr. Tatyana Netseva-Porcheva - University of National and World Economy - Sofia, Bulgaria

12:30 - 13:00

Coffee break

SESSION 3 LINK: www.shorturl.at/zEV09

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Session 3: Marketing in Digital World (working language: Bulgarian)



Moderator: Assoc. Prof. Dr. Tatyana Netseva - Porcheva

13:00 - 14:45	<p>Presentation and discussion of reports</p> <p>Artificial intelligence in digital marketing <i>Chief Assist. Dr. Mariya Armyanova - University of Economics - Varna, Bulgaria</i></p> <p>Challenges to Modern Non-Profit Organizations and the Role of Marketing in Overcoming Them <i>Chief Assist. Dr. Emil Hristov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Sensory Marketing in the Digital World <i>PhD Candidate Pavlina Evtimova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Analysis of the Rhetorical Figures in the Advertisements in the Bulgarian Digital Space <i>PhD Candidate Tzvetelina Vladimirova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Consumer-Changed Marketing that Changes Consumption <i>PhD Candidate Venelina Atanasova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Research and Analysis of Communication Campaigns (Communication strategy) in Euro 2020 <i>PhD Candidate Bozhidar Panayotov - University of Economics - Varna, Bulgaria</i></p>
14:45 - 15:00	Coffee break
15:00 - 17:00	<p>Presentation and discussion of reports</p> <p>Competitive Positioning in the Conditions of Digitalization (Following the Example of the Medical Device Industry) <i>PhD Candidate Daniel Lujbenov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Marketing and Advertising Strategies During and After COVID-19 <i>PhD Candidate Plamen Dichkov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Freight Transport in Supply Chains: Digitalisation and Risks <i>PhD Candidate Katya Christova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Digital Marketing as a Tool to Increase the Competitiveness of Tourist Sites <i>PhD Candidate Hristo Kutsarov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Influencer Marketing <i>PhD Candidate Radostin Elenkov - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Seasonal comparison of television viewership based on demographic profile <i>PhD Candidate Bilyana Mitova - University of National and World Economy - Sofia, Bulgaria</i></p>
17:00 - 17:30	Discussion, summary and closing of the session

Session 4: Marketing in Digital World (working language: English)



Moderator: Chief Assist. Dr. Elena Kostadinova

10:30 - 12:30

Presentation and discussion of reports

Impact of Public Relations on the Efficiency of Corporate Projects Implementation

Prof. Dr. Iryna Tiurmenko - National Aviation University - Ukraine

A different perspective for Marketing, a case study from Albania

Prof. Dr. Blerim Kola, Dr. Jehona Gjermizi and Dr. Vaelid Zhezha - University Aleksandër Moisiu Durrës - Albania

Media Communications in Digital Day

Prof. Dr. Maryna Navalna - National University of Life and Environmental Sciences of Ukraine, Kyiv and Assoc. Prof. Dr. Olena Isaikina - National Aviation University, Kyiv, Ukraine

The Role of the 2021 Pandemic in Anxiety Levels in Albanian Society

Prof. Asoc. Dr. Arjana Mucaj - University of Tirana - Albania and Dr. Shkelqim Xeka - University of Durrës - Albania

Digital Marketing in Retail Banking in Republic of Serbia - Client Attitudes Analysis

PhD Candidate Louzim Rashiti - University of National and World Economy - Sofia, Bulgaria and Assist. Prof. Dr. Xhevat Sopi - University of Gjiçan "Kadri Zeka", Kosovo

Marketing of Human Resources in the Digital World - (New) Opportunities and Limitations for Talent Discovery

Chief Assist. Dr. Mariya Ivanova - New Bulgarian University - Sofia, Bulgaria

Visual Identity of Universities: An Integration of Design Elements

Chief Assist. Dr. Borislava Stoimenova - University of National and World Economy - Sofia, Bulgaria

12:30 - 13:00

Coffee break

SESSION 4 LINK: www.shorturl.at/cflKW

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Session 4: Marketing in Digital World (working language: English)



Moderator: Chief Assist. Dr. Elena Kostadinova

13:00 - 14:45	<p>Presentation and discussion of reports</p> <p>The Effect of Instagram Influencer Marketing: What Affects Customer's Purchase Intention? The Role of Involvement in Influencer Following and Perceived Trust in Influencer's Brand r Related Content <i>PhD Candidate Irena Bogoevska-Gavrilova and Dr. Snezana Ristevska-Jovanovska - Ss. Cyril and Methodius University in Skopje, Faculty of Economics – Skopje</i></p> <p>Price Promotions – The Problematic Child Of Marketing <i>Chief Assist. Dr. Elena Kostadinova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>Brand Effect on Consumer Preference (The Case of Olive Oil in Albania) <i>Dr. Morena Boja - University of Tirana - Albania</i></p> <p>Individuality in the Communication Process (Personal Style) <i>Dr. Holta Heba - Mediterranean University of Albania</i></p> <p>Marketing Nursing: An Approach Related Nursing Profession <i>Dr. Indrit Bimi - University Aleksander Moisiu” - Durres, Albania</i></p> <p>Customers' Attittudes and Percieved Costrains to Internet-Based E-banking Services: A survey study in Albania. <i>MSc. Lecturer Armelina Lila - Mediterranean University of Albania</i></p>
14:45 - 15:00	Coffee break
15:00 - 17:00	<p>Presentation and discussion of reports</p> <p>Changes in consumer behavior as a response to the pandemic <i>Chief Assist. Dr. Elena Kostadinova and Student Lora Tsvetkova - University of National and World Economy - Sofia, Bulgaria</i></p> <p>The Impact of Brand Origin Country on Product Evaluation: An Analyses of Albanian Consumers <i>MSc Taulant Kullolli - University of Durres - Albania</i></p> <p>Targeted Ads, How Effective Really Are? <i>Msc. Lecturer Erjonilda Hasrama - University “Aleksander Moisiu”, Durres - Albania</i></p> <p>Digital Advertising Campaign to Attract International Students <i>PhD Candidate Rosalina Ruseva - University of Economics - Varna, Bulgaria</i></p> <p>Female Image in Advertising in Eva Magazine and eva.bg in 2020 - Comparative Analysis <i>PhD Candidate Nadya Stanoeva - University of National and World Economy - Sofia, Bulgaria</i></p>
17:00 - 17:30	Discussion, summary and closing of the session

Session 5: Strategic Perspectives in Digital World (working language: English)



Moderator: Prof. Dr. Krasimir Marinov

10:30 - 12:30

Presentation and discussion of reports

International Experience in the Development of Electronic Commerce and Its Application in the Republic of Belarus

Assoc. Prof. Dr. Dina Rutko and Student Veronika Miliutina - Academy of Public Administration under the President of the Republic of Belarus

Problems of Human Resource Selection and Career Management in Georgian Higher Education Institutions

Assoc. Prof. Dr. Eka Lekashvili - Ivane Javakhishvili Tbilisi State University - Georgia and Dr. Nikoloz Gogoladze - Georgian State Teaching University of Physical Education and Sport

Urban Well-being and Sustainable Development in the Counties of Albania

Assist. Prof. Lorena Saliq - University of Tirana - Albania

Digital Technologies in Health Services: Old and New Challenges

Assoc. Prof. Dr. Ira Gjika, Dr. Rudina Qurku and Assoc. Prof. Dr. Nikollaq Pano - Mediterranean University of Albania

The Gender Inequality and Participation of Women in Stem Fields

Prof. Assoc. Dr. Teuta Xhindi and Assoc. Prof. Dr. Ira Gjika - Mediterranean University of Albania

Financial Literacy: Determinants and Impact on Financial Behaviour

Prof. Dr. Krasimir Marinov - University of National and World Economy - Sofia, Bulgaria

Segmentation of the Bulgarian tourist market in the context of the Covid-19 pandemic

Assoc. Prof. Dr. Ivan Marchevski and Assist. Prof. Dr. Krista Neykova - D.A.Tsenov Academy of Economics - Svishtov, Bulgaria

Digitalization to Increase the Farming Systems' Resilience in Albania and Bulgaria

Assoc. Prof. Dr. Mariya Peneva - University of National and World Economy - Sofia, Bulgaria and Dr. Etleva Muça (Dashi) - Agriculture University of Tirana - Albania

12:30 - 13:00

Coffee break

SESSION 5 LINK: www.shorturl.at/fBP27

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Session 5: Strategic Perspectives in Digital World (working language: English)



Moderator: Prof. Dr. Krasimir Marinov

13:00 - 14:45 | Presentation and discussion of reports

Digitalisation in Railway Transport as a Factor for Improving the Quality of the Offered Railway Service

Assoc. Prof. Dr. Borislav Arnaudov - University of National and World Economy - Sofia, Bulgaria

Digital applications for improving tourist experience in the wellness centers

Assoc. Prof. Dr. Elenita Velikova and PhD Candidate Denitza Dimova - University of National and World Economy - Sofia, Bulgaria

How to Change Customer Mind – The Difference Between Brand and Trademark in Tourism Industry

Chief Assist. Dr. Svetoslav Kaleychev - University of National and World Economy - Sofia, Bulgaria

Strategic Planning in the Arts, Cultural and Creative Industries, Cultural Heritage and Cultural Tourism Based on New Distribution Channels for Audience Access

Chief Assist. Dr. Diana Andreeva - Popyordanova - University of National and World Economy - Sofia, Bulgaria

Digital Transformation of Tourism Distribution Channels

Chief Assist. Dr. Hristina Boycheva - University of National and World Economy - Sofia, Bulgaria

Financial Crisis

MSc. Lecturer Elona Shehu - Mediterranean University of Albania

14:45 - 15:00 | Coffee break

15:00 - 17:00 | Presentation and discussion of reports

Physical Education, a Preventative Element Against Bullying at School

MSc Jonida Peppo - Sport University of Tirana - Albania and Prof Ass.Dr. Elida Rapti - Art University of Tirana - Albania

The Family Dynamics and Agression at Youth

Sulltana Aliaj and Renisa Beqiri- University of Tirana - Albania

Service Failure and Recovery in the Hotel Industry, a Literature Review

Dr. Armela Anamali and Dr. Arjeta Anamali - University of Durres - Albania

Personality Traits and Its Impact in Criminology: A Meta-Analytic Review

Dr. Edvin Lame and MSc. Renisa Beqiri - University of Tirana - Albania

English Lexical Borrowings in the Albanian Version of the Consitution of the Republic of Kosovo

MA Lecturer Albulena Luzha - Universum College, Kosovo

17:00 - 17:30 | Discussion, summary and closing of the session

**WE WISH YOU PRODUCTIVE PARTICIPATION
IN THE CONFERENCE**

