



UNIVERSITY OF NATIONAL AND WORLD ECONOMY

DEPARTMENT OF MARKETING AND STRATEGIC PLANNING



SECOND INTERNATIONAL SCIENTIFIC CONFERENCE

STRATEGIC PLANNING AND MARKETING IN DIGITAL WORLD

CONFERENCE PROGRAM

11 Nov. 2022 | 13:00 | Sofia, Bulgaria

University of National and World Economy
and online via MS Teams

ORGANIZER



CO-ORGANIZERS





ABOUT THE CONFERENCE

The Second 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 six foreign universities as co-organizers.



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UNIVERSITIES AND
ORGANIZATIONS

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REPORTS

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PRESENTERS
AND SPEAKERS



CONFERENCE COMMITTEES

PROGRAM COMMITTEE:

- **Prof. Dr. Hristo Katrandzhiev** - Chairman of the Committee, UNWE - Sofia, Bulgaria
- **Prof. D.Sc. Simeon Jeleu** - UNWE - Sofia, Bulgaria
- **Prof. Dr. Galina Mladenova** - UNWE - Sofia, Bulgaria
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- **Prof. Dr. Greta Angjeli** - Mediterranean University of Albania - Tirana, Albania
- **Prof. Dr. Nevila Rama** - Mediterranean University of Albania - Tirana, Albania
- **Prof. Dr. Kseanela Sotirofski** - Aleksander Moisiu, University of Durres, Albania
- **Assoc. Prof. Dr. Andon Kume** - Aleksander Moisiu, University of Durres, Albania
- **Assoc. Prof. Dr. Bajram Korsita** - Aleksander Moisiu, University of Durres, Albania
- **Assoc. Prof. Dr. Ulpian Hoti** - Aleksander Moisiu, University of Durres, Albania
- **Assoc. Prof. Dr. Arjana Mucaj** - Mediterranean University of Albania - Tirana, Albania
- **Prof. Dr. Skender Topi** - University of Elbasan - Elbasan, Albania
- **Assoc. Prof. Dr. Elvira Fetahu** - University of Elbasan - Elbasan, Albania
- **Assoc. Prof. Dr. Altin Idrizi** - University of Elbasan - Elbasan, Albania
- **Assoc. Prof. Dr. Shpetim Cerri** - University of Elbasan - Elbasan, Albania
- **Assoc. Prof. Dr. Ineza Gagnidza** - Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia
- **Assoc. Prof. Dr. Eka Lekashvili** - Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia
- **Assoc. Prof. Dr. Eka Sepashvili** - Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia
- **Assoc. Prof. Dr. Svetlana Kucherenko** - Hryhorii Skovoroda University in Pereiaslav, Ukraine

ORGANIZATIONAL COMMITTEE:

- **Chief Assist. Dr. Marin Marinov** - Chairman of the Committee, UNWE - Sofia, Bulgaria
- **Chief Assist. Dr. Sabrina Kalinkova** - Organizational Secretary of the Conference, UNWE - Sofia, Bulgaria
- **Chief Assist. Dr. Borislava Stoimenova** - UNWE - Sofia, Bulgaria
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- **Dr. Kristal Hykaj** - Mediterranean University of Albania, Tirana, Albania
- **Dr. Holta Heba** - Mediterranean University of Albania, Tirana, Albania
- **Dr. Morena Boja** - Mediterranean University of Albania, Tirana, Albania
- **Dr. Rudina Qurku** - Mediterranean University of Albania, Tirana, Albania
- **Dr. Olta Nexhipi** - Aleksander Moisiu, University of Durres, Albania
- **Dr. Linert Lireza** - Aleksander Moisiu, University of Durres, Albania
- **Dr. Shkelqim Xeka** - Aleksander Moisiu, University of Durres, Albania
- **Dr. Indrit Biimi** - Aleksander Moisiu, University of Durres, Albania
- **Dr. Eda Cela** - University of Elbasan - Albania
- **Dr. Elona Gaxhja** - University of Elbasan - Albania
- **Prof. Dr. George Gavgadze** - Georgian National University SEU for Education
- **Assoc. Prof. Dr. Olena Isaikina** - National Aviation University, Ukraine
- **Assoc. Prof. Dr. Alla Zlenko** - Hryhorii Skovoroda University in Pereiaslav, Ukraine



OFFICIAL OPENING 13:00 - 13:30 LARGE CONFERENCE HALL

(REGISTRATION: 12:30-13:00 - LOBBY IN FRONT OF LARGE CONFERENCE HALL)



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



Assoc. Prof. Dr. Elvira Fetahu
Vice-Rector for Scientific Research

**University of Elbasan "Aleksandër Xhuvani"-
Elbasan, Albania**



Prof. Dr. Hristo Katrandjiev
**Head of Department Marketing and Strategic
Planning**

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

OPENING SESSION: WATCH ONLINE HERE



KEYNOTE SPEAKERS

13:30 – 14:00



DR. ARTHUR KORDON
CEO of Kordon Consulting LLC

**"ARTIFICIAL
INTELLIGENCE - A
POWERFUL ENGINE OF
THE DIGITAL ECONOMY"**

CEO of Kordon Consulting LLC and an internationally recognized expert in applying Data Science, Advanced Analytics and AI in industry.

Dr. Kordon has 30+ years of experience in developing and deploying AI-based business solutions with a significant economic impact in several US large corporations (Dow Chemical, Georgia Pacific LLC, and Steelcase).

**WHERE: ONLINE MEETING IN LARGE CONFERENCE HALL
(UNWE) AND HERE: [WATCH ONLINE](#)**



KEYNOTE SPEAKERS
13:30 – 14:00

Assoc. Prof. Dr. TETIANA KUZNIETSOVA

**Hryhorii Skovoroda University
in Pereiaslav, Ukraine
Department of Finance, Accounting
and Taxation**

**"STRATEGIC PLANNING AND DECISION
MAKING AS KEY COMPONENTS OF
ECONOMIC DIGITAL-GAMIFICATION"**

Assoc. Prof. Dr. SVITLANA KUCHERENKO

**Hryhorii Skovoroda University
in Pereiaslav, Ukraine
Dean of the Faculty of Financial, Economic and
Vocational Education**

**WHERE: ONLINE MEETING IN SMALL CONFERENCE HALL
(UNWE) AND HERE: [WATCH ONLINE](#)**

Session I: Strategic Planning and Marketing in Digital World (hybrid session; working language: Bulgarian)



13:00 - 13:30	Official opening (Large conference hall)
13:30 - 14:00	Keynote speech: Strategic Planning and Decision Making as Key Components of Economic Digital-Gamification <i>Assoc. Prof. Dr. Tetiana Kuznietsova and Assoc. Prof. Dr. Svitlana Kucherenko - Hryhorii Skovoroda University in Pereiaslav, Ukraine</i>
14:10 - 14:30	Ability to Develop Strategic and Business Plans Through a Cloud-Based Platform <i>Prof. Dr.Ec.S. Borislav Borisov - University of National and World Economy - Sofia, Bulgaria</i>
14:30 - 14:50	The New Real Economy: Coordinating the Plans of Single-Sector Transnational Corporations, Multi-Sector National Economies and Cross-Sector Transnational Institutions <i>Emeritus Prof. Boyan Durankev - VUZF - Sofia, Bulgaria</i>
14:50 - 15:10	Manifestations of Cross-Cultural Differences in Marketing Communications and Their Impact on Consumer Behaviour <i>Chief Assist. Dr. Stefanya Temelkova - New Bulgarian University - Sofia, Bulgaria</i>
15:10 - 15:30	Strategic Planning in the Arts, Cultural and Creative Industries, Cultural Heritage and Cultural Tourism Based on New Distribution Channels for Audience Access <i>Chief Assist. Dr. Diana Andreeva-Popyordanova - University of National and World Economy - Sofia, Bulgaria</i>
15:30 - 16:00	Coffee break (lobby in front of Large conference hall)
16:00 - 16:20	IoT Influence in Digital Marketing <i>Chief Assist. Dr. Mariya Armyanova - University of Economics - Varna, Bulgaria</i>
16:20 - 16:40	Classifying the Products of a Nonprofit Organization <i>Chief Assist. Dr. Emil Hristov - University of National and World Economy - Sofia, Bulgaria</i>
16:40 - 17:15	Discussion, summary and closing of the session
17:30	Closing cocktail (lobby in front of Large conference hall)

SMALL CONFERENCE HALL SESSION 1: [WATCH ONLINE HERE](#)

Please note that UNWE participants should use their official e-mails. Participants outside UNWE must use the email addresses provided in the application form or their report.

Session 2: Marketing in Digital World (hybrid session; working language: English)



13:00 - 13:30	Official opening (Large conference hall)
13:30 - 14:00	Keynote speech: AI - A Powerful Engine of the Digital Economy <i>Dr. Arthur Kordon - CEO of Kordon Consulting LLC</i>
14:15 - 14:30	Issues of Artificial Intelligence Application in Marketing <i>Prof. Dr. Dimiter Velez and Assoc. Prof. Dr. Plamena Zlateva - University of National and World Economy - Sofia, Bulgaria</i>
14:30 - 14:45	Can Digital Media be Used to Create Long-Term Brand Effects? <i>Prof. Dr. Galina Mladenova - University of National and World Economy - Sofia, Bulgaria</i>
14:45 - 15:00	The Role of Social Media Marketing in Healthcare Industry (Case of Georgia) <i>PhD candidate Nia Todua - Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia</i>
15:00 - 15:15	The Effect of Social Media Marketing on Consumer Behavior of Tourism Destinations <i>Prof. Dr. Nugzar Todua and Assoc. Prof. Dr. Ekaterine Urotadze - Ivane Javakhishvili Tbilisi State University - Tbilisi, Georgia</i>
15:15 - 15:30	Specific Features of Pharmaceutical Marketing <i>Assoc. Prof. Dr. Nadezhda Dimova - New Bulgarian University - Sofia, Bulgaria</i>
15:30 - 16:00	Coffee break (lobby in front of Large conference hall)
16:00 - 16:15	BI Big Data Analytics in Marketing <i>Assoc. Prof. Dr. Vanya Lazarova - University of National and World Economy - Sofia, Bulgaria</i>
16:15 - 16:30	Green Marketing Communication: Consumer and Pro-environmental Behavior <i>Assist. Prof. Dr. Ganimete Podvorica - Universum College, Prishtina, Kosovo and Prof. Dr. Fatos Ukaj - University of Prishtina "Hasan Prishtina", Prishtina Kosove</i>
16:30 - 16:45	Information Culture in the Architecture of Modern Society <i>Assoc. Prof. Dr. Olena Isaikina - National Aviation University, Kyiv, Ukraine</i>
16:45 - 17:00	Enduring Changes in Consumption after 2020 - Evidence from Bulgaria <i>Assoc. Prof. Dr. Alexander Hristov, Chief Assist. Dr. Elena Kostadinova, Chief Assist. Dr. Christian Zhelev, student Lora Tsvetkova - University of National and World Economy - Sofia, Bulgaria</i>
17:00 - 17:15	Pricing Strategies in a Digital Environment <i>Assoc. Prof. Dr. Tatyana Netseva-Porcheva - University of National and World Economy - Sofia, Bulgaria</i>
17:30	Closing cocktail (lobby in front of Large conference hall)

LARGE CONFERENCE HALL SESSION 2: [WATCH ONLINE HERE](#)

Please note that UNWE participants should use their official e-mails. Participants outside UNWE must use the email addresses provided in the application form or their report.

Session 3: Strategic Planning and Perspectives in Digital World (in-person session; working language: English)



13:00 - 13:30	Official opening (Large conference hall)
13:30 - 14:00	Keynote speeches (Large conference hall and Small conference hall)
14:15 - 14:30	Inequality in Access to Digital Public Services: Comparison between and within nations. <i>Assoc. Prof. Dr. Elvira Fetahu</i> - University of Elbasan - Albania and <i>Dr. Annie Tubadji</i> - Swansea University, United Kingdom and <i>Assoc. Prof. Dr. Besa Xhaferi</i> - University of Tetova - North Macedonia
14:30 - 14:45	Responses of Incumbent Companies to Digital Vortex <i>Assoc. Prof. Dr. Yovka Bankova</i> - University of National and World Economy - Sofia, Bulgaria
14:45 - 15:00	How Circular Economy and Green Technology Can Address Sustainable Development Goals? <i>Dr. Morena Boja</i> - Mediterranean University of Albania
15:00 - 15:15	The Size of the ICT Sector in the Bulgarian Economy: a Methodological Viewpoint. Lessons from Nowadays Practice <i>Chief Assist. Dr. Diana Genkova</i> - University of National and World Economy - Sofia, Bulgaria
15:15 - 15:30	Importance of Digital Service - Case of Real Estates <i>Dr. Olta Nexhipi</i> - University "Aleksander Moisiu", Durres - Albania
15:30 - 16:00	Coffee break (lobby in front of Large conference hall)
16:00 - 16:15	Strategic Planning and Digital Health Technologies Related Nursing Profession <i>Dr. Indrit Bimi</i> - Aleksander Moisiu University of Durres, Albania and <i>Msc. Daniela Bimi</i> - Maternity of Tirana "Queen Geraldina", Albania
16:15 - 16:30	Risk Management and Impact on Performance of Insurance Companies in Albania, Albsig Sh.a. Case Study <i>Dr. Rovena Troplini</i> - University "Aleksander Moisiu", Durres - Albania and <i>PhD candidate Ejona Duci</i> - University "Aleksander Moisiu", Durres - Albania and <i>Msc. Rexhina Demollari</i> - Direct Sales Senior Officer Raiffeisen Bank - Albania
16:30 - 16:45	The Impact of COVID-19 on of Electronic Trade (E-Commerce) and the Resulting Problems in Albanian Taxation <i>PhD candidate Ardita Hykaj</i> - Mediterranean University of Albania
16:45 - 17:15	Discussion, summary and closing of the session
17:30	Closing cocktail (lobby in front of Large conference hall)

Session 4: Strategic Planning and Perspectives in Digital World

(online session; working language: English)



13:00 - 13:30	Official opening
13:30 - 14:00	Keynote speeches
14:10 - 14:30	Structural Transformation and Export Performance in Georgia: Is There a Need for the New Industrial Policy? <i>Assoc. Prof. Dr. Eka Lekashvili and Assoc. Prof. Dr. Lela Jamagidze - Ivane Javakhishvili Tbilisi State University - Georgia</i>
14:30 - 14:50	Communication Strategies of the Bulgarian Municipalities During the Introduction of the Electronic Administrative Services <i>Assist. Prof. Dr. Nadezhda Veselinova - Tsenov Academy of Economics - Svishtov, Bulgaria</i>
14:50 - 15:10	Citizens' Attitudes Towards Electronic Administrative Services in Bulgaria <i>Assist. Prof. Dr. Mariela Stoyanova - Tsenov Academy of Economics - Svishtov, Bulgaria</i>
15:10 - 15:30	The Role of Corporate Governance on Financial and Investment Decisions <i>Msc. Sonila Nikolla and Assist. Prof. Dr. Greta Angjeli - Mediterranean University of Albania</i>
15:30 - 16:00	Coffee break
16:00 - 16:20	Local Development in Digital World <i>Assist. Prof. Dr. Nataliia Moroziuk - Masaryk university - Brno, Czech Republic</i>
16:20 - 16:40	Personalization effects in online retail: Case of the Russian market <i>PhD candidate Artem Pliatinskii - ITMO university, Saint-Petersburg, Russia</i>
16:40 - 17:00	Role of Digital Marketing and Digital Transformation in Banking Sector <i>Assist. Prof. Dr. Lulzim Rashiti - University "Kadri Zeka" - Gjilan, Kosovo and Msc. Majlinda Prendi - kaj - Qiriazi University College - Tirana, Albania</i>

PARTICIPATE IN THE SESSION HERE

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Session 5: Strategic Planning and Perspectives in Digital World

(online session; working language: English)



13:00 - 13:30	Official opening
13:30 - 14:00	Keynote speeches
14:10 - 14:30	Strategic Aspects of Development of the Bulgarian Metallurgical Industry <i>Prof. Dr. Lyubcho Vamezov and Assoc. Prof. Dr. Iskra Pantaleeva and PhD candidate Karmen Vranchev</i> <i>Tsenov Academy of Economics - Svishtov, Bulgaria</i>
14:30 - 14:50	Strategic Aspects in German-Bulgarian Business Relations in the Context of the Contemporary Economic, Pandemic and Geopolitical Challenges in Central and Eastern Europe <i>Assoc. Prof. Dr. Iskra Pantaleeva and Prof. Dr. Lyubcho Vamezov and PhD candidate Karmen Vranchev</i> <i>Tsenov Academy of Economics - Svishtov, Bulgaria</i>
14:50 - 15:10	Digital Financial Literacy: Concept, Measurement, and Application <i>Prof. Dr. Krasimir Marinov - University of National and World Economy - Sofia, Bulgaria</i>
15:10 - 15:30	Digital Marketing Strategies in Cooperative Alliances in Vietnam <i>PhD student Dung Van Dinh - Chairman of Khanh Hoa Province's Cooperrative Alliance - Vietnam</i>
15:30 - 16:00	Coffee break
16:00 - 16:20	Digital Transformation of SMEs in Albania: The Case for the Value Creation Model <i>PhD candidate Valbona Mehmeti and Assoc. Prof. Dr. Bajram Korsita - Aleksander Moisiu</i> <i>University of Durres - Albania</i>
16:20 - 16:40	Social Economic Impact of the Money Laundering Process (Case of Albania) <i>lecturer Elona Shehu - Mediterranean University of Albania and Assist. Prof. Dr. Skender Uku -</i> <i>Agricultural University of Tirana - Albania and Orkida Ilollari - Mediterranean University of Albania</i>
16:40 - 17:00	Development of "Digital" Business Models and Their Imapct on the Financial Market <i>Assoc. Prof. Dr. Yuliia Kryvenko - Hryhorii Skovoroda University in Pereiaslav, Ukraine</i>

PARTICIPATE IN THE SESSION HERE

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Session 6: Early-Stage Researchers & Young Scholars (hybrid session; working languages: English and Bulgarian)



13:00 - 13:30	Official opening (Large conference hall)
13:30 - 14:00	Keynote speeches (Large conference hall and Small conference hall)
14:15 - 14:30	Trends in the development and management of marketing in the conditions of digital transformation <i>PhD candidate Plamen Dichkov - University of National and World Economy - Sofia, Bulgaria</i>
14:30 - 14:45	Analysis of emotions and sentiment towards COVID-19 vaccines in social media <i>student Valentina Ilieva and student Yoana Atsalova - Plovdiv University "Paisii Hilendarski" - Plovdiv, Bulgaria</i>
14:45 - 15:00	E-commerce profit maximization as a result of detailed accounting analysis <i>PhD candidate Veselina Popovska - Plovdiv University "Paisii Hilendarski" - Plovdiv, Bulgaria</i>
15:00 - 15:15	Socio-demographic characteristics of the municipalities of Sredna gora region as a basis for the elaboration of a strategic development plan <i>PhD candidate Boyan Vranchev - Tsenov Academy of Economics - Svishtov, Bulgaria</i>
15:15 - 15:30	Dynamic of Rhetoric in Bulgarian Advertisin <i>PhD candidate Tsvetelina Vladimirova - University of National and World Economy</i>
15:30 - 16:00	Coffee break (lobby in front of Large conference hall)
16:00 - 16:15	Research of the popularity of the sensory digital technology "Virtual Try-On Experince" in Bulgaria <i>PhD candidate Pavlina Evtimova - University of National and World Economy - Sofia, Bulgaria</i>
16:15 - 16:30	Strategy or creativity in digital reality <i>PhD candidate Hristiana Bodeva - University of National and World Economy - Sofia, Bulgaria</i>
16:30 - 16:45	Challenges in product positioning of medical devices in the digital world <i>PhD candidate Daniel Lyubenov - University of National and World Economy - Sofia, Bulgaria</i>
16:45 - 17:00	Building a brand identity in higher education in conditions of economic and demographic changes <i>PhD candidate Rosalina Ruseva and Assoc. Prof. Dr. Vladimir Zhechev - University of Economics - Varna, Bulgaria</i>
17:30	Closing cocktail (lobby in front of Large conference hall)

**WHERE: FACULTY HALL
AND ONLINE HERE**

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The Relationship Between the Perceived Quality of the Site and the Brand Attachment

Prof. Dr. Chokri Elfidha, Prof. Dr. Tale Ladhari and Dr. Rym Trabelsi - ESSECT Business School, University of Tunis

Impact of Social Media Marketing on Brand Commitment: Role of the Value Co-creation

Prof. Dr. Rachèd Chtioui, Prof. Dr. Chokri Elfidha, and Prof. Dr. Tale Ladhari - ESSECT Business School, University of Tunis

Digitalization in the banking sector

Chief Assist. Dr. Aglika Kaneva - University of National and World Economy - Sofia, Bulgaria

Consumer Behavior in Brand Choice

Assoc. Prof. Dr. Arjana Mucaj - University of Tirana and Dr. Shkelqim Xeka - University of Durrës "Aleksander Moisiu"

Digital Transformation and Management Accounting - Case of Serbia

Prof. Dr. Milos Pavlovic and Prof. Dr. Nikola Vujanovic - Belgrade Business and Arts Academy of Applied Studies - Belgrade, Serbia

Strategic Planning - Guarantee for the Successful Development of the Economy and Society

Chief Assist. Dr. Marin Marinov - University of National and World Economy - Sofia, Bulgaria

Structural Changes in the Bulgarian Economy and Their Impact on the Economic Growth

Chief Assist. Dr. Nikolay Donchev - University of National and World Economy - Sofia, Bulgaria

Visual Marketing Elements in Digital Media: A Tool for Planning

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

The Process of Digitalization Under the Influence of COVID-19

Dr. Enis Fita - "Aleksander Moisiu" University of Durrës, Albania

The Influence of COVID-19: Automation and Digitalization

Dr. Elton Musa - "Aleksander Moisiu" University of Durrës, Albania

East-West: Interactions and Challenges in Marketing Planning in the Digital Age

student Tanya Khitova - University of Amsterdam - Netherlands and Chief Assist. Dr. Mitko Hitov - University of National and World Economy - Sofia, Bulgaria

Design Thinking in the Digital World. Successful Practices.

PhD candidate Gergana Koleva - University of National and World Economy - Sofia, Bulgaria

Green (ESG) Marketing and Digital Transformation of Commercial Banks

PhD candidate Vanya Krasteva - University of National and World Economy - Sofia, Bulgaria

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

