



DEPARTMENT OF MARKETING AND STRATEGIC PLANNING

5TH INTERNATIONAL SCIENTIFIC CONFERENCE



STRATEGIC PLANNING AND MARKETING IN DIGITAL WORLD

**25 Nov. 2025 | Sofia, Bulgaria |
UNWE and online via MS Teams**

10:00 Large Conference Hall UNWE

ORGANIZER



CO-ORGANIZERS



**REGISTRATION: 09:30 - 10:00 - Lobby in Front of Large
Conference Hall**

**OFFICIAL OPENING: 10:00 - 10:30
Large Conference Hall**

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In partnership with:



Session I: 10:40 | Large Conference Hall

Moderator: Prof. Dr. Hristo Katrandjiev

10:00-10:30	Official opening (Large conference hall)
10:30-10:40	Coffee break
10:40-11:00	Social marketing in green products and consumer behavior towards them <i>Assoc. Prof. Dr. Eralda Zhilla; Assoc. Prof. Dr. Ortenca Kotherja; Prof. Dr. Arjana Mucaj</i>
11:00-11:20	How digital technologies have changed the future of democratic governance: Analysis of Western Balkans – challenges and prospects <i>Dr. Morena Boja and Dr. Mentor Beqa</i>
11:20-11:40	A Strategic Perspective on the Role of Artificial Intelligence in Managing Stress Among Youth in the Digital Era <i>Assoc. Prof. Dr. Ortenca Kotherja; Assoc. Prof. Dr. Eralda Zhilla; Prof. Dr. Arjana Mucaj, Assoc. Prof. Dr. Artemis Dono</i>
11:40-12:00	Developing strategic human capabilities for digital public service delivery: Insights from Albania <i>Assoc. Prof. Dr. Gentiana Kraja; PhD Student Suela Spahija; PhD Student Ikbale Tepelena</i>
12:00-12:20	From Tool to Actor: Diella and the Emergence of Algorithmic Subjectivity in Governance <i>Dr. Mentor Beqa and Dr. Morena Boja</i>
12:30-12:40	Coffee break
12:40-13:00	Innovative Marketing Strategies for Patient-Centered Health Care Institutions <i>Assoc. Prof. Dr. Shkelqim Xeka and Prof. Dr. Arjana Mucaj</i>
13:00-13:20	Perceived Parenting Styles and Deviant Behaviors in Adolescents Aged 15-18 Years <i>Assoc. Prof. Dr. Artemisi Shehu/Dono and Msc Era Vina</i>
13:20-13:40	Promoting the nursing profession: utilizing integrated marketing techniques to tackle the shortage of nurses <i>Dr. Indrit Bimi</i>
13:40-14:00	The need for relationship marketing in nurse education in healthcare markets <i>Dr. Daniela Bimi</i>
14:00-14:40	Lunch break (lobby in front of Large Conference Hall)
14:40-15:00	Compromise purchase decisions <i>Assoc. Prof. Dr. Alexander Hristov and Vladislav Georgiev</i>
15:00-15:20	Promoting obstetric nursing practice <i>PhD Student Daniela Bimi</i>
15:20-15:40	Rethinking Rural Potential: Rural Areas as Homes for Innovation Ecosystems <i>PhD Student Tsvetelina Tsvetanova</i>
15:40-16:00	Enhancing the perception of nursing in marketing approach <i>Dr. Indrit Bimi</i>

Session II: 11:00 | Library 2nd Floor

Moderator: Chief Assist. Dr. Borislava Stoimenova

- 11:00-11:20** **Marketing in the age of AI mediation**
Assoc. Prof. Dr. Elena Kostadinova and PhD Student Adriyan Dinev
- 11:20-11:40** **AI-Powered Visual Content Marketing: Manual vs AI-Assisted Literature Review**
Chief Assist. Dr. Borislava Stoimenova
- 11:40-12:00** **Ethical Transparency in AI-Generated Advertising: Empirical Evidence from a Cosmetic Brand Experiment**
PhD Student Adriyan Dinev and PhD Student Viktoriya Pavlova
- 12:00-12:20** **Enhancing the perception of nursing in marketing approach**
Dr. Indrit Bimi
- 12:20-12:40** **Building Albania's Tourism Identity: Theoretical Insights on Brand Ambassador Influence**
PhD Student Ikbale Tepelena; Assoc. Prof. Dr. Blerim Kola; Dr. Jehona Gjermizi
- 12:40-13:00** **Coffee break**
- 13:00-13:20** **Strategic planning and marketing in the real world**
Prof. Dr. (professor emeritus) Boyan Durankev
- 13:20-13:40** **Marketing Promises and Logistical Reality**
Chief Assist. Dr. Mariyana Kateva
- 13:40-14:00** **Strategic Planning in Digital Reality**
Assoc. Prof. Dr. Yovka Bankova
- 14:00-14:20** **Challenges facing the EU's spatial development**
Chief Assist. Dr. Kalin Krumov
- 14:20-14:40** **Criminal dimensions of neuromarketing and the misuse of biometric data**
Dr. Gentian Koci and Assoc. Prof. Dr. Linert Lireza
- 14:40-15:20** **Lunch Break** (lobby in front of Large Conference Hall)

Session III: 13:00 | Faculty Hall

Moderator: Assist. Dr. Pavlina Golemecheva

13:00-13:15	Television in the era of digital marketing: trust and consumer influence <i>PhD Student Marina Todorova</i>
13:15-13:30	Sustainable Tourism Marketing in the Era of Artificial Intelligence <i>Ivona Emanuilova and Gergana Banova</i>
13:30-13:45	Digital marketing in tourism for the Stara Planina region and strategies for improving the tourism offering <i>PhD Student Militsa Bachevich</i>
13:45-14:00	Prospects for the formation of a tourist national identity in the digital world <i>PhD Student Stanko Shterev</i>
14:00-14:40	Lunch break (lobby in front of Large Conference Hall)
14:40-14:55	<i>Comparative Analysis of Consumer Perception of Psychological Pricing in Online and Offline Environments (online)</i> <i>Assist. Dr. Pavlina Golemecheva</i>
14:55-15:10	<i>Success factors in the context of digitalization and digital transformations of economy (online)</i> <i>Chief Assist. Dr. Diana Genkova</i>
15:10-15:25	AI opportunities in digital marketing for tourism and promotion of cultural attractions (online) <i>Chief Assist. Dr. Maria Armanova</i>
15:25-15:40	Role of digital marketing in the hotel industry (online) <i>Dr. Kosara Andonova</i>
15:40-16:00	Coffee break
16:00-16:15	Implementation of Artificial Intelligence in the Public Sector – A Comparative Analysis of International Practices (online) <i>PhD Student Kamelia Angelova and Assoc. Prof. Dr. Evelina Parashkevova-Velikova</i>
16:15-16:30	Transformations in Strategic Marketing Planning of Automotive Companies in the Context of Electric Mobility (online) <i>PhD Student Anelia Koycheva</i>
16:30-16:45	Political-economic analysis for addressing the issue of human rights in the digital world (online) <i>Msc Tanya Hitova and Chief Assist. Dr. Mitko Hitov</i>

Session Channel Link: [Here](#)

Please note that UNWE participants should use their official emails. Participants outside UNWE must use the email addresses provided in the application form of their report.

Session III: 13:00 | Faculty Hall

Moderator: Assist. Dr. Pavlina Golemecheva

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| 16:45-17:00 | UNWE Business Barometer: Methodology and Results (online)
<i>Prof. D.Sc. Simeon Jeleu and Prof. Dr. Galina Mladenova</i> |
| 17:00-17:15 | Digitalization as a factor for sustainable marketing: The role of KPI indicators in measuring effectiveness (online)
<i>Assos. Prof. Dr. Nadezhda Dimova</i> |
| 17:15-17:30 | Digitalisation in the activities of banks in the European Union member states (online)
<i>Chief Assist. Dr. Aglika Kaneva</i> |
| 17:30-17:45 | Parenting Models and Difficulties in Emotional Regulation in Emerging Maturity: Theoretical Dependencies and Psychological Implications
<i>PhD Student Daniel Markov</i> |

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Session IV: 12:40 | Online

Moderator: PhD Student Viktoriya Pavlova

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| 12:40-12:55 | A Comparative Analysis of Higher Education Internationalization in Bulgaria and Albania: Trajectories of European Integration and Institutional Transformation
<i>Assoc. Prof. Dr. Ira Gjika; Prof. Dr. Nevila Rama; PhD candidate Ardita Hyka</i> |
| 12:55-13:10 | Logic, Method, and Technology in Modern Criminal Profiling: Balancing Idiographic and Nomothetic Approaches
<i>Assoc. Prof. Dr. Edvin Lame; Dr. Renisa Beqiri; Prof. Dr. Arjana Mucaj</i> |
| 13:10-13:25 | The Role of Data and Analytics in Quality Assurance in the Digital Era
<i>Assoc. Prof. Dr. Anisa Subashi</i> |
| 13:25-13:40 | Understanding the Role of Digital Marketing in the Tourist Industry: Trends, Approaches, and Future perspectives
<i>Assoc. Prof. Dr. Elton Noti</i> |
| 13:40-13:55 | The use of PPC in E-Marketing Strategy
<i>Assoc. Prof. Dr. Zhezha Vaeld</i> |
| 13:55-14:40 | Lunch break |
| 14:40-14:55 | The Use of Artificial Intelligence in Predicting Consumer Behavior: The Case of Albania
<i>Assoc. Prof. Dr. Blerim Kola</i> |
| 14:55-15:10 | The Digital Battleground: Incumbency, Populism, and New Movements in Albania's General Elections
<i>Dr. Blendi Ceka</i> |
| 15:10-15:25 | The exchange rate stability and its impact on financial stability of country: the case of Western Balkan countries
<i>Dr. Enida Zhugri (Istrefi)</i> |
| 15:25-15:40 | Public Awareness Gaps in the Digital Rights in Albania
<i>Dr. Erjonilda Hasrama</i> |
| 15:40-15:55 | The Impact of Artificial Intelligence on Marketing
<i>Dr. Endri Balla and Dr. Adisa Teliti</i> |
| 15:55-16:05 | Coffee break |

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Session IV: 12:20 | Online

Moderator: PhD Student Adriyan Dinev

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| 16:05-16:20 | The impact of remote work on employer–employee relations in the context of global changes
<i>PhD Student Edison Jonuzi and Assoc. Prof. Dr. Joniada Musaraj</i> |
| 16:20-16:35 | Open electoral lists and diaspora voting in Albania: A legal and comparative analysis of democratic representation in relation to EU countries
<i>PhD Student Ismail Thaçi and Assoc. Prof. Dr. Joniada Musaraj</i> |
| 16:35-16:50 | The Relationship Between School Social Climate and Traditional Bullying Among Adolescents in the Pre-University Education System in Albania
<i>Msc Jonida Peppo</i> |
| 16:50-17:05 | The Role of Social Media in Promoting Public Sector Initiatives among Youth
<i>Dr. Arjana Kadiu</i> |

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Session V: 16:20 | Online

Moderator: Assist. Dr. Tsvetelina Vladimirova

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| 16:20-16:35 | The Role of Thought Leaders and Tech Influencers in the Emerging and Future Technology Industries
<i>PhD Student Elitsa Krumova</i> |
| 16:35-16:50 | Planning the Promise: A Strategic Approach to Communicating EVP for Stronger Employer Branding
<i>PhD Student Antoaneta Valkanova</i> |
| 16:50-17:05 | Strategic Perspectives on Digital Fiscal Transformation: A Comparative Study of Albania and Bulgaria
<i>PhD Student Ardita Hykaj</i> |
| 17:05-17:20 | International Cooperation in the Investigation of Financial Crimes
<i>Assoc. Prof. Dr. Linert Lireza and Dr. Gentian Koci</i> |
| 17:20-17:35 | Embracing modernity: the shape of Africa's digital marketing strategies
<i>Ms.Epiphanea Maunzagona</i> |
| 17:35-17:50 | From the Street to the Screen: The Evolution of Guerilla Marketing in the Era of Social Media and Viral Content
<i>Assist. Dr. Tsvetelina Vladimirova</i> |

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