



# DEPARTMENT OF MARKETING AND STRATEGIC PLANNING

## FOURTH INTERNATIONAL SCIENTIFIC CONFERENCE



# STRATEGIC PLANNING AND MARKETING IN DIGITAL WORLD

28 Nov. 2024 | Sofia, Bulgaria | University  
of National and World Economy  
and online via MS Teams

# ORGANIZER



## CO-ORGANIZERS





# ABOUT THE CONFERENCE

The Fourth 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.

## **KEYNOTE SPEAKERS LARGE CONFERENCE HALL**

**10:00 - Official opening**

**10:30 - Prof. Dr. João Farinha - "The Evolution of Marketing: From Marketing 1.0 to Marketing 6.0"**

**11:15 - Prof. Dr. Gentiana Kraja - E-Government in Albania: Evaluating the Impact of Digital Services on Citizen Satisfaction and Engagement**

**Session Channel Link: [Here](#)**

# 28.11.2024 | 13:00 | Large Conference Hall

## Moderator: Assoc. Prof. Dr. Yovka Bankova

### **How Marketing Can be Used in the Field of Education**

*Assoc. Prof. Dr. Suela Kastrati - University "Aleksander Moisiu" - Durres, Albania*

### **Implementation of Digital Technologies to Increase Sustainable Consumer Behavior in the Retail Sector**

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

### **The Psychology of Marketing**

*Assoc. Prof. Dr. Edvin Lame and Msc. Renisa Beqiri - University of Tirana - Albania*

### **Using Artificial Intelligence in Marketing: Opportunities and Challenges of Digital Transformation**

*Prof. Dr. Shkelqim Xeka and Prof. Dr. Arjana Mucaj - University "Aleksander Moisiu" - Durres, Albania*

### **Marketing Performance According Market Dynamics, Sectors and Firms: Theoretical Approach - (online)**

*Dr. Arjeta Anamali, Assoc. Prof. Dr. Bitila Shosha and Assoc. Prof. Dr. Armela Anamali - "Luigj Gurakuqi" University - Shkodër, Albania; "Aleksander Moisiu" University - Durres, Albania*

### **The Future of Finance: Navigating the FinTech Revolution**

*Dr. Ejona Astrit Duçi and Dr. Eda Tabaku - University "Aleksander Moisiu" - Durres, Albania*

### **Digital transformation in pharmacy networks as a marketing approach to revolutionize patient care and operational efficiency**

*Master student Tatyana Krumova - New Bulgarian University - Sofia, Bulgaria*

### **Nurses' Job Satisfaction in Albania's Regional Hospitals Assessed Through an Online Questionnaire (online)**

*Dr. Indrit Bimi and PhD candidate Daniela Bimi*

### **The Satisfaction of Patients with the Quality of Nursing Care. Using Web-based Questionnaires to Examine the Albania Case (online)**

*Dr. Indrit Bimi and PhD candidate Daniela Bimi*

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### **The Importance of Learning Techniques and Strategies on the Functioning of Online Learning**

*Dr. Ortenca Kotherja, Dr. Shkelqim Xeka and Dr. Artemis Shehu - University of Tirana - Albania, University "Aleksander Moisiu"- Durres, Albania*

### **The Digital Prince: The Power of Digital Diplomacy in Fostering Albania's National Objectives**

*Dr. Mentor Beqa and Dr. Vehap Kola - Aleksander Moisiu University, Durrës, Albania, Università degli Studi di Cagliari, Italy*

### **The Use of Public Investments For Electoral Marketing, an Analysis of Albania and Kosovo**

*Dr. Morena Boja, Assoc. Prof. Dr. Gentiana Kraja and Dr. Enida Istrefi Zhugri*

### **The Impact of Digital Transformation on Strategic Planning in Justice and Legal Systems**

*Assoc. Prof. Dr. Shkëlqim Xeka, Msc. Valbona Begic and Prof. Dr. Arjana Mucaj - University "Aleksander Moisiu"- Durres, Albania, University of Tirana - Albania*

### **Africa's Digital Market, an Open Hub for Exponential Growth that will Sync and Connect her to the Greater Global Village**

*Dr. Epiphanea Maunzagona - MN Business Solutions - Co Founder*

### **Digital twins in marketing - advantages and challenges**

*Chief Assist. Dr. Mariya Armyanova - University of Economics - Varna, Bulgaria*

**Session Channel Link: [Here](#)**

**28.11.2024 | 13:00 | Преподавателска читалня  
(Библиотека УНСС - ет. 2)  
Модератор: гл.ас. д-р Христо Иванов**

**Влиянието на инфлуенсър маркетинга върху детската аудитория в България**

*докторант Християна Бодева - УНСС, гр. София, България*

**Ролята на сензорния маркетинг при прилагането на нови подходи за бранд комуникация чрез дигитално разказване на истории**

*д-р Паулина Големечева - УНСС, гр. София, България*

**Оценка на слоганите с и без реторични фигури: Демо разлики**

*докторант Цветелина Владимирова - УНСС, гр. София, България*

**Дистрибуционната политика на държавните театри в София**

*докторант Горица Асад - УНСС, гр. София, България*

**Изкуствен интелект или човешка креативност: въздействие на рекламните съобщения върху потребителите**

*докторант Адриан Динев - УНСС, гр. София, България*

**Роля на висшето учебно заведение като бранд и обучаването на студентите като потребители, при тяхното привличане**

*докторант Огнян Огнянов - УНСС, гр. София, България*

**Приложение на продуктовото позициониране в маркетинговите комуникации на фирмата**

*докторант Симона Иванова - УНСС, гр. София, България*

**Промяна на маркетинговите подходи на туристическите обекти в България, в условията на извънредни ситуации**

*докторант Христомир Куцаров - УНСС, гр. София, България*

**Session Channel Link: [Here](#)**