



It organizes May 23, 2025 from the New Economy cicle
XIII Traditional Scientific Conference on the subject:

*"The Innovative Economy in Times of Global Challenges:
New Approaches to Growth and a Sustainable Future"*



AGENDA

09:00 – 09:30	Participant's Registration
09:30 - 10:00	Opening and Greeting Speeches of Host and Guest's
	Plenary Section
10:00 – 10:10	1. PhD Thomas Gillpatrick, Portland State University School of Business Administration, United States of America (USA) ; <i>"Innovations Role in Achieving Economic Growth And Achieving Global Sustainability Goals"</i>
10:10 - 10:20	2. Assoc. Prof. Dr. Zortnitsa Yordanova and Assoc. Prof. Dr. Yanko Hristozov, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>"The Evolution of Financial Analysis: from Manual Methods to AI and AI Agents"</i>
10:20 - 10:30	3. Danijel Mlinarić, Faculty of Economics & Business, University of Zagreb, Croatia ; <i>"Exploring Economic Diplomacy Today"</i>
10:30 – 10:40	4. PhD Petar Đukić, University in Belgrade, Serbia <i>"Is an Innovative Scenario Possible to Get Out of the Global Risks Deadline; Sobering Under the Pressure of Economic Instability and Climate Change"</i>
10:40 - 10:50	5. Dluhopolskyi Oleksandr, Faculty of Economics and Management, West Ukrainian National University, Ternopil, Ukraine , Institute of Public Administration and Business, WSEI University, Lublin, Poland , Oksana Liashenko, Loughborough Business School, Loughborough University, Loughborough, UK , Department of Economics and Trade, Lesya Ukrainska Volyn National University, Lutsk, Ukraine ; <i>"Quality of governance services and environmental effectiveness"</i>
10:50 - 11:00	6. PhD Snežana Radukić, Faculty of Economics, University of Niš, Serbia , PhD Zorana Stanković, Faculty of Mechanical Engineering, University of Niš, Serbia ; <i>"How Can Innovation Ecosystems Accelerate Decarbonization and Green Growth?"</i>

	<p>11:00 - 11:10</p> <p>7. Associate professor Azamat Zhanseitov, Research Development Institute and Turan-Astana University, Kazakhstan, „<i>Development of Economic Mechanisms for Agricultural E-Commerce in Kazakhstan</i>“</p> <p>11:10 – 11:20</p> <p>8. David Bogataj, Univerza Alma Mater Europaea, Slovenia, „<i>Age-related public expenditures driving investments in the social infrastructure of the silver economy</i>“</p> <p>11:20 - 11:30</p> <p>9. Kostiantyn Pavlov, Svitlana Bortnik, Lesya Ukrainka Volyn National University, Lutsk, Ukraine, Olena Pavlova, Lesya Ukrainka Volyn National University, Lutsk, Ukraine, AGH University of Krakow, Krakow, Poland, Liubomyr Matiichuk, Ternopil Ivan Puluj National Technical University, Liubov Starodubtseva, The State Treasury Service of Ukraine, „<i>Socio-economic Dimensions of State Regulation of Sustainable Development: Innovative Approaches to Improving the Organisational Mechanism</i>“</p> <p>11:30 - 11:40</p> <p>10. Assoc.Prof.Dr. Semra Boga, Doğuş University Istanbul, Türkiye, „<i>Breaking the Middle-Income Trap: The Role of Innovation in Economic Transformation of Developing Countries</i>“</p>
11:40 – 11:50	<i>Mr. Georgi Paunov</i> will address the audience on behalf of our general sponsor, MARKONI MDS EOOD .
11:50 – 12:00	Coffee Break
<p>12:00 - 12:10</p> <p>12:10 – 12:20</p> <p>12:20 – 12:30</p>	<p>11. Prof. Dr. Ebru Nergiz, Vice-Rector of Istanbul Galata University, Turkey; „<i>The European Union Policies for Sustainability on the path to a Climate Neutral Europe</i>“</p> <p>12. Cristina Veres, George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Targu Mures, Romania; „<i>Innovative approaches to Lean implementation in medical environment: enhancing sustainability and future resilience</i>“</p> <p>13. Prof. Dr Petko S. KALEV, S. Sc., Institute for Economics and Politics, Faculty of Finance and Accounting University of National and World Economy (UNWE), Sofia Bulgaria, PhD Alex Lee, Rosetta Institute, Sydney, Australia; „<i>Leveraged and Inverse ETFs Investors' Trading Behavior Around the News of the US-China Trade</i>“</p>
12:30-12:40	<p>14. Prof. Borislav Borisov, D.Sc., University of National and World Economy, Institute for Economics and Politics, Sofia, Bulgaria, Head Assist. Prof. Yuliyan Gospodinov, PhD, Tsenov Academy of Economics, Svishtov, Bulgaria; „<i>A New Study of the Administrative Capacity of the Bulgarian State Administration</i>“</p>
12:40-12:50	<p>15. Viktor Koziuk, Faculty of Economics and Management, West Ukrainian National University, Ternopil, Ukraine; „<i>Central Bank Independence: Does Legal Origins Matter?</i>“</p>

12:50-13:00	16. Jan Hunady, Eleonora Demeova, Veronika Chylakova, Faculty of Economics, Matej Bel University in Banska Bystrica, Slovakia ; <i>“The Role of Digital Skills and Digitalization in Enhancing Labor Productivity in the EU”</i>
13:00-13:10	17. Kotukh Yevgen Volodymyrovych, National Technical University „Dnipro Polytechnic“ Ukraine , Riabokin Maryna Valeriivna, Kyiv Institute of Business and Technology, Ukraine ; <i>„Using Multi-Agent Systems for Modeling Economic Processes of Local Hromadas“</i>
13:10-13:20	18. Antoaneta Petrova, Sofia University "St. Kliment Ohridski" Bulgaria , <i>“Strengthening Innovation in the Eastern Rhodopes Region: Strategies for Resilient, Inclusive, and Sustainable Growth”</i>
13:20-13:30	19. Prof. Dr. Emil Asenov, Assoc. Prof. Dr. Georgi Ranchev, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Problems Related to the EU 28th Legal Regime: The Bulgarian Perspective“</i>
13:30-13:40	20. Assoc. Prof. Vesela Todorova, Assoc. Prof. Monika Moraliyska, Chief Assist. Prof. Iva Raycheva, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Deglobalization in International Finance and Payments: A New Paradigm or a Phase in Globalization's Evolution?“</i>
13:40-13:50	21. Assoc. Prof. Vesela Todorova, Assoc. Prof. Monika Moraliyska, Chief Assist. Prof. Iva Raycheva, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Decentralization in International Payments and the Evolving Role of SWIFT“</i>
13:50-14:00	22. Assoc. prof. Borislav Arnaudov, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Status and main problems of the construction and operation of charging infrastructure across the republican road network in Bulgaria“</i>
14:00-14:10	23. Prof. Dmytro Zherlitsyn, Assoc. Prof. Kostadin Kolarov, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Technology Transfer and Innovation Dynamics Through Clustering Analysis of European Union Countries“</i>
14:10-14:20	24. Kalin Boyanov, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Enhancing Public Sector Innovation through Citizen Science“</i>
14:20-14:30	25. Gergana Ivanova Koleva, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Innovative Management Methods in Contemporary Business Organizations“</i>
14:30 – 15:30	Lunch
15:30-15:40	26. Assoc prof. Dr. Petar Peshev and Assist. prof. Dr. Radostina Stamenova, University of National and World Economy (UNWE), Sofia, Bulgaria ; <i>„Panel investigation of factors determining supply of bank loans in Bulgaria using microeconomic data“</i>
15:40-15:50	27. Andrii Oliinyk, Liudmyla Sierova, Maryna Slokva, State University of Trade and Economics, Faculty of International Trade and Law, Department of International Management, Ukraine , Evgenia Nosova, Taras Shevchenko National University of Kyiv, Department of Finance, Ukraine , Iana Tkachenko, Liudmyla Huliaieva, Academy of Labour, Social Relations and Tourism, Faculty of Economics, Social Management and Tourism, Ukraine ; <i>„Determinants of Foreign Direct Investment in Developing Economies: Comprehensive Analysis“</i>

15:50-16:00	28. Daskalaki, E & Schoiniotakis, N, Metropolitan College, Crete Campus, Greece ; <i>"Enhancing customer experience in the hospitality industry in Greece through affective computing and artificial intelligence"</i>
16:00-16:10	29. Stoyan Stoyanov, University of National and World Economy (UNWE), Sofia, Bulgaria ; „ <i>Geopolitical risk and the effects on companies' performance</i> “
16:10-16:20	30. Dr. Vasil Gechev, University of National and World Economy (UNWE), Sofia, Bulgaria ; „ <i>Economic Policy Instruments for Innovative Growth in the European Union - The Case of AI</i> “
16:20-16:30	31. Sevcan Pınar, Zeynep Tarakci, Elif Habip, İstanbul Galata University, Faculty Of Arts And Social Sciences, Department of Business Administration, Turkey ; “ <i>AI-Supported Sustainable Innovation</i> ”
16:30-16:40	32. Tetiana Kobylynska, Zhytomyr Polytechnic State University, Zhytomyr, Ukraine , Nataliia Hryncak, Liliia Hinchuk, Olena Motuzka, National Academy of Statistics, Accounting and Audit, Kiev, Ukraine ; “ <i>The Circular Economy as an Innovative Approach to Fighting Climate Change: A Statistical Study of Its Impact on the Sustainable Development</i> ”
16:40-16:50	33. Assistant Professor Dr. Rumenka Angelova Jeleva, University of National and World Economy (UNWE), Sofia, Bulgaria ; „ <i>Typology of Students According to Learning Styles: Insights for Economic Innovation</i> “
16:50-17:00	34. Elena Marulc, Faculty of Commercial and Business Sciences, Slovenia , Ana Intihar Marulc, European Faculty of Law, New University, Slovenia ; „ <i>Impact of Cognitive Dissonance with Innovations within Gen Z on the Economy</i> “
17:00-17:10	Coffee break
17:10-17:20	35. Assoc. Prof. Dr. Nikolay Vankov, PhD Candidate Vasil Lukarev, University of National and World Economy (UNWE), Sofia, Bulgaria ; „ <i>Implementing Smart IoT Technologies on the Bulgarian Market – An Innovative Approach for Economic Sustainability and Environmental Benefits</i> “
17:20-17:30	36. Andrijana Mrkaić Ateljević, College of Tourism and Hospitality, Bosnia and Herzegovina ; „ <i>Bibliometric Analysis as a Basis for Research on Sustainability in Tourism in Bosnia and Herzegovina</i> “
17:30-17:40	37. Andrii Ivashchenko, Oracle America, Inc., USA , Tetiana Ivashchenko, Academy of Labor, Social Relations and Tourism, Kyiv, Ukraine ; „ <i>Development of artificial intelligence technologies as one of the key factors of the economy of the future.</i> “
17:40-17:50	38. Roman ZVARYCH, D.Sc. (Economics), Professor, Head of International Economic Relations Department, West Ukrainian National University, Ukraine , Wang Yongshun, PHD student, West Ukrainian National University, Lecturer at Jiuquan Vocational and Technical College, Jiuquan, China ; „ <i>The „Belt and Road“ model is a Pareto improvement of global inclusive growth</i> “

17:50-18:00	39. L.Essid, Higher Institute of Biotechnology Beja, University of Jendouba, Tunis, Tunisia, Lab of applied microeconomics, University El Manar Tunis , Z.Boulanouar, Department of Economics; Finance, College of Business and Economics, The United Arab Emirates University, Al Ain, the United Arab Emirates ; „ <i>Energy Transition Investments and Carbon Emissions: Asymmetric and Dynamic Effects in Developed and Emerging Economies</i> “
18:00-18:10	40. L.Essid, Higher Institute of Biotechnology Beja, University of Jendouba, Tunis, Tunisia, Lab of applied microeconomics, University El Manar Tunis , Z.Boulanouar, Department of Economics; Finance, College of Business and Economics, The United Arab Emirates University, Al Ain, the United Arab Emirates ; „ <i>Asymmetric Threshold Effects of Economic Growth on Renewable Energy in Response to Energy Price Fluctuations</i> “
	Concluding Remarks