

NEW ECONOMY 2026

XIV Traditional Scientific Conference

"New Horizons: Digital Economy and Responses to a Changing World"

Date: 11 June 2026

Location: Nowy Sącz, Poland

Time	Activity / Session Details
09:00 - 09:30	Participant's Registration
09:30 - 10:00	Opening Ceremony Welcome remarks by the host, organizers, and partners.
	Moderator: Prof. Dr Nenad Marković and Dr. Dariusz Woźniak
10:00 - 11:00	PANEL DISCUSSION "The New Economy in the Age of AI: Opportunities, Risks, and the Transformation of Society" Panelists: <ol style="list-style-type: none">1. Maria Rosilene Sabino, Instituto Politécnico de Setúbal (IPS), Portugal2. Oleksandr Dluhopolskyi, West Ukrainian National University, Ukraine, WSEI University, Poland3. Piotr Czarnecki, Wyższa Szkoła Biznesu, Poland4. Krishanu Rakshit, ICN Business School, France5. Ebru Nergiz, Istanbul Galata University, Turkey6. Petar Đukić, University of Belgrade, Serbia
11:00 - 11:10	Coffee Break
	Moderator: Dr. Anđelka Štilić and Dr. Agnieszka Raczek
11:10 - 11:20	Plenary Keynote I Tom Gillpatrick (School of Business at Portland State University, USA), <i>"Building Resilience in a "Polycrisis" World"</i>
11:20 - 11:30	Plenary Keynote II Justyna Sokołowska-Woźniak (Wyższa Szkoła Biznesu (WSB NLU) w Nowym Sączu, Poland), <i>"AI-Based Support for Academic Teachers in the Cloud Academy System: A Study of WSB-NLU Staff"</i>
11:30 - 11:40	Plenary Keynote III David Bogataj (Univerza Alma Mater Europaea, Slovenia), <i>"Development of the Silver Economy in EU Member States"</i>

11:40 - 11:50	Plenary Keynote IV Olena Pavlova and Kostiantyn Pavlov (Lesya Ukrainka Volyn National University, AGH University of Krakow), <i>“Strategic Priorities for Developing the Renewable Energy Potential of Western Ukraine”</i>
11:50 - 12:00	Plenary Keynote V Zornitsa Yordanova (University of National and World Economy (UNWE), Sofia, Bulgaria), <i>“Organizational Digital Transformation Index - 360 degree assessment and framework”</i>
12:00 - 12:10	Plenary Keynote VI Snežana Radukić (Faculty of Economics, University of Niš, Serbia, Faculty of Mechanical Engineering, University of Niš, Serbia), <i>“Labor market challenges in business transformation by AI: empirical experience of selected European countries”</i>
12:10 - 12:20	Plenary Keynote VII Azamat Zhanseitov (Research Development Institute and Turan-Astana University, Kazakhstan), <i>“Economic Mechanism for the Development of Agricultural E-Commerce”</i>
12:20 - 12:30	Plenary Keynote VIII Semra Boga (Doğuş University Istanbul, Türkiye), <i>“Who Benefits from AI? Reassessing Inequalities in the New Economy”</i>
12:30 - 12:40	Marko Sabchev (CEO of MDS Hospitality – Hotel Chain, Bulgaria), “The “SMART” Hotel Revolution”
	Joint photo session
12:40 - 12:50	Coffee Break
	Moderator: Prof. Semra Boga i Dr. Dariusz Woźniak
12:50 - 13:00	Suzanna Mežnarec-Novosel (Alma Mater Europaea University, Maribor, Slovenia), <i>“Reactivation, ageing and fiscal sustainability: An actuarial and GDP-oriented perspective from Slovenian long-term care”</i>
13:00 - 13:10	Oleksandr Dluhopolskyi (West Ukrainian National University, Ukraine; Lubelska Academia WSEI, Republic of Poland), <i>“The structure of social trust: The issue of institutional heterogeneity”</i>
13:10 - 13:20	Michał Kapała (Nowy Sacz School of Business National Louis University, Poland), <i>“Consumer dominant value creation - A theoretical response to the recent call for a consumer dominant logic in marketing”</i>
13:20 - 13:30	Daniela Feschiyan and Radka Andasarova (University of National and World Economy, Bulgaria), <i>“Accounting models for recognition and measurement of heritage assets in financial statements of public sector entities.”</i>
13:30 - 13:40	Tamari Poladashvili (Faculty of Economics and Business, Batumi Shota Rustaveli State University), <i>“Shadow Education and Unequal HE Access: A Case study of Adjara, Georgia”</i>

13:40 - 14:40	Lunch Break
	Moderator: Prof. Zornitsa Yordanova and Dr. Agnieszka Raczek
14:40 - 14:50	Noémi Tordai (Pál) (George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania), <i>"Sustainability as a Competitive Advantage in Luxury Gastronomy: Evidence from Eastern Europe"</i>
14:50 - 15:00	Beata Tatar (George Emil Palade University of Medicine, Pharmacy, Science and Technology of Târgu Mureș, Romania), <i>"Hunting Tourism Policies and the Role of Digitalization: A Comparative Perspective on Romania and Hungary"</i>
15:00 - 15:10	Şahver Ömeraki Çekirdekci (Galata University, Turkey) and Ayşe İlgün Kamanlı (Doğuş University, Turkey), <i>"Corporate Rebranding Strategies: From the Flying Bird to the Stylized X"</i>
15:10 - 15:20	Carlos Manuel de Oliveira Batista (Setúbal Polytechnic University, School of Business, Setúbal, Portugal), <i>"Digital Twin Resilience in Portuguese Atlantic Corridor Ports: A Stakeholder Study"</i>
15:20 - 15:30	Giorgi Abashidze and Badri Gechbaia (Batumi Shota Rustaveli State University), <i>"The Digital Divide: Regional Inequality Evidence from Georgia"</i>
15:30 - 15:40	João Miguel Marreiros (Polytechnic University of Setúbal - School of Business, Portugal), <i>"Sustainability at Maritime Mobility Comparing Open Data Ecosystems and Collaborative Maritime Platforms"</i>
15:40 - 15:50	Maksym Nenashev (Wyższa Szkoła Biznesu – National Louis University, Poland), <i>"Multi-Model AI Moderation Systems and Asynchronous Architecture for Distributed Platforms"</i>
15:50 - 16:00	Krzysztof Bochenek (Wyższa Szkoła Biznesu - National Louis University, Nowy Sącz) <i>"Blockchain as Infrastructure for Agentic Economy: Structural Compatibility and Production"</i> .
16:00 - 16:30	Closing Remarks & Day 1 Wrap-up Summary of the day and announcements for Day 2.

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Location: Nowy Sącz, Poland

Time	Activity / Session Details
10:00 - 10:30	Participant's Registration
10:30 - 11:00	Opening Ceremony Welcome remarks by the host, organizers, and partners.
	Moderator: Prof. Dr Nenad Marković and Dr. Dariusz Woźniak
11:00 - 11:10	Yelda Özkoçak (Doğuş University, Turkey), <i>"Creativity and Cultural Value in the Digital Economy: Artificial Intelligence and Creative Labor in Cinema"</i>
11:10 - 11:20	Nestan Varshanidze and Natela Tsiklashvili (Batumi Shota Rustaveli State University), <i>"Data-driven decision making (DDDM) in aquaculture: Impact of AI on productivity"</i>
11:20 - 11:30	Viktor Koziuk (West Ukrainian National University, Ukraine), <i>"Context limits for Privacy Paradox: Information Transparency and Sequence of Preferences"</i>
11:30 - 11:40	Michał Kapała (Nowy Sącz School of Business National Louis University, Poland), <i>"The Digital Economy and the Engagement Crisis. University Dropout in the Era of AI"</i>
11:40 - 11:50	Lucas Salles Freitas (Polytechnic University of Setúbal (IPS)), <i>"Beyond Technical Compliance: NxtPort and the Governance of Neutral Data Intermediation in the Port of Antwerp-Bruges"</i>
11:50 - 12:00	Andrii Oliinyk (State University of Trade and Economics, Faculty of International Trade and Law, Department of International Management, Ukraine), <i>"ICT services market impact on labor productivity and employment: A cross-country regression analysis"</i>
12:00 - 12:10	Coffee Break
	Moderator: Dr. Agnieszka Raczek i Dr. Anđelka Štilić
12:10 - 12:20	Nahorniak Oleksii (State university of Trade and Economics, Ukraine), <i>"Predictors of employee psychological adaptation to AI systems in IT"</i>
12:20 - 12:30	Maria Rosilene Sabino (Instituto Politécnico de Setúbal, Escola Superior de Ciências Empresariais, Campus do IPS, Setúbal, Portugal), <i>"Cloud-enabled access management in smart ports: A business model framework for security, efficiency and governance"</i>

12:30 - 12:40	Aykhan Gadashov (Agrarian Research Center, Azerbaijan), <i>"Digital Trade, Government Policy, and Economic Growth: The Case of Azerbaijan"</i>
12:40 - 12:50	Andrijana Mrkaić Ateljević (College for Tourism and Hotel Management, Trebinje, Bosnia and Herzegovina) and Andelka Štilić (College of Tourism Belgrade, Academy of Professional Studies, Belgrade, Republic of Serbia), <i>"Reimagining career guidance in Bosnia and Herzegovina: Aligning national policies with the realities of the global digital economy"</i>
12:50 - 13:00	Venelin Boshnakov (University of National and World Economy, Sofia, Bulgaria), <i>"Digital communications at work: Evidence from Round 10 of the European Social Survey for 13 former transition countries"</i>
13:00 - 14:00	Lunch Break
14:00 - 14:10	Lesya Kolinets (Vilnius Gediminas Technical University, Lithuania) and Justyna Sokołowska-Woźniak (School of Business National Louis University, Poland), <i>"Public-sector digitalisation and economic growth in the EU: The role of e-government use and digital government capacity"</i>
14:10 - 14:20	Gunel Imamquluyeva (Azerbaijan University of Architecture and Construction, Baku, Azerbaijan), <i>"Institutional and Economic Frameworks for Establishing a Green Energy Zone in Azerbaijan: Evidence, Challenges, and Development Prospects"</i>
14:20 - 14:30	Maria Rosilene Sabino (Instituto Politécnico de Setúbal, Escola Superior de Ciências Empresariais, Campus do IPS, Setúbal, Portugal), <i>"Open innovation as a coordination mechanism in port ecosystems: A comparative analysis of European seaports"</i>
14:30 - 14:40	Natia Tsiklashvili (Batumi Shota Rustaveli State University, Georgia) and Gvantsa Zoidze (Batumi Shota Rustaveli State University, Georgia), <i>"Circular Economy in Georgia: Development Opportunities and Challenges"</i>
14:40 - 14:50	Svetoslav Kaleychev (University of National and World Economy, Bulgaria), <i>"Tourism market transformation through branding and digital technologies"</i>
14:50 - 15:00	Nino Paresashvili and Teona Edzgeradze (Ivane Javakhishvili Tbilisi State University, Tbilisi, Georgia), <i>"Psychosocial determinants of organizational conflict in a digital work environment: A narrative review"</i>
15:00 - 15:30	Closing remarks and conference closing