"Aleksandër Moisiu" University
Faculty of Business

CALL FOR PAPERS

13 th International Scientific Conference of Business Faculty

April 27-28, 2023
Durrës, Albania

"Economic challenges and Innovation"

March 26th, 2023 Abstract Submission Deadline
April 6th, 2023 Abstract Notification
April 13th, 2023 Fee Payment Deadline
May 15th, 2023 Full paper submission deadline

Conference topics

Sustainable economy - challenges & opportunities

- Economic and financial reforms toward European integration
- Institutional transformation in function of European Integration, challenges and financial cost
- Economic growth analyses, GDP-s, Deficits and Debts
- Ecotourism and Sustainable Tourism for Regional Development
- Sustainability Economic Development and Climate Change
- Green economy
- Education and Economy

Finance, Banking, Accounting and Insurance Industry

- Insurance Industry Challenges
- Property/casualty and life insurance sector trends and outlooks
- Accounting Challenges – Strategic Accounting
- Efficiency and performance of financial institutions
- Financial and monetary integration

Marketing innovation

- Media planning for omni-channel shoppers
- Tracking & collecting data in fractured multi-channel landscape
- Better social listening
- Organizing for earned and paid social media impact

Innovation management & entrepreneurship

- Globalization and Challenges of Companies` Strategic Orientation
- Globalization and Challenges in Marketing Management
- E-economy, E-business, E-commerce, E-government
- The Role of the Private Sector in the Development of the country, Public-Private Partnership approach.

Covid 19 and its impact on the Economy

- Epidemiology Across Countries and Labour Markets
- Business Dynamics and Policy
- Fiscal Policy and International
- Tourism challenges
- Developing Countries—through COVID-19 and beyond
- Economy recovery after pandemic period

Marketing innovation

- Organic social marketing
- CRM and the ongoing conversation with customers
- Latest trends in design and branding

Conference program is not restricted to these themes. We kindly invite proposals on other suitable topics in related conference theme.

In collaboration with

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