

# 16<sup>th</sup> International Conference

## ECONOMIES OF THE BALKAN AND EASTERN EUROPEAN COUNTRIES

# EBEEC 2024

Vilnius, Lithuania

May 17-19, 2024



## CONFERENCE PROGRAM

INTERNATIONAL HELLENIC UNIVERSITY, DEPARTMENT  
OF FINANCE AND ACCOUNTING, KAVALA, GREECE



INTERNATIONAL  
HELLENIC  
UNIVERSITY

MYKOLAS ROMERIS UNIVERSITY, FACULTY OF PUBLIC  
GOVERNANCE AND BUSINESS, LITHUANIA



Mykolas Romeris  
University



## CONFERENCE SCHEDULE

### Friday, May 17, 2024

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#### **Mykolas Romeris University**

Ateities st. 20, LT-08303, Vilnius

- 9:00 - 9:30 **Registration**
- 9:30 - 10:00 **Opening Ceremony and welcome speeches**
- 10:00 - 11:00 **Plenary Session**
- 11:00 - 11:30 **Coffee break**
- 11:30- 13:30 **Concurrent Sessions**
- 13:30- 14:30 **Lunch**
- 14:30- 16:30 **Concurrent Sessions**
- 16:30 - 17:00 **Coffee break**
- 17:00- 18:30 **Concurrent Sessions**
- 20:00– 22:00 **Reception beverage at Grey Restaurant**  
Address: Pilies str. 2, Vilnius  
<https://www.restoranasgrey.lt/en/>

### Saturday, May 18, 2024

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#### **Mykolas Romeris University**

Ateities st. 20, LT-08303, Vilnius

- 9:00 - 11:00 **Concurrent Sessions**
- 11:00- 11:30 **Coffee break**
- 11:30- 13:30 **Concurrent Sessions**
- 13:30- 14:30 **Lunch**
- 14:30- 16:30 **Concurrent Sessions**
- 16:30 - 17:00 **Coffee break**
- 17:00- 18:30 **Concurrent Sessions**
- 20:00-23:00 **Gala dinner at Neringa Restaurant**  
Address: Gediminas Ave. 23, Vilnius  
<https://neringavilnius.com/restaurant/>

### Sunday, May 19, 2024

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- 11:00 - 14:00 **Discover Vilnius city with our expertly guided walking tour**  
Meeting point at Vilnius Cathedral Bell Tower  
Address: Katedros varpinė, a. 2, Vilnius

# Friday - May 17, 2024

## Venue: Mykolas Romeris University

Ateities st. 20, LT-08303, Vilnius

## Auditorium I-201

**9.00 – 9.30**

### Registration

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**9.30-10.00**

### Opening Ceremony and Welcome Speeches

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**Associate Professor Ilona Bartuseviciene**, Conference co-president, Mykolas Romeris University, Lithuania

**Professor Inga Zalieniene**, Rector, Mykolas Romeris University, Lithuania

**Professor Anastasios Karasavoglou**, Conference co-president, International Hellenic University, Greece

**Habilitated Professor Antanas Buracas**, Conference co-president, Mykolas Romeris University, Lithuania

**Associate Professor Persefoni Polychronidou**, Conference co-president, International Hellenic University, Greece

**10.00-11.00**

### Plenary Session - “Resilience, Sustainability, and Social Progress”

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## Auditorium I-201

**Chair: Associate Professor Ilona Bartuseviciene**, Mykolas Romeris University, Lithuania

**André Torre**, Professor of Economics, University Paris-Saclay, France / President of INRAE Center of Corsica.

*“Circular economy as a tool for sustainable growth: The role of a local ecosystem”*

**Giovanni Schiuma**, Professor of Knowledge and Innovation Management and the Director of Engineering at LUM University, Italy

*“Crafting the future with creativity: The art of knowledge as a catalyst for dynamic organizational transformation”*

**11.00-11.30**

### Coffee Break

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11.30-13.30

## Concurrent Sessions I

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11.30-13.30

## Session IA

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Auditorium I-201

### SIG 1. Prospects for Resilient Economies in the Face of Uncertainty

**Session chair: Mindaugas Butkus** - Vilnius University, Siauliai Academy, Lithuania

**Mindaugas Butkus, Laura Dargenytė-Kacilevičienė, Kristina Matuzevičiūtė, Dovilė Ruplienė, Janina Šeputienė** - Vilnius University / Lithuania, *When and for whom growth becomes jobless?*

**Panagiotis Liargovas, Nikolaos Apostolopoulos, Nikos Rodousakis, Panagiotis Tziokidis** – University of Peloponnese; University of Peloponnese; Centre of Planning and Economic Research (KEPE); University of Macedonia / Greece, *The socio-economic impact of Covid-19 on private sector workers in Greece: A multiple correspondence analysis approach*

**Ieva Buziene** – Vilnius University Business School / Lithuania, *Factors shaping financial literacy: An in-depth examination and strategic insights for resilient economic development*

**Ketners Karlis, Petersons Mara** - Ministry of Finance of the Republic of Latvia; Riga Technical University / Latvia, *Assessing local government finance's resilience for sustainable municipal management in Latvia*

**Sifis Plimakis**, *Organization change under crisis? Evaluating Public Administration Resilience in Greece During and at the Aftermath of the COVID-19 pandemic*

11.30-13.30

## Session IB

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Auditorium I-414

**Session chair: Jusif Seiranov / Valentina Diana Rusu**, Mykolas Romeris University, Lithuania / Alexandru Ioan Cuza University of Iasi, Romania

**Victoria Pistikou, Anastasios Ketsetsidis** – Democritus University of Thrace / Greece, *How does the level of the Anti-Dumping duty affect the Trade Re-Routing phenomenon*

**Ionut – Cristian Preda** - Lucian Blaga University of Sibiu / Romania, *Mapping corruption economy - A fundamental bibliometric analysis*

**Tania Pantazi, Vasileios Vlachos** – University of the Aegean; International Hellenic University / Greece, *Regulation of short-term rentals: Policy responses from Europe*

**Spyros Roukanas, Vaggelis Vitzileos** - University of Piraeus / Greece, *Politics of IMF lending in times of crisis: Greece and Argentina*

**Xanthepe Adamoglou, Dimitrios Kyrkilis** - University of Macedonia / Greece, *Multinational*

*enterprises corruption management in emerging host markets through a coevolution perspective.  
The case of Turkey*

**Egis Zaimaj, Chrysanthi Balomenou** – Canadian Institute of Technology; Epoka University / Albania, *Reliance on insurance: An investigation into the current dynamics in the Balkans*

**Maria Tsampra, Maria Katsigianni** - University of Patras / Greece, *The challenge of sustainable employment in Greece*

**Bojana Olgić Draženović** - University of Rijeka / Croatia, *Green transition of Croatia Slovenia and countries of Western Balkans*

**Pagona Filenta, Dimitrios Kydros, Persefoni Polychronidou, Georgios Magoulios** - International Hellenic University / Greece, *A social network analysis of certain macroeconomic indicators of European Union NUTS 2 regions*

**11.30-13.30**

### **Session IC**

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**Auditorium 2-233**

#### **SIG 8. Digital Markets, Competition and Consumers**

**Session chair: Gentjan Skara** - Epoka University, Albania

**Amy Burger** - Dalton State College / USA, *Culturally informed leadership in the age of AI*

**Panagiotis Kitsos, Paraskevi Pappa** – Hellenic Open University; University of Ioannina / Greece, *The data act: A new era of data-driven innovation and user empowerment in the EU*

**Lucian Belascu, Alexandra Horobet, Oana Cristina Popovici, Eugen Constantin Rosca** – “Lucian Blaga” University of Sibiu; Bucharest University of Economic Studies; Bucharest University of Economic Studies; “Lucian Blaga” University of Sibiu / Romania, *Competitiveness and high-tech manufacturing: Evidence from European regions*

**Stavros Valsamidis, Lambros Tsourgiannis, Foteini Perdiki, Vasilios Ferelis** - International Hellenic University / Greece, *Digital transformation in banking industry: A 3-level approach*

**Paraskevi Ktenidou, Simeon Karafolas** – University of Western Macedonia / Greece, *Management of civil liability in the Greek legal order during the years of the economic crisis – The Enactment of Law 3869/2010*

**Tania Pantazi** – University of the Aegean / Greece, *Abusive and exploitative practices in the online travel market*

**Georgios Gkoutis, Marianna Thode, Ioannis Paliokas** - International Hellenic University; Democritus University of Thrace; International Hellenic University / Greece, *Digital education development policies & strategies in European Countries: A study on adoption and economic impact*

**13.30-14.30**

**Lunch** Rotonda Hall on the first floor of the same building

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14.30-16.30

## Concurrent Sessions II

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14.30-16.30

## Session IIA

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Auditorium I-201

### **SIG 7. Management and healthcare systems in Balkan and Eastern Countries**

**Session chair: Niccolò Persiani** - University of Florence, Italy

**Niccolò Persiani, Iliaria Elisa Vannini** - University of Florence / Italy, *The evolution of internal control systems in the Italian National Health Service*

**Michela Bobini, Caterina Cavicchi, Mario Del Vecchio, Anna Romiti, Emidia Vagnoni** - SDA Bocconi School of Management; University of Ferrara; University of Florence; SDA Bocconi School of Management; University of Florence; University of Ferrara / Italy, *Building a circular economy strategy in the healthcare organisations: The role of the group purchasing organisations*

**Chiara Barchielli, Paolo Zoppi, Marzia Paffetti, Marco Alaimo** - Institute of Management, Sant'Anna School of Advanced Studies and Azienda USL Toscana Centro; Institute of Management, Sant'Anna School of Advanced Studies; Institute of Management, Sant'Anna School of Advanced Studies; Azienda USL Toscana Centro / Italy, *Beyond numbers: Listening to patient voices in Tuscany with PREMs*

**Martina Giusti, Aurora Petronitti, Iliaria Elisa Vannini, José Helena, Sousa Luis, Mahmut Natzik Hamil, Inel Manav Ayşe, Canbolat Özlem, Demirel Hüsne, Coşkun Ejidane, Gürkü Erdamarçoç, Niccolò Persiani** - University of Florence; University of Florence; University of Florence; Universidade Atlântica; Universidade Atlântica; Osmaniye Korkut Ata Üniversitesi - Gazi Üniversitesi; Osmaniye Korkut Ata Üniversitesi; Gazi Üniversitesi; Gazi Üniversitesi; Osmaniye Korkut Ata Üniversitesi; Gazi Üniversitesi; University of Florence / Italy; Italy; Italy; Portugal; Portugal; Turkey; Turkey; Turkey; Turkey; Turkey; Italy, *International and intercultural training on the use of art therapy for dementia care*

**Eleni Iosifidou, Antonios Kostas, Ioannis Tsoukalidis, Anastasios Karasavoglou** - International Hellenic University / Greece, *Study and evaluation of the impact of the Covid-19 health crisis in community pharmacies. The case of the region of Eastern Macedonia and Thrace in Greece*

**Monika Urbaniak** - Karol Marcinkowski University of Medical Sciences in Poznań and University of Medical Sciences / Poland, *New Regulations concerning clinical trials in Poland. The role of Supreme Bioethics Committee*

14.30-16.30

## Session IIB

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Auditorium I-414

### SIG 2. Marketing

**Session chair: Sofia Daskou** - Neapolis University Pafos, Cyprus

**Sofia Daskou, Athanasia Georgiadou** - University Neapolis Pafos / Cyprus, *Outcomes of the adoption of chat GPT in digital marketing practices: An exploratory study in Greece*

**Anastasia Cosma** - The Bucharest University of Economic Studies / Romania, *Understanding Post-COVID-19 consumer purchase intention for sustainable clothing: Insights from Romania*

**Mehmet Cem Bölen, Embiya Çelik, Erol Kılıç** – Ataturk University / Turkey, *What stops consumers from purchasing refurbished smartphones?*

**Ioana-Luciana Grozea, Lucian-Aron Belaşcu** – Lucian Blaga University of Sibiu / Romania, *Exploring the consumer emotions and behavior in the era of electronic and mobile commerce*

**Gintarė Kriaučiūnaitė-Lazauskienė** - Mykolas Romeris University / Lithuania, *Religious consumers' moral reactions to advertising during wartime: The Lithuanian case*

**Konstantinos Georgiadis, Nikolaos Sklavounos, Georgios Kartsiotis, Konstantinos Rotsios** - Perrotis College - American Farm School; International Hellenic University / Perrotis College - American Farm School; Perrotis College - American Farm School / Greece, *Purchasing behaviour of red wine consumers in Northern Greece*

**Styliani Despoudi, Konstantinos Rotsios, Georgios Kartsiotis** - University of Western Macedonia and Perrotis College, American Farm School of Thessaloniki; Perrotis College, American Farm School of Thessaloniki; Perrotis College, American Farm School of Thessaloniki / Greece, *An exploration of the factors affecting consumers' willingness to pay for traceable honey: implications on honey safety and authenticity*

14.30-16.30

## Session IIC

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Auditorium II-233

**Session chairs: Ketners Karlis / Zorana Stanković**, Ministry of Finance of the Republic of Latvia and Riga Technical University, Latvia / University of Nis, Serbia

**Dijana Čičin-Šain, Martina Maté, Anita Peša** - University of Zadar / Croatia, *Croatian exchange rate stability and long-term interest rates in light of the adoption of the euro*

**Savvas Zachariadis, Georgios Makris** - University of Macedonia / Greece, *What kind of sustainability for the economy? Entropy and financial system*

**Paraskevi Pappa, Georgios Kolias, Konstantinos Karamanis** – University of Ioannina / Greece, *Navigating the fiscal state aid landscape: Evolution of ECJ case law on tax rulings and the application of state aid rules in the EU*

**Argyrios Volis, George Sainis** - The American College of Greece / Greece, *Global CAPM: An*

*alternative approach for calculating systematic risk for companies listed on UK, German and Greek Stock Markets*

**Ekaterini Laskaridou** – International Hellenic University / Greece, *Investigating the Concept of the Fraud Triangle*

**Nikolaos Kalantzopoulos, Athanasios Mandilas, Stavros Valsamidis, Dimitrios Kourtidis** - International Hellenic University / Greece, *Determinants of non-performing loans in Greece during financial crisis*

**Simeon Karafolas, Malgorzata Bialas, Paraskevi Ktenidou** – University of Western Macedonia; AGH University of Science and Technology in Kraków; University of Western Macedonia / Greece; Poland; Greece, *IFRS 9 evolution of loans through the three stages: Comparative examination using the case of main banks in Greece and Poland*

**Victoria Godlefski, Athanasios Mandilas, Stavros Valsamidis, Konstantina Tsoktouridou** - International Hellenic University / Greece, *Bibliometric analysis of the international public sector accounting standards*

**Doina Badea, Emilia Titan** - The Bucharest University of Economic Studies / Romania, *Analysis the sovereign RISK based on currency exposure*

**16.30-17.00**

**Coffee Break**

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**17.00-18.30**

**Concurrent Sessions III**

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**17.00-18.30**

**Session IIIA**

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**Auditorium I-201**

**SIG 6. Corporate governance, CSR and ESG**

**Session chairs: Goran Karanović / Krzysztof Łyskawa** - University of Rijeka, Croatia / Poznan University, Poland

**Apostolos Dasilas, Goran Karanović** - University of Macedonia; University of Rijeka / Greece; Croatia, *ESG disclosure quality and financial performance: Evidence from the US energy and raw material companies*

**Boțoroga Cosmin-Alin, Gîrlovan Aura** - Bucharest University of Economic Studies / Romania, *ESG Performance: A comprehensive analysis of the transportation industry*

**George Gkouskos, Charalampos Agiropoulos, George Galanos** - University of Piraeus / Greece, *ESG performance and economic growth in Europe: Proposals and policy measures towards a ESG framework in Greece*

**Claudio D'Alonzo** - Catholic University Our Lady of Good Counsel / Albania, *ESG and business' organisation: Evidence from Italy*



**Anna Constantatos, Georgios Sainis, Argyrios Volis** - The American College of Greece / Greece, *Corporate governance mechanisms and firm performance in Greece after COVID-19*

**Chrysanthi Balomenou, Adelajda Doka, Iges Banda, Melisa Huqi** – Epoka University and Hellenic Open University; Old Dominion University; Western Balkans University; Epoka University / Albania and Greece; USA; Albania; Albania, *An empirical study on the role of internal audit in timely detection of financial fraud risk*

**17.00-18.30**

### **Session IIIB**

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**Auditorium I-414**

**Session chair: Lidija Kraujalienė / Panagiotis Liargovas**, Mykolas Romeris University, Lithuania / University of Peloponnese, Greece

**Emi Hoxholli, Merita Toska, Donika Kërçini, Godiva Rembeci** - Polis University; Polis University; Agriculture University of Tirana; Polis University / Albania, *Monitoring the level of enjoyment of the right to adequate housing in Albania*

**Maria Katsigianni, Maria Tsampra** - University of Patras / Greece, *Gender inequalities in labor market: Evidence from Greece*

**Stavros Efthimiou** - University of Piraeus / Greece, *The trends of tourism sector after Covid-19 period*

**Antonios Kostas, Anastasia Kapentzoni, Ioannis Tsoukalidis, Anastasios Karasavvoglou** - International Hellenic University; Hellenic Open University; International Hellenic University; International Hellenic University / Greece, *Active employment policies and possibilities of creating new jobs in the social & solidarity economy sector in Greece with the support of the new programmes of the Greek public employment service*

**Athanasios Vasilopoulos, Christos Tsitsakis** - National & Kapodistrian University of Athens / Greece, *The status of maritime startups: The case of Greece*

**Symeonidou Elpiniki** – University of Macedonia / Greece, *From office to anywhere: A systematic literature review reflecting the evolution of telework after the emerge of Covid-19 pandemic*

**Sotirios Papadopoulos, Persefoni Polychronidou** - **International Hellenic University** / Greece, *Approaching the point of view of entrepreneurs for the public sector*

**Vasiliki Vasileiadou**, *The 'Success Secrets' of a successful modern business*

**17.00-18.30**

### **Session IIIC**

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**Auditorium II-233**

**Session chair: Jusif Seiranov / Amy Burger**, Mykolas Romeris University, Lithuania / Dalton State College, USA

**Eirini Triarchi, Dimitrios Kolias, Efstratios Kypriotelis** - University of Ioannina; Hellenic Open

University; University of Ioannina / Greece, *EU membership and institutional governance in advancing climate change mitigation: A comparative analysis of the Balkans economies*

**Justif Seiranov, Askoldas Podviezko** - Mykolas Romeris University / Lithuania, *The European Union's „Derisking“ from China: Impact on selected Central and Eastern European (CEE) and South European Economies*

**Petros Gkiosis, Xanthippi Chapsa** - International Hellenic University / Greece, *House prices drivers. A cointegration analysis*

**Vesna Lukovic** – Independent Researcher / Greece, *The weight of history, territory and identity in the accession to the European Union*

**Panagiotis Panagiotopoulos, Spyros Roukanas** - University of Piraeus / Greece, *The political economy of Greek energy crisis: Navigating recovery with a sustainability centric focus*

**Thanos Poulakis** - University of Macedonia / Greece, *nonlinear examination of purchasing power parity: A case study of 20 Eastern and Southeastern European Economies*

**Ioannis Thanos, Simeon Karafolas** – University of Western Macedonia / Greece, *The phenomenon of financialisation and the main factors affecting it: A Methodological approach to the sector of global merchant shipping*

**Lyubov Klapkiv, Faruk Ulgen** - Maria Curie-Skłodowska University in Lublin; Université of Grenoble Alpes / Poland; France, *Credit risk in international trade: under the war conditions*

**20.00 – 22.00**

### **Reception beverage**

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Reception beverage at Grey Restaurant

Address: Pilies str. 2, Vilnius

<https://www.restoranasgrey.lt/en/>

# Saturday - May 18, 2024

**Venue: Mykolas Romeris University**

Ateities st. 20, LT-08303, Vilnius

**9.00-11.00**

## Concurrent Sessions IV

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**9.00-11.00**

## Session IVA

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**Auditorium I-414**

### **SIG 2. Marketing**

**Session chair: Sofia Daskou / Georgios Deirmentzoglou** - Neapolis University Pafos, Cyprus

**Julia Mischin, Georgios Deirmentzoglou, Sofia Daskou, Eirini Vlassi** - Neapolis University Pafos / Cyprus, *Artificial Intelligence-Powered tools for personalized product recommendations in E-Commerce: The role of user satisfaction on online purchase decisions*

**Orhan Çeliker, Mehmet Cem Bölen, Burak Borulu, Emir Sultan Gökkaya** – Ataturk University / Turkey, *Users' acceptance of AI chatbots in higher education*

**Georgios Deirmentzoglou, Konstantina Agoraki, Sotirios Varelas, Ioannis Anastasopoulos, Eleni Anastasopoulou** - Neapolis University Pafos; University of Piraeus; University of Piraeus; University of Piraeus; University of Peloponnese / Cyprus; Greece; Greece; Greece; Greece, *Technology acceptance model for metaverse applications in the tourism and hospitality industry*

**Szilvia Botos, Levente Bálint, Aashima Aashima, Tamás Kovács** - University of Debrecen / Hungary, *The evolution of digital collaboration with customers from the aspect of small and medium sized enterprises*

**Stavros Valsamidis, Aikaterini Tsisinou, Giannoula Florou, Elias Gounopoulos** - International Hellenic University; International Hellenic University; International Hellenic University; University of Western Macedonia / Greece, *Digital disruption in promoting and advertising*

**Lambros Tsourgiannis, Vasileios Zoumpoulidis, Sotirios Papadopoulos, Giannoula Florou, Theodoros Markopoulos** - Region of Eastern Macedonia and Thrace; International Hellenic University; Region of Eastern Macedonia and Thrace; International Hellenic University; Region of Eastern Macedonia and Thrace - Regional District of Kavala / Greece, *Consumer behaviour of Greek consumers towards different classes of olive oil*

9.00-11.00

### Session IVB

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Auditorium I-201

#### **SIG 3. Operational Excellence and IT Governance, Risk and Business-IT Alignment**

**Session chair: Thomas Dilger** - Management Center Innsbruck, Austria

**Thomas Dilger, Andre Daberto, Christian Ploder, Reinhard Bernsteiner** – MCI The Entrepreneurial School / Austria, *Triple entry accounting: A revolution for auditors?*

**Ahmet Kamil Kabakuş, Hasan Küçüköğlü** – Atatürk University / Turkey, *Cyber security concerns in higher education distance learning: Exploring perceptions through the UTAUT model*

**Pavlos Georgios Skamagkis** - International Hellenic University / Greece, *Digital frontiers vs. traditional power: Unravelling the dynamics of Fiat digital euro and cryptocurrencies*

**László Várallyai, Levente Bálint, Tamás Kovács, Szilvia Botos** - University of Debrecen / Hungary, *Transition towards digitalized agriculture – An expected digital skillset to reach EU policy goals*

**George Sklavos, George Theodossiou, Zacharias Papanikolaou, Christos Karelakis, Themistokles Lazarides** - University of Thessaly; University of Thessaly; Democritus University of Thrace; University of Thessaly / Greece, *Investing the impact and the challenges of digital transformation and green entrepreneurship in the Greek food industry*

**Dimitrios Chatzoudes, Eirini Kalpidou, Despoina Ioakeimidou, Dimitrios Maditinos** - Democritus University of Thrace / Greece, *Factors affecting the business value of data analytics: An empirical study*

**Krzysztof Łyskawa, Marietta Janowicz Lomott** - Poznan University; Warsaw School of Economics / Poland, *Using digital tools in the operation of insurance companies*

**Miltiadis Staboulis, Antonios Kostas, Ioannis Tsoukalidis, Anastasios Karasavvoglou** - University of Macedonia; International Hellenic University; International Hellenic University; International Hellenic University / Greece, *the bet of entrepreneurship training and employment in the age of artificial intelligence: The case of the manufacturing sector in Greece*

9.00-11.00

### Session IVC

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Auditorium II-233

#### **SIG 4. Decarbonization and sustainability pathways: technology, climate change risk management and business behaviour**

**Session chair: Alexandra Horobet** - Bucharest University of Economic Studies, Romania

**Petre Marius Bogdan, Sorin Zaharcu** - Bucharest Academy of Economic Studies / Romania, *Financial institutions and their involvement in supporting energy efficiency projects: Analysis and perspectives*

**Cristina Negreanu, Alexandra Horobet, Ioannis Kostakis** - Bucharest University of Economic

Studies; Bucharest University of Economic Studies; Harokopio University of Athens / Romania; Romania; Greece, *Financial institutions versus financial markets: What shapes resource efficiency?*

**Andrey Grytsenko, Vladimir Lypov, Olga Nosova** - National Academy of Sciences; National Academy of Sciences; Mykolas Romeris University / Ukraine; Ukraine; *Lithuania, Cooperative digital platforms in the renewable energy sector*

**Stavros Karelis, Dimitrios Kyrkilis** - University of Macedonia / Greece, *Determinants of foreign direct investment attractiveness in East and Southeastern Europe from 2015 to 2019: Five stable years before COVID-19 occurred*

**Maksym Shylov** - SGH Warsaw School of Economics / Poland, *The problems of application of weather risk transfer tools in the food processing industry*

**Cristiana Tudor, Robert Sova** - Bucharest University of Economic Studies / Romania, *Navigating sustainable investments: Risk return and diversification benefits of smart grid ETFs*

**Nikolaos Papanikolaou** - University of Macedonia / Greece, *The contribution of platooning autonomous vehicles system adoption in the implementation of 9<sup>th</sup> guideline of sustainable development goals agenda in the Western Balkans*

9.00-11.00

## Session IVD

Auditorium II-223

### SIG 1. Prospects for Resilient Economies in the Face of Uncertainty

**Session chair: Kristina Matuzevičiūtė** – Vilnius University, Šiauliai Academy, Lithuania

**Rasa Bakutyte** – Vilnius / Lithuania, *KPI sustainability in market resilience context*

**Gökhan Berk Özbek - Bursa Uludağ Üniversitesi / Turkey**, *Measuring the financial resilience of sectoral indices: An analysis of financial crises in Turkey*

**Dalia Streimikiene, Ona Grazina Rakauskiene, Lina Volodzkiene** - Mykolas Romeris University / Lithuania, *Beyond economic disparities: Exploring the socioeconomic implications of excessive inequality*

**Laura Dargenyte-Kacileviciene, Kristina Matuzevičiūtė, Mindaugas Butkus** - Vilnius University Šiauliai Academy / Lithuania, *The mediating effect of international trade and institutional regulation on heterogeneous output–employment relationship in the EU*

**Lazaros Mitsou, Theodora Vainterli, Ioannis Paliokas** - International Hellenic University / Greece, *Economic security and resilience in the era of COVID-19: A comparative analysis of the economies of Greece, Spain, Italy and Portugal*

**Vesna Lukovic** – Independent Researcher / Greece, *Cohesion policy for resilience and economic security in Eastern European Union member states in the context of geopolitics*

**Dalia Streimikiene, Ona Grazina Rakauskiene, Lina Volodzkiene** - Mykolas Romeris University / Lithuania, *Beyond economic disparities: Exploring the socioeconomic implications of excessive inequality*

**Ilona Bartuseviciene, Mindaugas Butkus** – Vilnius University Šiauliai Academy / Lithuania, *Unveiling the Impact of Digital Governance on Antifragility: Evidence from the Public Sector*

11.00-11.30

Coffee Break

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11.30-13.30

Concurrent Sessions V

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11.30-13.30

Session VA

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Auditorium I-414

**SIG 5. Bioeconomy, climate change, sustainability and the agri-food sector**

**Session chair: Christos Karelakis** - Democritus University of Thrace / Greece

**Achilleas Kontogeorgos, George Tsiamis** - International Hellenic University; University of Patras / Greece, *An assessment of the Greek farmers' motives to adopt bio-pesticide products*

**Aleksandra Fedajev** – University of Belgrade, Technical faculty in Bor / Serbia, *Assessing sustainable competitiveness of Balkan economies using the entropy-based Promethee method*

**Antonella Biscione, Annunziata de Felice, Francesco Porcelli** - Catholic University Our Lady of Good Counsel; University of Bari Aldo Moro; University of Bari Aldo Moro / Italy, *Complementarity between product and process innovation strategies in firms in transition countries*

**Zorana Stanković, Ivana Filipović** - University of Nis / Serbia, *Convergence of the circular economy national strategic frameworks to the global goals of sustainable development*

**Vasiliki Kounnou, Dimitrios Kyrkilis, Savvas Kounnos** - Aristotle University of Thessaloniki; Aristotle University of Thessaloniki; University of Macedonia / Greece, *Estimating the impact of R&D intensity ratio on firm-level profitability: Some evidence from the Greek manufacturing sector*

**N. Aydan Sat, Çiğdem Varol Özden, Cansu Güller Yanar, Duygu Çayan, Emine Şeyda Satılmış, Deniz Yardim**, *Exploring the relationship between locational preferences of industry and urban macroform: The case of Bursa-Turkey*

**Petar Mitić, Aleksandar Zdravković** – Institute of Economic Sciences / Serbia, *Advancing sustainable development in Central and Eastern Europe: The interplay of environment, energy and economy*

11.30-13.30

Session VB

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Auditorium I-201

**SIG 8. Digital Markets, Competition and Consumers**

**Session chair: Gentjan Skara / Anita Peša** - Epoka University, Albania / University of Zadar, Croatia

**Gentjan Skara, Najada Kilic** - Epoka University / Albania, *Competition law enforcement in Western Balkan countries: Challenges from online giants*

**Paraskevi Pappa, Panagiotis Kitsos, Aris Anagnostakis** - University of Ioannina; Hellenic Open University; University of Ioannina / Greece, *The digital markets act's response to dark patterns and its implications for market fairness*

**Asta Valackiene, Rasheed Olalekan Odejayi** – Mykolas Romeris University / Lithuania, *The impact of cybersecurity management on the digital economy: Multiple case study analysis*

**Chiara Barchielli, Marco Alaimo, Marzia Paffetti, Paolo Zoppi** – Sant'anna School of advanced studies; USLToscana Centro; USLToscana Centro; USL Toscana Centro / Italy, *Paris Insight: Charting new frontiers in chronic care excellence*

**Üstun Özen, Burak Borulu, Mehmet Cem Bölen, Daha Orhan** – Ataturk University / Turkey, *Obsolescence in high tech products: A review*

**Vasilios Kapilidis, Theofilos Gerasimidis, Styliani Christoforidou, Giannoula Florou** - Democritus University of Thrace / Greece, *The Impact of AI on innovation and entrepreneurship with a focus on the private sector of East Macedonia and Thrace (Greece) based on the methodology of semi-structured interviews*

**11.30-13.30**

**Session VC**

**Auditorium II-233**

**SIG 4. Decarbonization and sustainability pathways: technology, climate change risk management and business behaviour**

**Session chair: Alexandra Horobet / Emi Hoxholli** - Bucharest University of Economic Studies, Romania / Polis University, Albania

**Monika Mačiulienė, Asta Zelenkauskaitė, Aelita Skaržauskienė, Gintarė Gulevičiūtė, Aistė Diržytė** - Mykolas Romeris University / Lithuania, *Navigating climate narratives: Expert voices in Lithuania's media coverage of climate change*

**Alexandra Horobet, Robert Oprescu, Vlad Cosmin Bulai, Lucian Belascu** - Bucharest University of Economic Studies; Bucharest University of Economic Studies; Bucharest University of Economic Studies; "Lucian Blaga" University of Sibiu / Romania, *Climate change risks and technology: A qualitative analysis of corporate discourse in the oil & gas sector*

**Tetiana Gorokhova** – Centre for Advanced Internet Studies; Pryazovskyi State Technical University / Germany; Ukraine, *Digitalisation: Catalysing the transition to a circular economy in Ukraine*

**Girlovan Aura, Boțoroga Cosmin-Alin, Tudor Cristiana, Belascu Lucian** - Bucharest University of Economic Studies; Bucharest University of Economic Studies; Bucharest University of Economic Studies; "Lucian Blaga" University of Sibiu / Romania, *The influence of globalization dynamics on environmental concerns in the European Union*

**Miloš Martinović** - Central bank of Montenegro / Montenegro, *The Importance of embedding climate factors into bank's risk management framework: The case of Montenegro*

**Idziak Ewelina** - Uniwersytet Kazimierza Wielkiego; Azerbaijan State University of Economics,

Women Researchers Council; Vilniaus Kolegija – Higher Education Institution / Poland; Azerbaijan; Lithuania, *Sustainability in packaging industry. Small step for one - huge contribution to the Economics*

**13.30-14.30**

**Lunch** Rotonda Hall on the first floor of the same building

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**14.30-16.30**

**Concurrent Sessions VI**

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**14.30-16.30**

**Session VIA**

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**Auditorium I-414**

**SIG 5. Bioeconomy, climate change, sustainability and the agri-food sector**

**Session chair: Christos Karelakis / Szilvia Botos** - Democritus University of Thrace, Greece / University of Debrecen, Hungary

**Maria-Eleni Agoraki, Odysseas Spiliopoulos, Konstantina Agoraki, Vasiliki Bakagianni** – University of the Peloponnese / Greece, *Green transition strategies in tourism industry and sustainable development in the European Union*

**Athanasia Mavrommati, Alexandra Pliakoura, Thanassis Kazanas, Achilleas Kontogeorgos** - University of Patras; University of Patras; Aristotle University of Thessaloniki; International Hellenic University / Greece, *Unlocking competitive edge: Exploring drivers of olive oil comparative advantages in Mediterranean exporters*

**Giannis Tsoulfas, Foivos Anastasiadis, Jurgita Pauzoliene, Ilvija Pikturnaite** - Agricultural University of Athens; Agricultural University of Athens; Klaipėdos valstybinė kolegija-Higher Education Institution; Klaipėdos valstybinė kolegija-Higher Education Institution / Greece; Greece; Lithuania; Lithuania, *The incorporation of the social pillar of sustainability in supply chain management: A review*

**Maria Kontopanou, Giannis Tsoulfas** - Agricultural University of Athens / Greece, *Assessing resilient practices in agri-food supply chains: A systematic literature review*

**Effrosyni Sapardani, Katerina Melfou, Georgia Koutouzidou, Dimitrios Kalfas** - University of Western Macedonia / Greece, *A cluster analysis to investigate cooperative and non-cooperative viticulture in the Region of Western Macedonia Greece*

**Maryna Moroz, Daiva Labauskaite** - Klaipėda University / Lithuania, *Economic aspects of responsible tourism in the context of sustainable tourism development*

**Jilali Ben Driss, Ouattmane Mustapha** - University of Moulay Ismail / Morocco, *The city faces the challenge of adapting to climate change Case of Morocco*



14.30-16.30

## Session VIB

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Auditorium I-201

### **SIG 3. Operational Excellence and IT Governance, Risk and Business-IT Alignment**

**Session chair: Thomas Dilger / Christian Ploder** - Management Center Innsbruck, Austria

**Thomas Dilger, Regula Keller, Teresa Spieß, Stephan Schlögl** – MCI The Entrepreneurial School / Austria, *Introduction of AI in sales via tableau CRM: Integrating AI into the B2B sales process*

**Lidija Kraujalienė, Alytis Gruodis** – Mykolas Romeris University / Lithuania, *Digital evaluation of organizational development: American model vs Finnish*

**Levente Bálint, László Várallyai, Szilvia Botos** - University of Debrecen / Hungary, *The role of data analytics and corporate digital responsibility in fostering digital maturity and sustainable practices in SMEs*

**Aistė Dromantaitė** - Mykolas Romeris University / Lithuania, *Utilizing digital technologies for adult learning: Theoretical approach*

**Maria Tzifi, Catherine Marinagi** - University of Athens / Greece, *Digital agrifood business models for building supply chain resilience*

**Valentina Diana Rusu, Angela Roman** - Alexandru Ioan Cuza University of Iasi / Romania, *SMEs digitalization and improving access to finance: The mediating role of gender*

**Lambros Tsourgiannis, Stavros Valsamidis, Foteini Perdiki, Polina Karagianni** - International Hellenic University / Greece, *The attitudes of civil servants towards e-Gov apps*

**Reinhard Bernsteiner, Thomas Dilger, Christian Ploder, Arno Rottensteiner, Marco Tuchscherer** – MCI The Entrepreneurial School / Austria, *Agile enterprise architecture management – A case study*

14.30-16.30

## Session VIC

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Auditorium II-233

**Session chairs: Maria Argyropoulou / Cigdem Varol** – Brunel University, United Kingdom / Gazi University, Turkey

**Olga Snarské** - Mykolas Romeris University / Lithuania, *Categorization of non-conformities in service industry*

**Dalia Daujotaitė, Laurynas Marcinkevičius** - Mykolas Romeris University / Lithuania, *Enterprise risk management: The case of Lithuanian Airports*

**Sitao Chan, Dionisia Tzavara, Maria Argyropoulou, Dimitrios Koufopoulos, Rachel Argyropoulou** - University of Glasgow; Brunel University; Brunel University; Queen Mary University; Brunel University / United Kingdom, *Executive characteristics and earnings management: A study of manager tenure gender and overconfidence*

**Maria Argyropoulou, Kennise Yokhebed Sungkono, Rachel Argyropoulou, Dionisia Tzavara**

– Brunel University / United Kingdom, *The effect of facilitating work-life balance on employee retention: A case study of a manufacturing company in Indonesia*

**Ornela Ramasauskaite** - Mykolas Romeris University; Women Researchers Council UNEC / Lithuania; Azerbaijan, *Modelling investment strategies in contemporary art in the context of geopolitical conflicts*

**Cigdem Varol, N. Aydan Sat, Emrah Soylemez, Elif Varol, Nazlı Tunar Ozcan** – Gazi University; Gazi University; Ministry of Environment, Urbanization and Climate Change; Hacettepe University; Hacettepe University / Turkey, *The impact of socio-demographic characteristics on urban mobility patterns in the aftermath of a major earthquake: A case study of the February 6, 2023 earthquakes in Turkey*

**Parthena-Sofia Apostolidou, Dimitrios Chatzoudes, Georgios Theriou** - Democritus University of Thrace, Greece, *The impact of telework on employee well-being: The role of workplace isolation and workplace friendship*

**Cornel Zamfirescu, Marius Bogdan Petre** - Valahia University Târgoviște; Bucharest University of Economics Studies / Romania, *Fundamental principles of efficient military leadership*

**20.00 – 23.00**

### Gala dinner

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Gala dinner will be hosted at Neringa Restaurant

Address: Gediminas Ave. 23, Vilnius

<https://neringavilnius.com/restaurant/>

## Sunday, May 19, 2024

**11.00 – 14.00**

### Walking Tour in the city

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The designated meeting point is the Vilnius Cathedral Bell Tower.

Address: Katedros varpinė, a. 2, Vilnius



# 16<sup>th</sup> International Conference

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## ECONOMIES OF THE BALKAN AND EASTERN EUROPEAN COUNTRIES

### EDITING OF THE BOOK OF ABSTRACTS BY:

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