

16th 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

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

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

- 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

9.30-10.00

Opening Ceremony and Welcome Speeches

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”

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

11.30-13.30

Concurrent Sessions I

11.30-13.30

Session IA

Auditorium I-406

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

Auditorium I-407

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 Olgíć 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

Auditorium I-409

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

14.30-16.30

Concurrent Sessions II

14.30-16.30

Session IIA

Auditorium I-406

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

Session chair: Niccolò Persiani - University of Florence, Italy

Niccolò Persiani, Ilaria 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, Ilaria 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

Auditorium I-407

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

Auditorium I-409

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

17.00-18.30

Concurrent Sessions III

17.00-18.30

Session IIIA

Auditorium I-406

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

Auditorium I-407

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

Auditorium I-409

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

Eirini Triarchi, Dimitrios Kolias, Efstratios Kyriotelis - 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*

Jusif Seiranov, Askoldas Podviekas - 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

Reception beverage at Grey Restaurant

Address: Pilies str. 2, Vilnius

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Saturday - May 18, 2024

Venue: Mykolas Romeris University

Ateities st. 20, LT-08303, Vilnius

9.00-11.00

Concurrent Sessions IV

9.00-11.00

Session IVA

Auditorium I-407

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

Auditorium I-409

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

Auditorium I-416

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 9th guideline of sustainable development goals agenda in the Western Balkans*

9.00-11.00

Session IVD

Auditorium I-417

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

11.30-13.30

Concurrent Sessions V

11.30-13.30

Session VA

Auditorium I-409

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

Auditorium I-416

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 I-417

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; Vilnius 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

14.30-16.30

Concurrent Sessions VI

14.30-16.30

Session VIA

Auditorium I-409

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

Auditorium I-416

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

Auditorium I-417

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

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

The designated meeting point is the Vilnius Cathedral Bell Tower.

Address: Katedros varpinė, a. 2, Vilnius

16th International Conference

ECONOMIES OF THE BALKAN AND EASTERN EUROPEAN COUNTRIES

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