



University of Elbasan
"ALEKSANDËR XHUVANI"
Faculty of Business and Law

13th International Conference

**• Sustainable Growth,
Digital Innovation and
Market Dynamics:
Bridging Business and
Law •**

**April 25
2026**



Faculty of Business and Law, Elbasan, Albania



<https://fblconferences.info>

Conference Scope

The International Scientific Conference “Sustainable Growth, Digital Innovation and Market Dynamics: Bridging Business and Law” aims to provide an interdisciplinary platform for academic debate and policy-orientated discussion on the major economic, legal, and institutional transformations shaping emerging European economies.

The conference focuses on the interrelated challenges and opportunities associated with sustainable economic growth, digital innovation, and market transformation, with particular attention to the legal and regulatory frameworks that influence business activity, governance, and public policy. It addresses the evolving role of markets, institutions, and regulation in a context marked by green and digital transitions, technological change, and increasing economic complexity.

The scope of the conference encompasses business, economics, law, finance, accounting, marketing, and public policy, encouraging contributions that combine theoretical insight with empirical evidence and comparative analysis. Special emphasis is placed on policy-relevant research, interdisciplinary approaches, and perspectives relevant to emerging European economies, including candidate and potential candidate countries.

The conference also highlights artificial intelligence as a key driver of digital innovation and market change, examining its economic impact, regulatory implications, and governance challenges. By bringing together scholars, policymakers, and practitioners, the conference seeks to promote dialogue on how innovation, regulation, and institutional capacity can support sustainable and inclusive economic development. “Sustainable Growth, Digital Innovation and Market Dynamics: Bridging Business and Law” aims to contribute to the advancement of scientific knowledge and to inform decision-making processes related to economic development, market governance, and legal reform in Europe.

We invite scholars, researchers, and professionals to submit papers that delve into these transformative themes. Whether addressing theoretical advancements, empirical findings, or practical applications, your contributions will play a vital role in shaping the discourse on economics, law, and social policies in a rapidly evolving world. We look forward to your participation and the exchange of ideas that will emerge during this conference.

Conference Topics

Sustainable Growth and Economic Transformation

- *Sustainable development models in emerging European economies*
- *Green growth and climate-resilient economic policies*
- *Productivity, competitiveness, and long-term growth*
- *Labor markets, human capital, and skills development*
- *Regional development and economic convergence*
- *The role of public policy in sustainable economic transformation*

Digital Innovation and the Digital Economy

- *Digital transformation of businesses and markets*
- *Innovation ecosystems and entrepreneurship*
- *E-commerce, digital platforms, and consumer behaviour*
- *Artificial intelligence, big data, and business analytics*
- *Digital skills, education, and workforce adaptation*
- *Legal challenges of digitalization and new technologies*

Finance, Accounting, and Sustainable Investment

- *Sustainable finance and green investment*
- *ESG reporting and non-financial disclosure*
- *Financial markets development and stability*
- *Public finance, fiscal policy, and debt sustainability*
- *Accounting standards and financial transparency*
- *Investment climate and access to finance for SMEs*
- *Green accounting and digital banking*

Market Dynamics, Competition, and Regulation

- *Market structures and competition in emerging economies*
- *Regulatory frameworks for fair and efficient markets*
- *State aid, competition policy, and market supervision*
- *Consumer protection and market transparency*
- *Informal economy, market distortions, and compliance*
- *Market responses to global and regional shocks*

Governance and the Rule of Law

- *Legal certainty and business environment*
- *Commercial law and investment protection*
- *Public administration reform and governance quality*
- *Anti-corruption policies and regulatory enforcement*
- *Regulatory capacity, supervision, and enforcement challenges*
- *Criminal Justice Reform*
- *Transport law, contracts, liability and insurance*
- *Reform of Intellectual Property Law*
- *Social Security law and alignment with EU practices*

Conference Topics

European Policies, National Reforms, and Priorities

- *Alignment with EU Green and Digital priorities*
- *Economic and legal reforms in enlargement countries*
- *Institutional capacity building and policy implementation*
- *EU programs and funding instruments*
- *Comparative perspectives on European policy reforms*
- *National strategies and sectoral reforms*

Marketing, Innovation, and Consumer Markets

- *Conscious consumer behaviour and sustainability*
- *Innovation and green technologies in markets*
- *Legal frameworks and consumer protection*
- *Corporate ethics, ESG, and responsible business*
- *Circular economy and sustainable production*
- *Digitalization, transparency, and informed consumers*

Artificial Intelligence, Markets, and Regulation

- *AI adoption in businesses and SMEs in emerging European economies*
- *Market dynamics and competition in AI-driven sectors*
- *AI applications in finance, accounting, marketing, and management*
- *Data-driven business models and algorithmic markets*
- *EU Legal frameworks governing artificial intelligence*
- *Data protection, privacy, and intellectual property in AI contexts*
- *Labor market transformation and skills requirements.*
- *Ethical challenges and social implications of AI adoption*

Interdisciplinary and Emerging Issues

- *Green and digital transitions: economic and legal implications*
- *Crisis management and economic resilience*
- *Demographic changes and labour markets*
- *Gender equality and inclusive economic growth*
- *Education, research, and innovation policies*
- *Future challenges for emerging European economies*
- *AI and the future of research*

Information for Authors

- For submission guidelines, please visit:
<https://fblconferences.info/instructionsAuthors.html>
- The Scientific Committee will evaluate and accept the best papers based on the relevance of the topic, the clarity of thought and authenticity. The accepted paper will be published in the Conference Proceeding Book with ISBN.
- Each accepted paper will be assigned a Digital Object Identifier (DOI) through Zenodo, an open-access research repository supported by CERN and OpenAIRE.
- Conference fee: 35 EUR (3,500 ALL) per paper *.
- A participant should not author or co-author more than 2 papers.
- Presentations can be made in person or virtually through online sessions.
- Conference languages: English/Italian.

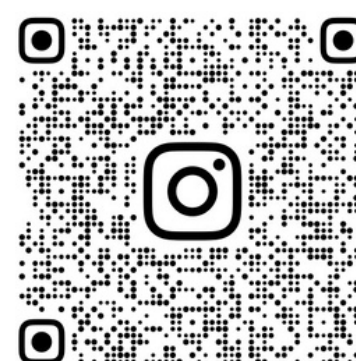
** Note: There is no fee for UNIEL full time or part time academic staff, as well as for students.*

Important Dates

- March 9th, 2026, Deadline for abstract submission
- April 2nd, 2026, Deadline for full paper submission
- April 15th, 2026, Notification of full paper acceptance
- April 25th, 2026, Conference Day



You can submit your paper/s at **konferenca.fbd@uniel.edu.al**



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