



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

12th International Conference

**Innovation and New Visions:
Perspectives on Business and Law
in the 21st Century**

26th April 2025

12th FBD International Conference

FOREWORD

The Faculty of Business and Law at University of Elbasan “Aleksandër Xhuvani” is delighted to announce the upcoming **12th International Conference “Innovation and New Visions: Perspectives on Business and Law in the 21st Century”**, a multidisciplinary platform designed to explore the challenges and opportunities arising from today’s dynamic and unpredictable global environment. This conference seeks to foster dialogue among academics, researchers, and practitioners, addressing the complex interplay of economics, law, and social policies in shaping our collective future.

In an era defined by rapid change and increasing uncertainty, the challenges posed by environmental degradation and climate change demand immediate and innovative responses. This conference seeks to explore how businesses, governments, and legal systems can adapt to these pressing issues. By developing green laws and policies, fostering sustainable supply chains, and implementing strategies for economic resilience, stakeholders can navigate this unpredictable environment and contribute to a more stable and sustainable future.

The shift toward a green economy represents a crucial step in achieving sustainable development. As the global economy embraces environmental sustainability, businesses and policymakers alike must consider how to integrate eco-friendly practices into operational models. The role of public-private partnerships in fostering green innovations will be a focal point of discussion, alongside the legal frameworks and mechanisms that support these transitions. Such efforts not only address ecological concerns but also open new pathways for innovation and economic growth.

Another transformative force shaping the modern world is artificial intelligence (AI). With its capacity to revolutionize industries and redefine business operations, AI also introduces challenges to traditional legal and ethical frameworks. This conference will delve into the dual nature of AI’s impact, highlighting its applications in decision-making, workforce management, and customer engagement while addressing critical issues such as ethics, privacy, and regulatory oversight. As AI becomes a cornerstone of modern business, understanding its implications is essential for creating resilient and forward-thinking strategies.

Finally, the digital and sustainable era requires businesses to reimagine their operations. To remain competitive, organizations must embrace AI-driven innovations, e-business solutions, and advanced knowledge management practices. By aligning technological advancements with environmental accountability, businesses can enhance operational efficiency, foster competitiveness, and better meet the expectations of an increasingly conscious consumer base.

By bringing together diverse perspectives, this conference aims to generate actionable insights and promote interdisciplinary collaboration. With a special focus on regional integration and the unique challenges faced by Albania, the Balkans, and the European Union, the discussions will provide a platform for addressing shared challenges and opportunities.

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.

KEYNOTE SPEAKERS



Prof. Ajay Bailey

Utrecht University, Netherlands



Prof. Annie Tubadji

Swansea University, United Kingdom



Prof. Roberto Patuelli

University of Bologna, Italy



Prof. Daniela Feschiyan

University of National and World Economy,
Bulgaria



Prof. Desislava Stoilova

South-West University "Neofit Rilski",
Bulgaria

CONFERENCE TOPICS

AI in Business Strategy and Operations

- Leveraging AI for Competitive Advantage in Modern Businesses
- AI-Powered Business Process Automation: Benefits and Challenges
- AI and Operational Efficiency: Transforming Supply Chains and Logistics
- Big Data Meets AI: Transforming Business Insights into Action
- AI-Driven Consumer Behavior Analysis and Marketing Innovation
- AI as the New Frontier in Business Strategy

Entrepreneurship and Innovation

- Pioneering Innovation in Startups, SMEs, and Family Businesses
- Democratizing AI for Entrepreneurs and Startups
- Overcoming Barriers to AI Adoption in SMEs
- The Role of AI in Driving New Product Development
- Challenges to Innovation in Emerging Economies: A Focus on South East Europe
- Driving Local Development through Innovation and Policy Frameworks

Sustainable Development and Green Economy

- The Green Economy: A Path to Sustainable Development
- Building Sustainable Supply Chains in a Digitally Connected World
- Reimagining Sustainable Growth: Economic Integration in Emerging Markets
- AI-Driven Solutions for Social Impact and Ethical Business Practices
- Redefining Corporate Social Responsibility in the AI Era
- Public Sector Innovation as a Catalyst for Regional Transformation

Finance, Risk, and Data-Driven Decision-Making

- Reimagining Finance through AI and Big Data Analytics
- Risk Management and Insurance Solutions in the Age of Digital Transformation
- Financial Services Innovation: Trends, Challenges, and Opportunities
- Business Intelligence and Data-Driven Decision-Making in Modern Organizations
- Exploring AI's Role in Transforming Global Financial Systems
- Strategic Innovations in Global Supply Chain Management

Marketing and Supply Chain Innovations

- AI-Driven Consumer Behavior Analysis: Insights and Applications
- Redefining Marketing Strategies with Big Data and Machine Learning
- Sustainable Retail Practices and the Role of Technology in Enhancing Experiences
- Personalization and Automation in Contemporary Tourism and Hospitality
- Strategic Innovations in Supply Chain Management with AI and Analytics
- Enhancing Customer Experience with AI-Powered Chatbots and Virtual Assistants

Regional and Economic Integration

- Regional Economic Cooperation in the Western Balkans: Pathways to Prosperity
- Energy Infrastructure and Economic Integration
- The European Union's Role in Shaping Regional Development and Innovation
- Custom, Law, and Integration Processes: The EU Perspective
- Social Integration and EU Citizenship in a Digital Economy
- Connectivity and the Role of AI in Revolutionizing Mobility

Legal Frameworks for Emerging Technologies

- The Role of Law in Regulating AI: Balancing Innovation and Consumer Rights
- Privacy, Ethics, and Accountability in AI-Driven Decision-Making
- Intellectual Property Rights in the Knowledge Economy
- Digital Economy and the Law
- GIG Economy and Emerging Legal Challenges
- Data Protection Regulations in AI-Enhanced Ecosystems

Public and Administrative Law

- Constitutional Court Jurisprudence and the European Common Market
- Public-Private Partnerships in Development Projects
- Administrative Contracts: Legal Implications and Practices
- Alternative Dispute Resolution in Commercial Transactions
- EU Public Law and Democratic Accountability
- Harmonizing Public and Private Sector Innovations for Future Challenges


INFORMATION FOR AUTHORS


- 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.
- 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 on-line 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 17th, 2025** Abstract submission
- » **April 2nd, 2025** Full paper submission
- » **April 15th, 2025** Notification of full paper acceptance
- » **April 26th, 2025** Conference Day

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

 Venue: Faculty of Business and Law, Rruga Tomorr Domi, Elbasan, Albania

We are kindly asking you to share this call for papers at your colleagues or other researchers interested.

PAPER GUIDELINES

Paper should be written in English or in Italian, single-spaced on standard-sized paper A4 with 1" margins on all sides. Font type and size should be 12 pt. Times New Roman .

Paper should include four major sections: the Title Page, Abstract, Main Body, and References.

Line Spacing: Single-space throughout the paper, including the title page, abstract, body of the document, references, appendixes, footnotes, tables, and figures.

Title Page: It should contain the title of the paper, the author's name & surname, institutional affiliation, and e-mail address and continue next row with "body" of abstract. We recommend that your title to be no more than 12 words in length and that it should not contain abbreviations or words that serve no purpose. Your title may take up one sentence, one or two lines.

Abstract: The abstract should be limited from minimum 200 to a maximum of 400 words (body of abstract).

Main Body: It is important part of paper and will include indent of all issues that are reflected in summarizing abstract from introduction, aim of your study/research together with research topics, detailed research questions, participants, applied scientific methods, tables, graphs, data analysis, used findings, and conclusions. Suggestion and recommendations are another key point of paper.

References: It will be according to the APA Referencing System.

Paper length: 5 - 10 pages.