



AZERBAIJAN
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ECONOMICS



MINISTRY OF ECONOMY
REPUBLIC OF AZERBAIJAN



MINISTRY DIGITAL OF DEVELOPMENT
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MINISTRY OF EDUCATION
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4SiM

CENTER FOR ANALYSIS
AND COORDINATION OF THE
FOURTH INDUSTRIAL REVOLUTION



ONE BELT AND ONE ROAD
SCIENCE AND TECHNOLOGY
ALLIANCE

PROGRAM

2ND INTERNATIONAL CONFERENCE DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES

28-29 APRIL 2022
BAKU - AZERBAIJAN



DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES

II INTERNATIONAL CONFERENCE

PROGRAM

with the organization

Azerbaijan State University of Economics (UNEC)

and with the support of

Ministry of Economy of the Republic of Azerbaijan,
Ministry of Digital Development and Transport of the
Republic of Azerbaijan,

Ministry of Education of the Republic of Azerbaijan,
Center for analysis and coordination of the fourth industrial revolution,
One Belt, One Road, Science and Technology Alliance

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Senior Lecturer, Department of Digital Technologies and Applied Informatics / Head of the Digital Economy Research Center of UNEC, Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan

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OPENING CEREMONY

14⁰⁰ – 15⁰⁰ **Registration**

15⁰⁰ - 16⁰⁰ **OPENING REMARKS**

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Rashad Nabiyeu - Minister of Digital Development and Transport of the Republic of Azerbaijan, Baku, Azerbaijan

Emin Amrullayev - Minister of Education of the Republic of Azerbaijan, Baku, Azerbaijan

Tahir Mirkishili - Member of Parliament, Chairman of the Committee on Economic Policy, Industry and Entrepreneurship, Baku, Azerbaijan

Tamerlan Tagiyev - Executive Director, Center for Analysis and Coordination of the Fourth Industrial Revolution, Baku, Azerbaijan

Address: Fairmont Baku Hotel (Flame Towers)
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16⁰⁰ - 17⁰⁰ PLENARY LECTURES

Moderator

Tamerlan Tagiyev - Executive Director of the Center for Analysis and Coordination of the Fourth Industrial Revolution, Baku, Azerbaijan

16⁰⁰-16¹⁵ Prof. Dr. Kursat Cagiltay – Founder of “Human-computer interaction” Laboratory, Middle East Technical University, Ankara, Turkey

Human-computer interaction in the digital economy

16¹⁵-16³⁰ Marjorie Buchser - Executive Director, Digital Society Initiative, Royal Institute of International Affairs, United Kingdom

Digital Sovereignty and national infrastructures

16³⁰-16⁴⁵ Dr. Valeri Virkowski - Founder and Managing Partner of European Digital & Sourcing Consultancy (LT), Chairman of the Working Group on eLogistics & DTC in the Eastern Partnership countries and eTrade expert on World Bank projects, Vilnius, Lithuania

Digitalization of international supply chains: trends and modern approaches

16⁴⁵ - 17⁰⁰ Academician Ali Abbasov - Head of the Department of Digital Technologies and Applied Informatics, Azerbaijan State University of Economics (UNEC), Director General of the Institute of Management Systems of ANAS, Baku, Azerbaijan

The role of artificial intelligence in the digital transformation of the Azerbaijani economy and development prospects

29 April 2022

10⁰⁰ – 13⁰⁰ SECTION MEETINGS

SESSIONS

UNEC Main Campus (Istiglaliyyat str. 6, Az1001)

29 April 2022

10:00

N	SESSIONS	LINKS TO THE MEETINGS
1.	Green and Digital Economy for Sustainable Development: Smart Village, Smart City and Smart Country	https://zoom.us/j/98133568712
2.	New Technologies and Business Innovations in the Digital Transformation Age	https://zoom.us/j/98459027148
3.	Human Capital in the Digital Economy: New Educational Models	https://zoom.us/j/94964270373
4.	Digital Economy: Innovation, Growth and Social Welfare	https://zoom.us/j/96102182799
5.	Digital Finance, Banking and Insurance: FinTech and Financial Affordability	https://zoom.us/j/99487282304
6.	Directions of Application of Digital Technologies in the Process of Restoration and Development of the Karabakh Economy	https://zoom.us/j/97783220613
7.	Digital Technologies in Economic Stabilization Strategies in the Post-Covid Period	https://zoom.us/j/95903551351
8.	Employment in the digital economy: problems and perspectives	https://zoom.us/j/99615373600

SESSION 1

GREEN AND DIGITAL ECONOMY FOR SUSTAINABLE DEVELOPMENT:
SMART VILLAGE, SMART CITY, AND SMART COUNTRY

<https://zoom.us/j/98133568712>

Moderators:

Professor VAGIF GASIMOV (Azerbaijan Technical University, Baku, Azerbaijan)

Professor ALEXANDAR LUKIĆ (Academy of Business Economics, Belgrade, Serbia)

Secretary: Melek Ismayilova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Gasimov V., Ismayilov J., Khalilov S.** Possibilities of using the Internet of Things XXX technology in the construction of smart cities (Azerbaijan Technical University, Baku, Azerbaijan)
- **Lukić A., Novović M.** Virtual organizations as an integral part of the digital economy (College "Academy of Business Economics", "Business School of Vocational Studies in Čačak ", Čačak, Serbia)
- **Safonov E.** Digital economy and "smart city" (Branch of the Russian State University for the Humanities in Domodedovo, Domodedovo, Russia)
- **Aslanova M.** Smart city: perspectives and development trends (Azerbaijan State Economic University (UNEC), Baku, Azerbaijan)
- **Farzili S.** Smart city and smart village: international experience (Azerbaijan State University of Oil and Industry, Baku, Azerbaijan)
- **Khasayeva S.** Smart village - a new experience in our country (Azerbaijan State Economic University (UNEC), Baku, Azerbaijan)
- **Azizova R., Rahimov A.** Smart city - the city of the digital world (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Agakishiyev N.** Improving integration mechanisms in agricultural production enterprises, their application at the regional level based on a fuzzy logic model (Odlar Yurdu University, Baku, Azerbaijan)
- **Dilavarov F.** Improvements to the agribusiness system based on the use of information technology "blockchain" (Sumgait State University, Sumgait, Azerbaijan)

- **Palamarenko G., Rovenskikh I.** Technological transformations of the regional economy (Branch of the Russian State University for the Humanities in Domodedovo, Domodedovo, Russia)
- **Ismayilov I., Ismailova M.** Trends in the modern labor market in Azerbaijan (Azerbaijan State Economic University (UNEC), Baku, Azerbaijan & Institute of Economics of the Azerbaijan National Academy of Sciences, Baku, Azerbaijan)
- **Abayev Y.** Smart village in the era of digital economic development (Azerbaijan State Pedagogical University, Baku, Azerbaijan)
- **Aliyev U., Guliyeva G.** Economic benefits of the application of the concept of the smart city-smart village in the process of restoration of Karabakh (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Sadigova Z.** Transformation from e-government to smart state (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Dadashov A.** The main advantages of the transformation into digital agriculture: e-agriculture (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Musayev J.** The application of digital management to agro-tourism in the regions (Baku Business University, Baku, Azerbaijan)

SESSION 2
NEW TECHNOLOGIES AND BUSINESS INNOVATIONS IN THE DIGITAL
TRANSFORMATION AGE

<https://zoom.us/j/98459027148>

Moderators:

Professor ARZU HUSEYNOVA (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Professor KUBINIY NATALYA (Uzhgorod National University, Uzhgorod, Ukraine)

Secretary: Aysel Musayeva-Gurbanova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Huseynova A.** Assessments based on intellectual analysis of the text (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Kubiniy N., Kubiniy V.** Intensive Economy and Digital Technologies (Uzhgorod National University, Uzhgorod Ukraine)
- **Belov V., Belova O.** Economic diplomacy and the role of international organizations in the context of digital globalization. (Peoples' Friendship University of Russia, Moscow, Russia)
- **Balayev R., Bayramov H., Alizade M., Mirzayev N., Ibrahimov F.** Digital platforms in innovative management: efficiency and open infrastructure aspects (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Babayev T., Virkovski V., Aliyev A.** The concept of creating a regional logistics platform Guam-net within the Guam transport corridor (Institute of Control Systems of ANAS, Azerbaijan & Software Applied Systems Institute, Belarus, & Ministry of Transport, Communications and High Technologies, Baku, Azerbaijan)
- **Aliyev T., Babaev T., Rzayeva N., Mamedova A.** Problems of increasing the safety level of operation of the east-west transport corridor (Institute of Control Systems of ANAS, Baku, Azerbaijan)
- **Mirzammadova K.** The role of the national innovation system in the development of the Azerbaijani economy (Azerbaijan State Economic University (UNEC), Baku, Azerbaijan)
- **Marushka Dz., Vashchyla H.** Digital marketing: trends, opportunities, and challenges (Belarusian State Economic University & School of Business of Belarusian State University, Minsk, Belarus)
- **Ashurov Z.** Opportunities for the use of digital technologies in the corporate governance system of Uzbekistan (Center for Research of Problems in Privatization, Development of Competition and Corporate

Governance, Tashkent, Uzbekistan)

- **Khankishiyev Kh.** Specifics of business process management in the context of digitalization of the economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Amanova L., Abesadze N., Abesadze O.** The importance of digital technologies in the revival of tourism in Georgia and Azerbaijan, (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan & Ivane Javakhishvili Tbilisi State University & Georgian National University, Tbilisi, Georgia)
- **Imamguluyev R.** Application of a lighting system in tourism facilities based on fuzzy logic (Odlar Yurdu University, Baku, Azerbaijan)
- **Aliyeva Sh.** Azerbaijan's position on the global innovation index in the transition to digital government: problems and prospects (State Agency for Citizen Services and Social Innovations under the President of the Republic of Azerbaijan, Baku, Azerbaijan)
- **Telezhenko L., Kozonova J.** Development of the vegan dessert technology (Odessa National Academy of Food Technologies, Odessa, Ukraine)
- **Shafizade E.** Econometric model for the gross domestic product of Azerbaijan depending on oil prices (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Korovkina A., Kolosova N.** Corporate innovation as a way of innovative development of the country (Voronezh State Technical University, Voronezh, Russia)
- **Yurkovichova L. Chekan I., Latynin K.** Trans-cordon innovation clusters and tools of the digital economy. (Bratislava University of Economics, Bratislava, Slovakia)
- **Aliyev M.** Digital transformation of public administration (Azerbaijan University of Architecture and Civil Engineering, Baku, Azerbaijan)
- **Khubanov A.** On the issue of economic efficiency and security of cryptocurrency (Academy of Public Administration under the President of the Republic of Azerbaijan, Baku, Azerbaijan)
- **Kraskovskaya E., Filippova L.** Development of artificial intelligence and robotics in the global labor market: new challenges and threats (Belarusian State University, Minsk, Belarus)
- **Stoyanova O., Zhang S.** Digital transformation of Chinese companies: analysis of best practices (St. Petersburg State University, St. Petersburg, Russia)
- **Azizov R.** Development of information and communication technologies in the context of globalization (Azerbaijan State Economic University (UNEC), Baku, Azerbaijan)
- **Sozaeva T., Uyanaeva H.** Impact of digital technologies on spatial economic development (Kabardino-Balkarian State Agrarian University

named after V.M.Kokov, Nalchik, Russia)

- **Pavlov K.** Directions and factors of development of the Belarusian economy in the context of new pathological challenges and processes of digitalization (Polotsk State University, Polotsk, Belarus)
- **Tizesh P.** Digital Mechanisms in the System of Regional Competitiveness (Uzhgorod National University, Uzhgorod, Ukraine)
- **Shamkhalova S., Aliyev M.** Leadership and entrepreneurship in the digital age (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Akbulaev N., Salihova S.** Analysis of the relationship between Bitcoin price and transaction volume (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Ismayilova P.** University-industry cooperation in building an innovation ecosystem (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Abesadze N.** Indicators of increasing the attractiveness of medical tourism in Georgia and Azerbaijan (Ivane Javakhishvili Tbilisi State University, Tbilisi, Georgia)
- **Aliyeva T.** Opportunities for digitalization in government job interviews: international experience and the Azerbaijani model (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Baymmamadli N.** The role of ICT in increasing efficiency and productivity in enterprises (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Gasimova A.** Digitization of public administration: world experience and Azerbaijan (Azerbaijan State Agrarian University, Ganja, Azerbaijan)
- **Gasimov A.** Ways to increase ICT skills (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Suleymanli O.** Innovative approach to business models in modern industry (Institute of Scientific Research on Economic Reforms, Baku, Azerbaijan)
- **Movsumova F.** Digital transformation of public administration in Azerbaijan (Academy of Public Administration under the President of the Republic of Azerbaijan, Baku, Azerbaijan)
- **Monteiro A., Morais Cepêda C., Vale J.** The impact of artificial intelligence intensity in accounting information and decision-making: the role of information systems (Porto Accounting and Business School, Polytechnic of Porto, Porto, Portugal)
- **Eminov K., Dadashova K.** Research on ensuring the effectiveness of measurements in the management of technological processes (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Karimova S.** The role of digital technologies in the innovative management system in agriculture (Azerbaijan State University of

Economics (UNEC), Baku, Azerbaijan)

- **Musayeva-Gurbanova A.** Artificial intelligence in international relations: aspect of “digital diplomacy” (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Rahimov M., Hajizada R.** The use of unmanned aerial vehicles in agriculture (Azerbaijan State University of Economics (UNEC), Baku, Azərbaycan)
- **Alekperov R.** Development of a method for forecasting demand for pharmaceutical products in a distributed network of pharmacies based on an integrated approach using soft computing technology (Odlar Yurdu University, Baku, Azerbaijan)
- **Salahli V.** The main directions and base for the development of information and communication technologies in the republic (Odlar Yurdu University, Baku, Azerbaijan)
- **Nadjafova Z.** Digital transformation of the public administration system in the context of the digitalization of the economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

SESSION 3
**HUMAN CAPITAL IN THE DIGITAL ECONOMY: NEW EDUCATIONAL
MODELS**

<https://zoom.us/j/94964270373>

Moderators:

Assoc. Professor AIDA GULIYEVA (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Professor VLADIMIR PARKHOMENKO (Ukrainian Institute of Scientific, Technical and Economic Information, Kyiv, Ukraine)

Secretary: Sevda Badalova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Guliyeva A., Rzayeva U., Atakishiyeva M.** Information stress as a result of information overload of university students (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Parkhomenko V., Parkhomenko G.** Digital economy as a system-creative modern development (Ukrainian Institute of Scientific and Technical Expertise and Information & National Transport University, Kiev, Ukraine)
- **Rzayev O., Raziyeu S.** From the experience of improving the quality of education and assessment of student knowledge in the context of digital transformation of education (Azerbaijan State University of Economics (UNEC), Zagatala branch, Zagatala, Azerbaijan)
- **Dafoulas G.** Human capital in the digital economy: new models of education (Middlesex University, London, UK)
- **Huseynova R., Imanov M., Ismailov I., Aliyev R., Jafarli S.** An approach to the need for transition to online platforms in the digital economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Khankishiyeva J.** Risks and threats of the digital economy, ways to overcome them (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Iskanderzade H., Aliyeva Sh., Javadova M.** The impact of cloud technology on the development of the international economy (Azerbaijan Technical University, Baku, Azerbaijan)
- **Ismayilova B.** Digital transformation of education: some problems, considerations, proposals for their solution (Zagatala branch of Azerbaijan State University of Economics (UNEC), Zagatala, Azerbaijan)
- **Hajizade S., Balayeva E., Badalova S., Abdullayeva S.** Information security as an important attribute of the environment for the application

of digital technologies (Azerbaijan State University of Economics (UNEC), Azerbaijan)

- **Alieva N., Abbasova H.** Social and ethical problems in the context of digitalization of society (Azerbaijan State University of Economics (UNEC), Azerbaijan)
- **Shirinzada L.** Top digital transformation trends in education (ADA University, Baku, Azərbaycan)
- **Barabas D.** Problems and prospects of digitalization of higher education (Kyiv National Economic University named after V. Hetman, Kyiv, Ukraine)
- **Raziyev S., Shafizade T.** Investigation of the role of digital transformation of higher education in the practical results of didactic methods (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Marushka Dz.** Digitalization in entrepreneurial education: the case of the faculty of the digital economy of Belarus state economic university (Belarusian State Economic University, Minsk, Belarus)
- **Mushtaqov A.** Digital transformation: as a key factor in ensuring effective quality in higher education institutions (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Poddubnaia O.** Hierarchical-network model of platform economy (Belarusian State Economic University, Minsk, Belarus)
- **Parkhomenko A., Parkhomenko A.** Digital economy as a part of economics (Ukrainian Institute of Scientific and Technical Expertise and Information & National Academy of Statistics and Audit, Kiev, Ukraine)
- **Aliev S., Alieva E.** Threats of Sexual Inviolability of Minors in the Age of Digitalization (Russian State University for the Humanities & All-Russian State University of Justice, Moscow, Russia)
- **Aliyev E., Rzayev R., Mohsumzada T., Mammadova M.** Virtual university: from utopia to necessary reality (Institute of Control Systems of ANAS, Baku, Azerbaijan)
- **Babayeva Kh.** Moral and ethical problems in technological and humanitarian development in digital transformation (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Hajiyeva N.** The use of digital technology in the creation, analysis and evaluation of motivation (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

SESSION 4.
DIGITAL ECONOMY: INNOVATION, GROWTH AND SOCIAL WELFARE

<https://zoom.us/j/96102182799>

Moderators:

Prof. ALICAN BABAYEV (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Professor KONSTANTIN MARKELOV (Astrakhan State University, Astrakhan, Russia)

Secretary: Assoc. Prof. İlhama Mahmudova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Babayev A.** Problems of human capital and its development in modern Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Markelov K., Kryukova E.** Digital Potential of Organizations: Searching for Answers to Strategic Challenges for Russia (Astrakhan State University, Astrakhan, Russia)
- **Yagubov S., Javadov R.** Assessment of the impact of the information society on sustainable development (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Manafov G.** The impact of the digital economy on the development of small and medium enterprises in the Republic of Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Golionko N., Soboleva T.** Challenges and Opportunities of Digital Transformation (Kyiv National Economic University named after Vadim Hetman, Kyiv, Ukraine)
- **Azizova G.** Ways to increase the use of ICT in tourism (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Vylgina Y., Shishova A., Kolesnikov N.** Issues of digital transformation of the electric power industry of the Russian Federation (Ivanovo State Power Engineering University, Ivanovo, Russia)
- **Mammadov S.** Digital transition: thesis of the concept (Baku Engineering University, Baku, Azerbaijan)
- **Amirova F.** The development of the digital economy is the basis for expanding economic ties (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Dudarev D., Dudareva O., Shkarupeta E.** Conceptual provisions of digital transformation of industrial ecosystems (Voronezh State Technical University, Voronezh, Russia)
- **Bekbolsynova A., Muratova S., Shakizada J.** The digital economy within the framework of the Eurasian Economic Union (Eurasian National University after L.N. Gumilyov, Nur-Sultan, Kazakhstan)
- **Arakcheev D., Dudareva O., Shkarupeta E.** Sustainable development of industrial ecosystems (Voronezh State Technical University, Voronezh, Russia)
- **Aliyev A.** Conceptual approach to the problems of digital technologies and innovation infrastructure in ensuring national priorities for socio-economic development (Institute of Information Technology of ANAS, Baku, Azerbaijan)
- **Guliyeva G., Guluyeva S., Farhadova S., Huseyinova A., Gafarov M.** Attitudes of different social groups to performance determinants of the tourism industry an empirical analysis of Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Hajiyeva N., Ismayilov V., Babakishiyeva S., Ilyasov A.** Current state and problems of digital marketing in Azerbaijan (Azerbaijan University of Technology (UTECA), Ganja, Azerbaijan)
- **Dudareva O., Shkarupeta E.** Toolkit for cognitive digital transformation (Voronezh State Technical University, Voronezh, Russia)
- **Sverlov A., Hajiyeva L.** Topical issues and problems of digitalization of the economy of the Republic of Belarus and the Republic of Azerbaijan (Belarusian State Economic University, Minsk, Belarus and Azerbaijan State Economic University (UNEC), Baku, Azerbaijan)
- **Ilyina E.** Impact of digital transformation on the modernization of Russian enterprises (Voronezh State Technical University, Voronezh, Russia)
- **Aliyeva L.** New challenges in the social sphere: digitalization (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Guliyeva A.** Strengthening the role of education in the development of modern science and information technology (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Shkarupeta E., Dudareva O.** Methodology for assessing the level of digital maturity of the economic system (Voronezh State Technical University, Voronezh, Russia)
- **Aliyev A., Shahverdiyeva R.** Formation of some sectors of the digital economy and issues of their measurement (Institute of Information Technologies of ANAS, Baku, Azerbaijan)
- **Niftiyev I.** The role of public spending and the quality of public services in e-government development (the University of Szeged, Doctoral School

in Economics, Institute of Finance and International Economic Relations, Szeged, Hungary)

- **Israfilova E.** Problems of digital transformation (Mingachevir State University, Mingachevir, Azerbaijan)
- **Karimova N.** The current state of the relationship between economic growth and incomes in Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **E. Bashkina** A New Model of Integration Cooperation of ICSTI Member Countries for Sustainable Development (International Center for Scientific and Technical Information, Moscow, Russia)
- **Azizov A.** Main Trends in Tourism Digitalization (Azerbaijan University of Cooperation, Baku, Azerbaijan)
- **Gasimova M.** Digital change: opportunities and impacts (Azerbaijan Technical University, Baku, Azerbaijan)
- **Hashimova A.** A social perspective on the development of the communications sector in Azerbaijan (Azerbaijan State Academy of Physical Culture and Sports, Baku, Azerbaijan)
- **Garibov Y., Ismayilova N., Sadullayev R., Hajiyeva A.** Creation of digital mathematical cartographic models of anthropogenic transformation of natural landscapes of the Greater Caucasus (Baku State University, Baku, Azerbaijan)
- **Aliyeva A.** Development issues of innovative entrepreneurship in the conditions of digitalization of economy (Institute of Management Systems of ANAS (ISI), Baku, Azerbaijan)
- **Mahmudova I.** Impact of ICT on economic development and opportunities for innovation in modern times (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Aliyev M.** A new business approach in the digital era: social entrepreneurship (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

SESSION 5
DIGITAL FINANCE, BANKING, AND INSURANCE: FINTECH AND
FINANCIAL AFFORDABILITY

<https://zoom.us/j/99487282304>

Moderators:

Professor ZAHİD MAMEDOV (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Assoc. Professor OLQA MOROZEVIČH (Belarusian State Economic University, Minsk, Belarus)

Secretary: Associate Professor Gultakin Mammadova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Mamedov Z., Morozevich O., Veysov E.** Prospects for the development of digital banking in Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan & Belarusian State Economic University, Minsk, Belarus)
- **Aliev Sh., Malikova L.** Current issues and prospects of digitalization of the financial sector in the modern context (Sumgait State University, Sumgait & Azerbaijan University, Baku, Azerbaijan)
- **Mor E.** Israel – Israel - home to insurtech innovations. Insurtech digital transformation with Israeli Start-Ups (RemitRix, IACCI Organization. Tel-Aviv, Israel)
- **Guliyeva A.** Using digital technologies to strengthen financial security in the development of regions in Azerbaijan (Azerbaijan Cooperation University, Baku, Azerbaijan)
- **Ibrahimov V.** The impact of digital transformations on the banking system and financial services (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Mursalov M.** Regulatory innovations in the banking system in the context of digitalization of the economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Mammadov N.** Digital financial technologies (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Shakaraliyeva Z.** Problems of development of e-commerce in the digital economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Monteiro A., Morais Cepêda C., Coelho P.** Linking certified accountant profession with tax administration requirements in the finance portal (Porto Accounting and Business School, Polytechnic of Porto, Porto, Portugal)

- **Mammadova G.** Features of risk management and ways to improve the digital economy in Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Guliyeva V.** Prospects for the development of electronic money (Ganja State University, Ganja, Azerbaijan)
- **Hasanli A.** Format challenges of digital currencies and international currency architecture (Ministry of Economy of the Republic of Azerbaijan, Economic Reforms Research Institute, Baku, Azerbaijan)
- **Kornyliuk R., Korniyliuk A.** Corporate debt burden analytics for regtech solutions (Kiev National Economic University named after Vadym Hetman, Kiev, Ukraine)
- **Mammadzade F.** The money of the new world in the example of crypto coins-vechain (Sumgait Main Customs Office, Sumgait, Azerbaijan)
- **Sheludko S., Yehorova A.** Banking compliance in terms of global digitalisation (Odessa National Economic University, Odessa, Ukraine)
- **Haidamaka Y., Verba V.** Influence of digital technologies on marketing communications (Kiev National Economic University named after Vadim Hetman, Kiev, Ukraine)
- **Zoulghina M.** The process of adoption of e-banking and the theory of diffusion of innovation (Belarusian State Economic University, Minsk, Belarus)
- **Kovalenko V., Sheludko S.** Digital trends of banking business in Ukraine (Odessa National Economic University, Odessa, Ukraine)
- **Naumenkova S., Mishchenko V.** Influence of digital money by central banks on the implementation of monetary policy. (Kiev National University named after Taras Shevchenko, Kiev, Ukraine)
- **Rzabekov J.** Basic areas of investment in financial business (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Safarov J.** Theoretical approaches in the study of modern currency crises (Baku State University, Baku, Azerbaijan)
- **Gaziyeva G.** Digital economy: effective application of new technologies (Ganja State University, Ganja, Azerbaijan)
- **Zargarli J.** Financial inclusion in Azerbaijan: problems and prospects (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Tahirova S., Bodrov O.** The concept of elasticity in determining the optimal price (Kazan (Volga) Federal University, Kazan, Russia)
- **Agayev N.** Banking services and their characteristics in modern conditions (Baku Business University, Azerbaijan, Baku)
- **Guliev R., Suleymanov N.** Legal and Financial Principles in Business Management of Companies (Azerbaijan State University of Economics (UNEC) & Azerbaijan State Oil and Industry University, Baku, Azerbaijan)

SESSION 6

**DIRECTIONS OF APPLICATION OF DIGITAL TECHNOLOGIES IN THE
PROCESS OF RESTORATION AND DEVELOPMENT OF THE KARABAKH
ECONOMY**

<https://zoom.us/j/97783220613>

Moderators:

Assoc. Professor ALTAY ISMAYILOV (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Professor NURAY TERZİ (Marmara University, Marmara, Turkey)

Secretary: Babek Aliyev (Azerbaijan State University of Economics (UNEC), Zagatala branch, Zagatala, Azerbaijan)

- **Shakaraliyev A.** Problems of economic recovery and development in Karabakh (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Terzi N.** Digital Economy: The Dilemma of Prosperity and Inequality in Developing Countries (Marmara University, Marmara, Turkey)
- **Aliyev B.** Use of digital technologies and smart urban technology in the process of Karabakh's development (Azerbaijan State University of Economics (UNEC) Zagatala branch, Zagatala, Azerbaijan)
- **Arikhov A.** Opportunities and priorities for the use of digital technologies in the process of recovery and development of the Karabakh economy (Zagatala branch of the Azerbaijan State University of Economics (UNEC), Zagatala, Azerbaijan)
- **Mammadov E.** Opportunities and priorities for the use of digital technology in the process of recovery and development of the Azerbaijani economy (Azerbaijan State University of Oil and Industry, Baku, Azerbaijan)
- **Aliyev A.** Development of agriculture in the liberated territories of Karabakh within the framework of "Smart Village" concept (State Tax Service under the Ministry of Economy of the Republic of Azerbaijan, Baku, Azerbaijan)
- **Qadirli U.** Analysis of the concept of building smart villages in the liberated regions of Azerbaijan (Mingachevir Branch of "Azerbaijan Energy Regulatory Agency" Public Union under the Ministry of Energy of the Republic of Azerbaijan, Mingachevir, Azerbaijan)
- **Aliyev E.** Cluster approach for the restoration of the liberated territory of Karabakh in Azerbaijan (Institute of Management Systems of the Azerbaijan National Academy of Sciences, Baku, Azerbaijan)

- **Mahmudov E.** The main features of the formation of agribusiness in the liberated territories of the Republic of Azerbaijan (Azerbaijan State Agrarian University (ASAU), Ganja, Azerbaijan)
- **Abbasova Sh.** Priorities for the formation of digital light industry enterprises in the Upper Karabakh Economic Region (Ganja State University (GSU), Ganja, Azerbaijan)
- **Suleymanov F.** Principles of reconstruction of the market of agricultural consumer goods in the post-conflict period (Azerbaijan State Agrarian University (ASAU), Ganja, Azerbaijan)

SESSION 7
DIGITAL TECHNOLOGIES IN ECONOMIC STABILIZATION STRATEGIES
IN THE POST-COVID PERIOD

<https://zoom.us/j/95903551351>

Moderators:

Assoc. Professor SEVINJ ABBASOVA (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Assoc. Professor ZAHRA MURAD (University of Portsmouth, Portsmouth, England)

Secretary: Khalida Muradova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Abbasova S.** Development of the accounting profession in management in the digital age (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Mantilla C., Murad Z.** Ego-relevance in team production (Universidad del Rosario, Colombia, University of Portsmouth, Portsmouth, UK)
- **Akmaeva R.** On the strategies of modern companies in terms of digital transformation and the coronavirus pandemic (Astrakhan State University, Astrakhan, Russia)
- **Abdullayev A., Khalilova J.** Digitalization in the financial sector in the context of the coronavirus pandemic (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Jafarova N.** Advantages of e-commerce during the pandemic (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Aliyeva D.** New directions of industrial development in the conditions of economic recovery after the coronavirus pandemic (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Aliyeva B.** The impact of the Covid-19 pandemic on digitalization in Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Hajiyeva A.** Issues of deepening digital transformation in post-pandemic periods after Covid -19 (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Muradova H., Abdullayeva S.** Economic consequences and control measures during the Covid-19 pandemic (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Hajiyeva L., Sverlov A.** Impact of Covid-19 on the development of the digital economy in Azerbaijan and the Republic of Belarus (Azerbaijan

State Economic University (UNEC), Baku, Azerbaijan & Belarusian State Economic University, Minsk, Belarus)

- **Gimaletdinova S.** World economy during the Covid-19 pandemic: technological progress and its implementation in all spheres of human life (Kazan (Volga Region) Federal University, Kazan, Russia)
- **Ibrahimli L., Salimov A.** Digital technologies in the current state of the world economy and stabilization strategies during the COVID-19 pandemic (Azerbaijan University of Architecture and Civil Engineering, Baku, Azerbaijan)
- **Alijanova Sh.** The role of the digital economy in the post pandemic period (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Ferafontova M., Belova N.** New strategies for the development of sales channels of fashion industry companies in the context of the pandemic (Russian State University for the Humanities in Domodedovo, Domodedovo, Russia)
- **Huseynova N.** The state and effects of the Azerbaijani economy during the Covid-19 pandemic (Azerbaijan University of Technology, Ganja, Azerbaijan)
- **Zapotichna R.** Digital transformation in banking amidst the pandemic: literature review (Lviv State University of Internal Affairs, Lvov, Ukraine)

SESSION 8
EMPLOYMENT IN THE DIGITAL ECONOMY: PROBLEMS AND
PERSPECTIVES

<https://zoom.us/j/99615373600>

Moderators:

Professor ALI ALIRZAYEV (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

Professor RUSUDAN KINKLADZE (Georgian Technical University, Tbilisi, Georgia)

Secretary: Natavan Cafarova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)

- **Muradov R., Muradov R.** Digital economy: problems of employment of the Azerbaijani labor market (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Kinkladze R.** Trends and prospects for the development of influence-marketing (Georgian Technical University, Tbilisi, Georgia)
- **Mineva O., Polyanskaya E.** Current trends in the development of the labor market under the influence of global digitalization (Astrakhan State University, Astrakhan, Russia)
- **Kerimli I.** Interrelation between the training of highly qualified personnel and the use of electronic resources (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Javadov N., Mammadov S., Mammadova A.** Digital employment in the implementation of employment-oriented economic development policy (Aghdam State Socio-Economic College, Aghdam, Azerbaijan and Azerbaijan Technological University, Ganja, Azerbaijan)
- **Hajiyev F.** Actual problems of capital accounting and analysis in the digital economy (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Mekhraliyeva A.** Transition to digital employment: challenges and prospects for small and medium enterprises in Azerbaijan (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Mammadova S.** Modern trends in the development of digital marketing (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Nabiyeva I.** Modern methods of performance appraisal in human resources management practice (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Abdulova A.** Innovative trends used in human resources management in Azerbaijan SME's case (Azerbaijan State University of Economics

(UNEC), Baku, Azerbaijan)

- **Alizada G.** The impact of digitalization on labor productivity (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Ashamsi A.** Regional view of cooperation in the South Caucasus (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Adigozalova A.** Issues of distributing inventories by operational segments of the enterprise in the conditions of segment accounting (Azerbaijan Cooperation University, Baku, Azerbaijan)
- **Zeynalli E.** Necessity and problems of application of computer technologies in financial analysis (Azerbaijan State Agrarian University, Ganja, Azerbaijan)
- **Musayev S.** Classification and principles of accounting for depreciable economic assets in reporting (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
- **Agayeva A.** Employment policy in the postpandemic period (Ministry of Labor and Social Protection of Population of the Republic of Azerbaijan, Baku, Azerbaijan)