

AZERBAIJAN STATE

UNIVERSITY OF ECONOMICS



MINISTRY OF SCIENCE AND EDUCATION REPUBLIC OF AZERBAIJAN



MINISTRY OF ECONOMY OF THE REPUBLIC OF AZERBAIJAN



MINISTRY OF DIGITAL
DEVELOPMENT AND TRANSPORT
OF THE REPUBLIC OF AZERBAHAN



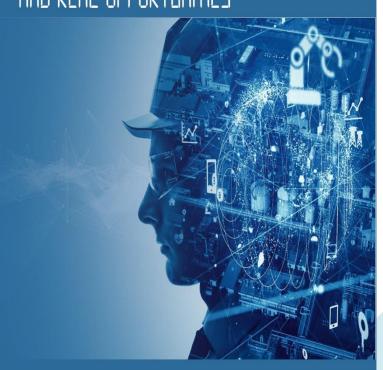
C4IK

CENTER FOR ANALYSIS AND
COORDINATION OF THE FOURTH
INDUSTRIAL REVOLUTION



INSTITUTE OF CONTROL SYSTEMS

ON DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES



PROGRAMME

16 NOVEMBER 2023 - BAKU, AZERBAIJAN





AZERBAIJAN STATE

UNIVERSITY OF ECONOMICS

(UNEC)







MINISTRY OF DIGITAL



INDUSTRIAL REVOLUTION



INSTITUTE OF CONTROL SYSTEMS

MINISTRY OF SCIENCE AND EDUCATION REPUBLIC OF AZERBAHAN

MINISTRY OF ECONOMY OF THE REPUBLIC OF AZERBAHAN

DEVELOPMENT AND TRANSPORT
OF THE REPUBLIC OF AZERBAHAN
COORDINATION OF THE FOURTH

Organized by

Azerbaijan State University of Economics (UNEC), the

Analysis and Coordination Center of the Fourth Industrial Revolution, and Institute Control Systems with the support of

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

"III INTERNATIONAL CONFERENCE ON DIGITAL ECONOMY: MODERN CHALLENGES AND REAL **OPPORTUNITIES**"

PROGRAMME

16 NOVEMBER 2023 – UNEC BAKU, AZERBAIJAN

INTERNATIONAL ACADEMIC PARTNERS





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UNEC Digital volunteers

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OPEN	NING	CEREMO	NY

REGISTRATION AND COFFEE BREAK

 $\frac{09^{00} - 10^{00}}{10^{00} - 10^{30}}$

OPENING SPEECH

Professor Adalat Muradov

Rector, Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan

Samir Mammadov

Deputy Minister, Ministry of Digital Development and Transport of the Republic of Azerbaijan

Fariz Jafarov

Executive Director of the Center for analysis and coordination of the fourth Industrial Revolution under the Ministry of Economy of Azerbaijan

Rasim Aliguliyev

Vice President of ANAS, General Director of the Institute of Information Technologies

Acad. Ali Abbasov

Director General of ANAS Management Systems Institute

1030-1200	PLENARY SPEAKERS			
	https://zoom.us/j/97468369044 pasw:874787			
	Higher education in the context of the digital			
	economy: challenges, problems and prospects			
	Prof. Zahid Mamedov			
	Director of Organization and Management of Scientific			
	Activities Department, Azerbaijan State University of			
	Economics (UNEC)			
	Opportunities of digital finance			
	Prof.Dr. Mehmet Yuce			
	Bursa Uludagh University – Türkiye Republic			
	Latvia's Financial Renaissance: Unleashing			
	Fintech's Potential			
	Prof. Dr. Ramona-Rupeika Apoga			
	Faculty of Business, Management and Economics,			
	University of Latvia			
	Sustainability Marketing in the Digital Era			
	Prof. Dr. Iza Gigauri			
	St. Andrew the First-Called Georgian University,			
	Tbilisi, Georgia			
3.5 1				
Moderator:	Dr. Nargiz Hajiyeva – Head of Organization of			
	Scientific Activities Unit, Chair of Women Researchers			
	Council,			
12 ⁰⁰ -12 ³⁰	Q&A and discussion			

UNEC III campus, Assembly hall

Address: Murtuza Mukhtarov 194, Baku November 16, 2023, at 09:00 a.m

November 16, 2023, from 14:00 to 16:00

N	SESSIONS	LINKS TO JOIN
1.	Digital economy as the main engine of economic and social development in the new economic reality Room #316	https://zoom.us/j/98857583864 Password: 594220
2.	Digital economy and higher education system: main trends and obstacles Room #317	https://zoom.us/j/97037286271 Password: 953759
3.	Digitalization of the financial sector of the economy as a megatrend Room #318	https://zoom.us/j/92977206634 Password: 954132
4.	International aspects of the development of the digital economy Room #319	https://zoom.us/j/96775744956 Password: 13630

DIGITAL ECONOMY AS THE MAIN ENGINE OF ECONOMIC AND SOCIAL DEVELOPMENT IN THE NEW ECONOMIC REALITY

Room #316

https://zoom.us/j/98857583864 Password: 594220

Date and Time: 16 November 2023, 14:00-16:00

Moderator: Professor Alijan Babayev

(Azerbaijan State University of Economics (UNEC)

Secretary: Nuriyya Garayeva

(Azerbaijan State University of Economics (UNEC)

Participants:

Albina Hashimova

Personnel work process using a digital economy application program

- Alijan Babayev

Rəqəmsallaşma proseslərinin inkişafi şəraitində siyasi iqtisadin yeni perspektivləri və vəzifələri [New perspectives and tasks of political economy in the conditions of the development of digitization processes]

Abrar Ghaith, Eman Saleh, Taysser Afifi, Ghaith Al-Abdallah (Hungary)

Healthcare Digitalization and COVID-19: Patients' Intention to Use Digital Healthcare Technologies in Jordan Using Technology Acceptance Model

Nargiz Hajiyeva, Avazagha Malikov, Ulviyya Mammadova, Aydin Abdullazadeh

E-Karabakh and beyond? - Revealing the digital landscapes of the liberated territories of Azerbaijan

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Aysel Guliyeva

Rəqəmsallaşma şəraitində iqtisadiyyatda bazar və qeyri-bazar mexanizmlərinin qarşılıqlı əlaqəsinin təkmilləşdirilməsi [Improving the interaction of market and non-market mechanisms in the economy in the context of digitalization]

- Nigar Mammadzada, Ulkar Alizada

Digital Healthcare: Challenges and Prospects

Nuriya Karimova

The impact of the pandemic crisis and changes in energy prices on the economy of Azerbaijan

Emin Alirzayev

Rəqəmsal texnologiyaların tətbiqi: Azərbaycanda sosial müdafiənin təkmilləşdirilməsi mexanizmi kimi [Application of digital technologies: as a mechanism for improving social protection in Azerbaijan]

Kamil Mamtiyev and Hafis Bayramov

Rəqəmsal iqtisadiyyatın nəzəri aspektləri [Theoretical aspects of the digital economy]

- Rugiyya Hajioglu

Omək Bazarına Çıxışın Rəqəmsallaşması və Sosial Sahənin İnformasiya-Kommunikasiya İnfrastrukturunun İnkişafı Məsələləri [Issues of Digitization of Access to the Labor Market and Development of Information and Communication Infrastructure of the Social Sector]

- Ruhangiz Aliyeva, Farid Aliyev

Main directions of accelerating regional socio-economic development in the digital era

DIGITAL ECONOMY AND HIGHER EDUCATION SYSTEM: MAIN TRENDS AND BARRIERS

Room #317

https://zoom.us/j/97037286271 Password: 953759

Date and Time: 16 November 2023, 14:00-16:00

Moderator: dos. Tarana Aliyeva

Azerbaijan State University of Economics (UNEC)

Secretary: Opheliya Mazanova

Azerbaijan State University of Economics (UNEC)

Participants:

Nushaba Hajiyeva, Ragif Huseynov, Seymur Mammadov, Mehriban Huseynova

Digitalization of education in Azerbaijan

Imran Keberlinskiy, A. Huseynova

Роль цифровизации в повышении эффективности высшего образования в Азербайджанской Республике [The role of digitalization in increasing the efficiency of higher education in the Republic of Azerbaijan]

- Arzu Huseynova, Ophelya Mazanova Estimation of regional innovation activity
- Shahnaz Shahbazova, Sanan Jafarov, Ruslan Ahmadov

 A fuzzy logic-based approach to detecting personality traits from facial images
- Aysel Zahid Khalil

Evaluating Language Proficiency in the Digital Age: Modern Methods and Innovations

- Roza Misirli, Turkan Bashirli

Data Mining prosesləri ilə verilənlərin təhlili mərhələləri [Stages of data analysis with Data Mining processes]

- Chimnaz Mammadova
Development of digital bank of Azerbaijan

DIGITALIZATION AS A MEGATREND IN THE FINANCIAL SECTOR OF THE ECONOMY

Room #318

https://zoom.us/j/92977206634 Password: 954132

Date and Time: 16 November 2023, 14:00-16:00 Moderator: Assoc. Prof. Nigar Ashurbayli

Azerbaijan State University of Economics (UNEC)

Secretary: Zohra Mammadova

Azerbaijan State University of Economics (UNEC)

Participants:

- Elshad Samadzade

The digital nature of the economy and opportunities

- Aybaniz Gubadova, Najafzada Yusif

Digitalization of custom and tax regime-bolstering the sez economy in the Azerbaijan

- Ebru Kalan

Turkey Fintech market: new trends and perspectives

- Gunel Jannataly Amrahova

Green digital finance: theoretical framework

– Ali Yusifov, Nigar Ashurbeyli

Investing in cryptocurrency as an alternative way of financial investments

– Мирза Исмаилов

Применение искусственного интеллекта в современном финансовом менеджменте [Application of artificial intelligence in modern financial management]

– Nazrin Akhundzada, Inara Rzayeva

The implementation of digital channels in business processes and access to finance for MSMEs in Azerbaijan

- Afgan Musayev

Development dynamics of Central Bank Digital Currencies (CBDC).

INTERNATIONAL ASPECTS OF THE DEVELOPMENT OF THE DIGITAL ECONOMY

Room #319

https://zoom.us/j/96775744956 Password: 13630

Date and Time: 16 November 2023, 14:00-16:00

Moderator: Dr. Nargiz Hajiyeva

Azerbaijan State University of Economics (UNEC)

Secretary: Ulviyya Mammadova

Azerbaijan State University of Economics (UNEC)

Participants:

- Aykhan Ibrahimov, Saida Khalil

International experience in measuring the digital economy [Rəqəmsal iqtisadiyyatın ölçülməsində beynəlxalq təcrübə] - Dokkuz Eylul University – **Republic of Turkiye**

Natia Surmanidze, Mariam Beridze, Maia Amashukeli, Keti Tskhadadze (Georgia)

Empowering Small Businesses In Georgia: Access To Finance, Economic Resilience, And Sustainable Growth

Jakub Rutkay, Denisa Ciderova, Vladimir Sirotka (Slovakia)

The European year of skills 2023 and employment prospects for EU nationals and third country nationals

- Toghrul Mammadli

Role of international non-profit organizations on promoting and advancing the sustainable development of the global digital economy

Vafa Mahmudova

Rəqəmsallaşmanın biznesin inkişafına təsir istiqamətləri [Impact directions of digitalization on business development]

- Aydan Aliyeva

Securing the digital diplomacy frontier: a global perspective in the cyber era with a focus on Azerbaijan

- Sevinc Karimova, Ulviyya Aliyeva

Biznesin idarə edilməsinin informasiya sıstemlərı: müasir aspektlər [Information systems of business management: modern aspects]

- Farida Amirova

İşğaldan azad olmuş ərazilərdə aqrar sahənin inkişaf prioritetləri, istehsal və resurs potensialının qiymətləndirilməsi [Assessment of development priorities, production and resource potential of the agrarian field in the liberated territories]

- Aytaj Hajiyeva

Rəqəmsal iqtisadiyyatın inkişafının beynəlxalq aspektləri [International aspects of the development of the digital economy]

- Mehriban Zeynalova, Sabina Pashayeva

Azərbaycanın yüngül sənaye müəsssisələrində rəqəmsallaşdırılmanın rolu [The role of digitization in light industrial enterprises of Azerbaijan]

- Mirali Hasanzade

The development of agrotourism in Azerbaijan: based on the Italian experience

- Turkan Rahimova

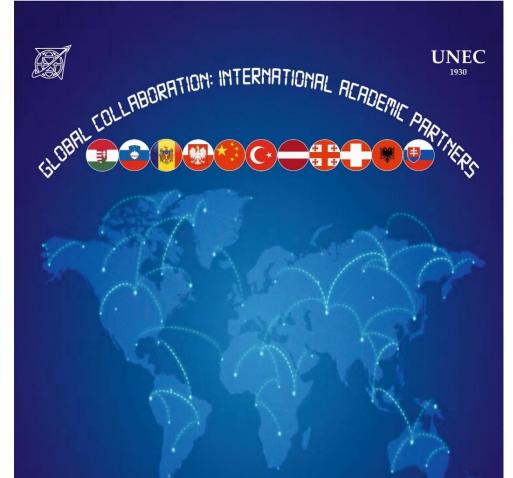
Azərbaycanın rəqəmsal mənzərəsində biznesin idarə edilməsi [Business management in the digital landscape of Azerbaijan]

- Samira Rustamova

Azərbaycanda turizm biznesinin inkişafı üçün rəqəmsallaşmanın və innovativ fəaliyyətin yaratdığı imkanlar [Opportunities created by digitization and innovative activity for the development of tourism business in Azerbaijan]

- Ruhiyyə Hacıyeva

Rəqəmsal iqtisadiyyatda biznesin idarə edilməsi [Managing business in the digital economy]



III INTERNATIONAL CONFERENCE ON DIGITAL ECONOMY: MODERN CHALLENGES AND REAL OPPORTUNITIES