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AZERBAIJAN STATE
UNIVERSITY OF ECONOMICS
(UNEC)



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 AZERBAIJAN



C4IR
CENTER FOR ANALYSIS AND
COORDINATION OF THE FOURTH
INDUSTRIAL REVOLUTION



INSTITUTE OF
CONTROL SYSTEMS

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



PROGRAMME

16 NOVEMBER 2023 - BAKU, AZERBAIJAN



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CENTER FOR ANALYSIS AND
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INSTITUTE OF
CONTROL SYSTEMS

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”**

P R O G R A M M E

**16 NOVEMBER 2023 – UNEC
BAKU, AZERBAIJAN**

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OPENING CEREMONY

09 ⁰⁰ – 10 ⁰⁰	REGISTRATION AND COFFEE BREAK
10 ⁰⁰ - 10 ³⁰	OPENING SPEECH Professor Adalat Muradov <i>Rector, Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan</i> Samir Mammadov <i>Deputy Minister, Ministry of Digital Development and Transport of the Republic of Azerbaijan</i> Fariz Jafarov <i>Executive Director of the Center for analysis and coordination of the fourth Industrial Revolution under the Ministry of Economy of Azerbaijan</i> Rasim Aliguliyev <i>Vice President of ANAS, General Director of the Institute of Information Technologies</i> Acad. Ali Abbasov <i>Director General of ANAS Management Systems Institute</i>

10 ³⁰ - 12 ⁰⁰	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 <i>Director of Organization and Management of Scientific Activities Department, Azerbaijan State University of Economics (UNEC)</i>
	Opportunities of digital finance Prof.Dr. Mehmet Yuce <i>Bursa Uludagh University – Türkiye Republic</i>
	Latvia's Financial Renaissance: Unleashing Fintech's Potential Prof. Dr. Ramona-Rupeika Apoga <i>Faculty of Business, Management and Economics, University of Latvia</i>
	<i>Sustainability Marketing in the Digital Era</i> Prof. Dr. Iza Gigauri <i>St. Andrew the First-Called Georgian University, Tbilisi, Georgia</i>
Moderator:	Dr. Nargiz Hajiyeva – <i>Head of Organization of Scientific Activities Unit, Chair of Women Researchers Council,</i>
12 ⁰⁰ -12 ³⁰	Q&A and discussion

SESSIONS

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

SESSION 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

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 inkişafı 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

- **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: Azərbaycanada 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**
Əmək 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

SESSION 2
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

SESSION 3
**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 Jannatally 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).

SESSION 4

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, Ketii Tskhadadze (Georgia)**
Empowering Small Businesses In Georgia: Access To Finance, Economic Resilience, And Sustainable Growth
- **Jakub Rutkay, Denisa Ciderova, Vladimir Sirotko (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 sistemləri: 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 müəssisələrində rəqəmsallaşdırılmanın rolu [The role of digitization in light industrial enterprises of Azerbaijan]
- **Mirali Hasanzadə**
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]



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