

## ECONOMIC GROWTH, BUSINESS PERSPECTIVES, MARKET POSITIONING IN TIME OF CRISIS

April  
**12-13**  
**2024**,  
IBS, Sofia

International Interdisciplinary Research Conference, a forum for scientists in the fields of social sciences, natural sciences, engineering and humanities to present their latest achievements, development and application results, as well as to discuss market positioning in the face of crisis, economic recovery and the achievement of economic growth in the context of business and public sector prospects.

The conference participation will be live in Sofia.

Official languages of the conference – Bulgarian and English.

The Conference Proceedings will be submitted for evaluation at the Web of Science Conference Proceedings Citation Index (CPCI).

<https://ibsedu.bg/en/xix-international-scientific-conference/>

## Thematic Fields

1

### Economic Growth - Factors and Patterns in the Modern Turbulent Environment.

In this panel, the participants will discuss topics on economic growth and economic efficiency, which are the basis of the economic development of society. Economic growth is an objective process aiming to improve the quality of life of people, increasing the efficiency of the economy and its competitiveness, for priority participation in the international division of labor. The rate of economic growth, the quality of the human factor, the efficiency, the innovation, the technological and technical level of production, the social status of society, all depend on the quality of management.

2

### Business perspectives in time of crisis. Digital transformation of the business models. Artificial Intelligence now?

The focus of the panel is on issues related to the economic and socially destructive crises, existed throughout human history and the impact they have on people's lives, businesses and the communities to which they belong, and the outlook for business in crisis. Covid-19 has clearly shown that there will likely continue to have threats for crises of various genesis, where the small and medium-sized enterprises will be the most susceptible. In time of crisis, however, unique conditions arise for entrepreneurial activity and a powerful digital transformation of organizations. The role of artificial intelligence in crisis forecasting and management currently and in the future will also be the subject of panel discussions.

3

### Strategic choice in time of economic crisis: Positioning on the domestic and global markets to achieve environmental sustainability.

The main objective of panel discussions is the strategic thinking and the strategic choice in time of economic crisis. The sudden contraction in demand affects both the domestic as well as international markets. How this change could deliver benefits for companies? Market positioning of businesses in time of crisis to achieve full utilisation of resources, rapid implementation of the research achievements in the production to achieve effectiveness and environmental sustainability.

4

### Organisational development and human resources management

The panel is intended to bring together scientists with experience and research results with a focus on theoretical and practical aspects, perspectives and global trends, discussion topics and areas such as leadership, organisational development and change management, human resource management and development, corporate identity and brand management. Neuromarketing and behavioral economics, cross-cultural management, personality, mental health and well-being in organisations are also among the main topics of the panel.

5

### Forum for students, doctoral students and young scientists

Doctoral students and young scientists will have the opportunity to present their research results, exchange ideas and experience in the areas of economic growth, achieving environmental sustainability in crisis management, leadership, organisational development and corporate identity development, achieving competitiveness in organisations.

## Conference Partners

Researcher's excellence  
network (RENET)



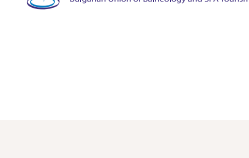
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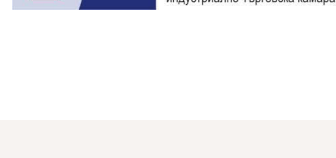
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and SPA Tourism



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Industry and Commerce



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**Ivinka Pazieva – doctoral student**

**Nelina Minkova - student**

## Programme

April  
**12,**  
**2024**

08:30 – 09:30 Registration

09:30 - 10:30 **Conference opening** and Plenary session

10:30 – 10:45 Coffee break

10:45 – 11:30 Panel Discussion

11:30 - 11:45 Coffee break

11:45 – 13:00 Sessions by sections

13:00 – 14:00 Lunch

14:00 – 15:30 Sessions by sections

15:30 – 15:45 Coffee break

15:45 – 17:30 Sessions by sections

17:30 – 18.00 Summary discussion

18.00 – 20:00 Cocktail and Social Programme

April  
**13,**  
**2024**

09:00 – 11:00 Sessions by sections

11:00 – 11:15 Coffee break

11:15 – 12:30 Summary by sections and discussion with  
moderators of sections 1, 2, 3, 4 & 5.

Certificates for Attendance

Concluding remarks & closing of the conference

## Important Dates

**February  
10,  
2024**

Registration &  
Abstract submission

**February  
15,  
2024**

Abstract  
approval

**April  
26,  
2024**

Submission of the  
paper's final version

**April  
05,  
2024**

Payment of participation fee

**April  
12 - 13,  
2024**

Conference

## FEES

**200 | 100**  
BGN | EUR

Conference fee /  
participant

**60 | 30**  
BGN | EUR

Conference fee for  
second article

**100 | 50**  
BGN | EUR

Conference Fee /participant  
without presentation

**-50%**  
discount

Conference Fee for  
doctoral students and  
students is reduced 50%

Maximum number of papers per participant (individually or in co-authorship) is two, up to 15 pages each paper.

### Bank account for payments:

Bank account in EURO: IBAN: BG66RZBB91551489856707

Bank account in BGN: IBAN: BG78RZBB91551089856718

KBC Bank, Bulgaria

Beneficiary: International Business School, Botevgrad

Purpose of Payment: Scientific Conference 2024 and the full names of the participant

The invoices are issued  
with paying institution legal  
name and person's name  
according to the Bank  
transfer data.

## Indexing

All submitted reports are checked for plagiarism through the StrikePlagiarism system.

• The accepted papers that went under peer review procedure will be published in the Conference Proceedings of the international conference ECONOMIC GROWTH, BUSINESS PERSPECTIVES, MARKET POSITIONING IN TIMES OF CRISIS

• The conference proceedings will be published with open access under the Creative Commons Attribution 4.0 International License (CC BY 4.0) and registered in the National reference list of NACID.

• All papers will be included in the electronic library – CEEOL. All papers will be included in the Bulgarian Portal for Open Science – BPO. The Conference Proceedings will be submitted for evaluation at the Web of Science Conference Proceedings Citation Index (CPCI).

## Venue and Contacts



### Distance Learning Center (DLC) of International Business School

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1407 Sofia

Bulgaria

Telephone: +359 2 4001630/31

[www.ibsedu.bg](http://www.ibsedu.bg)

[www.impresamente.bg](http://www.impresamente.bg)

## More Information

### Additional Information

<https://ibsedu.bg/en/xix-international-scientific-conference/>

For additional questions, please write to the e-mail:

[conference2024@ibsedu.bg](mailto:conference2024@ibsedu.bg)