



Международно Висше Бизнес Училище
International Business School

XX International Scientific
Conference of IBS

Smart Future:

ARTIFICIAL INTELLIGENCE in
education, economy, business
and management



May
16 - 17
2025,
IBS, Sofia

AI is actively entering all areas of socio-economic life on the planet with the potential to address complex challenges related to improving education, fostering research and innovation in healthcare, climate, finance and more. It is believed that at least 70% of companies will adopt and use some aspects of AI technology by 2030.

The XX International Interdisciplinary Research Conference of the International Business School in Bulgaria will be a forum for scholars in the social sciences, natural sciences, engineering, humanities and industry to communicate and disseminate their latest research achievements related to AI and its applications. Discussions will focus on market positioning and management in building an intelligent future based on AI applications in education, economy, business and management.

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

Conference themes and topics

1

Education as a factor for successful, secure and competitive integration of Artificial Intelligence

Global trends toward automating a significant portion of current jobs, including through the application of artificial intelligence, will generate demand for employees who understand the concepts, methods and technologies of AI. The concept of AI requires a change in the existing educational paradigm, both in terms of how the educational process is conducted and what is studied and what skills are acquired in the classroom and academic environment. AI for education and in education will have more significant dimensions that require focused and viable models, which will be at the core of the discussion in this panel.

2

Economic aspects of Artificial Intelligence application – factors, patterns, expected trends

In this panel, participants will discuss topics related to economic growth and economic efficiency in the context of the development and application of AI technologies in socio-economic life. AI promises to transform many professional functions such as the division of labor and the relationship between workers and physical capital. The importance of researching and studying the impact of AI on tasks performed by skilled labor is particularly significant for achieving economic development. The priority of innovation and AI integration must be combined with the development of robust regulatory frameworks to achieve public trust. Further research on how AI and related technologies can significantly reduce overall and administrative costs is an important area of discussion. What effect will AI have on productivity, economic growth, as well as on the social inclusion and income distribution? The impact on work processes and the labor market will be a key element in answering these questions.

3

Strategic choices for businesses in AI' context

We observe how artificial intelligence performs administrative and repetitive tasks faster, better and at a lower cost, which take up a significant part of managers' time. The main goal of the panel discussion will be strategic thinking regarding the dilemma of how AI will continue to redefine management, what the trends and barriers are for improving industry and enterprise management through AI technologies, and which AI tools should be used and which not. The application of AI in marketing and social media as a resource for studying customer relationships, generating appropriate content and serving as a powerful tool for data analysis will be discussed to identify opportunities for optimizing marketing activities and improving marketing process efficiency. The panel will also discuss policies and opportunities for ensuring appropriate infrastructure for integrating AI with a focus on increasing security in its use.

4

Aspects of AI in organizational development and human resources management

The introduction of artificial intelligence into the business environment triggers a wave of changes that affect not only the operational efficiency of companies but also the psychology of employees. The panel discussion aims to bring together academics with experience and research results, focusing on theoretical and practical aspects, perspectives and global trends, discussion topics covering the use and role of AI in business and organizational psychology, ethics, in human resources management, how AI affects the psychology of employees in a business context, and what strategies can be used to minimize its negative impacts while enhancing the positive aspects of this transformation.

5

Forum for students, doctoral students and young researchers

Doctoral students and young researchers will have the opportunity to present their scientific results, exchange ideas and share experiences in the fields of AI application in education, economy, business and management, organizational psychology and human resource management, as well as how to enhance their expertise.

Conference partners

Researcher's excellence network (RENET)



Economic and Social Council of the Republic of Bulgaria



WoodEMA



Bulgarian News Agency



Bulgarian Union of Balneology and SPA Tourism



German-Bulgarian Chamber of Industry and Commerce



Capital



International scientific council

Chairman:

Prof. Georgi Apostolov, PhD
*Rector of the International Business School,
Bulgaria*

Scientific Secretary:

Assoc. Prof. Stela Baltova, PhD
*Vice-Rector of the International Business School,
Bulgaria*

Members:

Prof. Milanka Slavova, PhD
International Business School, Bulgaria

Prof. Maria Vodenska, DrSc
International Business School, Bulgaria

Prof. Veselin Minchev, PhD
International Business School, Bulgaria

Prof. Lalka Borisova, PhD
International Business School, Bulgaria

Prof. Vanche Boikov, PhD
International Business School, Bulgaria

Prof. Tsvetan Iliev, PhD
International Business School, Bulgaria

Prof. Irina Tsakova, PhD
International Business School, Bulgaria

Prof. Ivanka Asenova, PhD
International Business School, Bulgaria

Prof. Stoyan Marinov, PhD
University of Economics – Varna, Bulgaria

Prof. Spartak Keremidchiev, PhD
*Economic Research Institute at the Bulgarian
Academy of Sciences, Bulgaria*

Prof. Greta Yordanova, PhD
Medical University – Sofia, Bulgaria

Prof. Todorka Kostadinova, PhD
Medical University – Varna, Bulgaria

Prof. Elka Vassileva, PhD
*University of National and World Economy,
Bulgaria*

Prof. Maria Neycheva, PhD
Burgas Free University, Bulgaria

Prof. Snezhana Ilieva, DrSc
Sofia University „St. Kliment Ohridski“, Bulgaria

Assoc. Prof. Ivan Andreev, PhD
International Business School, Bulgaria

Assoc. Prof. Daryan Boikov, PhD
International Business School, Bulgaria

Assoc. Prof. Elena Alexandrova, PhD
International Business School, Bulgaria

Assoc. Prof. Daniela Georgieva, PhD
*Economic Research Institute at the Bulgarian Academy
of Sciences, Bulgaria*

Chief Assist. Prof. Atanaska Cholakova,
PhD
International Business School, Bulgaria

Chief Assist. Prof. Irina Topuzova, PhD
International Business School, Bulgaria

Prof. Alina Badulescu, DrSc
University of Oradea, Romania

Prof. Jamaliah Said, PhD
MARA University of Technology, Malaysia

Prof. Anna Dluzewska, PhD
*Maria Curie-Skłodowska University, Poland /
Durban University of Technology, South Africa*

Prof. Kiyomet Caliyurt, PhD
Trakya University, Turkey

Prof. Vita Juknevičienė, PhD
Šiauliai Academy, Vilnius University, Lithuania

Prof. Denis Jelačić, PhD
University of Zagreb, Croatia

Assist. Prof. Nina Angelovska, PhD
University of Scopje, North Macedonia

Dominik Borek, PhD
*Warsaw School of Economics, Poland & Ministry of
Sport and Tourism of Poland*

Organizing Committee

Chair per son :

Prof. Lalka Borisova, PhD

Dimitar Dimitrov,
Chairman of the Technical Committee

Chief Assist. Prof. Yulian Velkov, PhD

Ilian Kostov – Doctoral Student

Chief Assist. Prof. Gergana Rashkova, PhD

Chief Assist. Prof. Tsvetelina Nenkova, PhD

Kaloyan Hristov – Student

Program



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 Program



09:00 - 11:00 Sessions by Sections
11:00 - 11:15 Coffee Break
11:15 - 12:30 Summary by Sections and Discussion with the Moderators of Sections 1, 2, 3, 4, and 5.
Certificates for Conference Presentations
Concluding Remarks and Closing of the Conference

Important dates



Abstract Submission



Abstract Approval



Deadline for Paper Submission



Fee Payment



Conference

Fee Payment *For invoices, the transfer must be made on behalf of the legal entity in whose name the invoice is to be issued.

The fee is to be paid via bank transfer. In exceptional cases, it can also be paid on-site on the day of the conference after prior notification via email at conference2025@ibsedu.bg

FEES



Participation with a paper



Participation as a second/third... author



Participation without presenting a paper



The conference fee for doctoral students and students is reduced by 50%.

The maximum number of papers per author (individually or in co-authorship) is two, each paper limited to up to 10 pages.

Bank Details for Fee Payments:

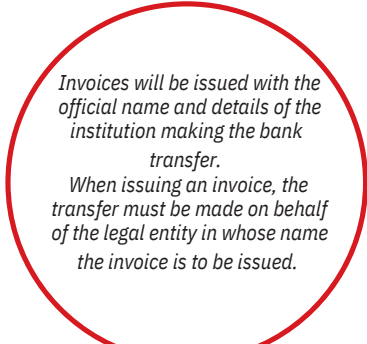
Bank Account in EURO: IBAN: BG64UBBS81551489856707

Bank Account in BGN: IBAN: BG76UBBS81551089856718

UBB

Beneficiary: International Business School, Botevgrad

Payment Reference: SCIENTIFIC CONFERENCE 2025 and the full name of the participant



*Invoices will be issued with the official name and details of the institution making the bank transfer.
When issuing an invoice, the transfer must be made on behalf of the legal entity in whose name the invoice is to be issued.*

Indexing and publication

All submitted papers go through similarity check by the StrikePlagiarism System. Papers that successfully pass the review procedure will be published in the Proceedings of the International Scientific Conference Smart Future: ARTIFICIAL INTELLIGENCE in education, economy, business and management.

- The conference proceedings will be published with open access under the **Creative Commons Attribution 4.0 International License (CC BY 4.0)** and will be registered in the National Reference List of **NACID**.
- The papers will also be included in the electronic library **CEEOL**.
- All papers will be included in the Bulgarian Portal for Open Science (BPOS).
- The conference proceedings will be submitted for review and evaluation for inclusion in Scopus.

Venue and Contacts



Distance Learning Center (DLC)
of International Business School

7, Vincent van Gogh
1407 Sofia
Bulgaria

Telephone: +359 2 4001630/31

www.ibsedu.bg
www.impresamente.bg

[Google map link to the venue](#)

GPS Coordinates: 42.65597219365486, 23.317911262524547

More Information

Further details

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

For additional questions:
conference2025@ibsedu.bg