## **ECONOMIC GROWTH, BUSINESS PERSPECTIVES,** MARKET POSITIONING IN TIMES OF CRISIS



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.

International Interdisciplinary Research Conference, a forum for scientists in the fields of social sciences, natural

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** 



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.



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.



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.

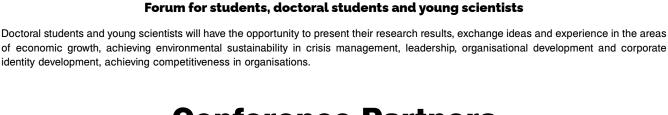


and research results with a focus on theoretical and practical aspects, perspectives and global trends, discussion topics and areas such as leadership, organisational development and change management, human resource management and development,

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.



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## International Business School, Bulgaria Prof. Spartak Keremidchiev, PhD, Assist, Prof. Atanaska Cholakova. Economic Research Institute of Bulgarian PhD, International Business School, Bulgaria

# **Programme**



April

08:30 - 09:30 Registration 09:30 - 10:30 Conference opening and Plenary session

10:45 - 11:30 Panel Discussion

10:30 - 10:45 Coffee break

11:30 - 11:45 Coffee break

15:30 - 15:45 Coffee break

**April** 

13,

## 13:00 - 14:00 Lunch 14:00 - 15:30 Sessions by sections

11:45-13:00 Sessions by sections

15:45 - 17:30 Sessions by sections 17.30 - 18.00 Summary discussion

09:00 - 11:00 Sessions by sections

11:00 - 11:15 Coffee break

18.00 - 20:00 Coctail and Social Programme

Concluding remarks & closing of the conference

**Important Dates** 

April

26,

**FEES** 

11:15 - 12:30 Summary by sections and discussion with

Certificates for Attendance

moderators of sections 1, 2, 3, 4 & 5.



**February** 

15.



**February** 

10,

2024

Registration &

Abstract submission

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

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Conference Fee /participant without presentation

April

**05**.

2024

Payment of participation fee



April

12 - 13,

2024

Conference

**-50**%

Conference Fee for

doctoral students and

students is reduced 50%

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POSITIONING IN TIMES OF CRISIS

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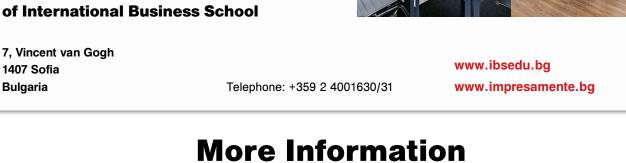
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For additional questions, please write to the e-mail: conference2024@ibsedu.bg

