

# TECHNOLOGY DISRUPTION: Challenges and Opportunities for Adding Value to National Economy, Businesses & Society

21-22 November, 2024

**Organized by:** Tirana Business  
University College,  
TBU premises,  
Tirana, ALBANIA

**Venue:**



## WHAT IS TECHNOLOGY & BUSINESS UPDATE?

“Technology & Business Update” is a set of annual scientific international conferences, based upon a “peer review” system, and focused on scientific discussions about key domestic, regional and international issues, in the vast areas of business, economy, law and technology.

## WHO CAN ATTEND?

- Albanian researchers and academics, lecturing and working in domestic and foreign higher Education Institutions, including TBU staff;
- Foreign researchers and academics, whose research and scientific studies focus on topics covering economy, business, law, and technology;
- PhD candidates (both domestic and foreign ones), whose research and scientific studies focus on topics covering economy, business, law, and technology.

## TIME & VENUE

“Technology & Business Update” is the paramount scientific activity for TBU academic staff. This scientific event is held annually, within the third week of November, and it is divided into two main panels, related to respective TBU main areas of studies. “Technology & Business Update” is hosted at TBU premises.

## CONFERENCE FEE:

*The conference fees are as follows:*

One author: EUR 50

Two authors: EUR 70

Three authors: EUR 100

Four+ authors: EUR 150



The 1<sup>st</sup> International Conference: “Technology & Business Update”, organized by Tirana Business University College, is calling for paper submissions focused on Conference’s Theme: “Technology Disruption: Challenges and Opportunities for Adding Value to National Economy, Businesses, and Society”.

## CALL FOR PAPERS

The rapid developments in technology that are affecting almost all sectors of social and economic life are also leading to extensive and profound changes in the world we live in. These rapid technological advances continue to impact many facets of our life and sometimes unleash disruptive change.

The disruptive force of technology and AI nowadays can impact the economic growth, business models, patterns of employment, and inequality, by creating new markets and business practices, needs for new product infrastructure, and different labor skills by employees.

No one is immune to a world that is rapidly transforming, due to the impact of technology, but the main challenge remains to keep the pace and to be competitive and productive in the worlds’ evolving technological landscape in regard of adding value to national economy, businesses, and society in which we are a part.

In the context of rapid technological and digital transformations, it is important to conduct studies and understand the complex challenges and opportunities presented by this "new" revolution caused by technological advances, to cope with them as best as possible. Therefore, the call for papers in the first international conference held by Tirana Business University aims to get better insights from professors, lecturers, and scientific researchers (foreign and Albanian ones) regarding the different ways technological advances are impacting and transforming economic growth, business models, patterns of employment, social relations, and inequality in the world we live in.

## WHY CHOOSE THE “TECHNOLOGY & BUSINESS UPDATE” CONFERENCE BY TIRANA BUSINESS UNIVERSITY?

“Technology & Business Update” Conference is a new brand launched by Tirana Business University and aims to be a forum that brings together academic communities, researchers, and scholars to exchange knowledge, information, experiences, and research results on topics related to the technology and business fields. “Technology & Business Update” is conceived to be a series of scientific conferences to be held every year by Tirana Business University, designed with a “peer review” system to maintain high academic standards. This conference aims to be a platform for insightful discussions, knowledge exchange, and networking opportunities for researchers, scholars, practitioners, and also policymakers intersecting technology and business fields.

## SCIENTIFIC COMMITTEE

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Dr. **ALTIN SHOLLA**

*Tirana Business University College, Albania*

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Dr. **ENKELEDA SHEHI**

**LORENC GORDANI, PhD**

**ANI MBRICA, PhD**

Dr. **ERDET KËLLIÇI**

**SAMEL KRUIJA, Phd(c)**



## CONFERENCE PANELS

**THE CONFERENCE WILL BE HELD IN TWO SEPARATE PANELS:**

### 1. BUSINESS & LAW PANEL:

#### **DIGITAL ECONOMY CONUNDRUM: CHALLENGES FOR THE NATIONAL ECONOMY**

*Papers in this panel should be focused, but not limited, on the following topics:*

- New Business Models & Strategies;
- Regulatory Compliance in a Digital Environment;
- Artificial Intelligence and new Business Models;
- Digital Marketing Strategies and Trends;
- Economic Growth;
- Public Policies;
- Patterns of Employment;
- Employment challenges for Small Economies;
- Deglobalization and business Relocation;
- Digital challenges within EU Single Market;
- Sustainable Business Practices in a Technological Age.

### 2. TECHNOLOGY PANEL:

#### **INNOVATIONS IN INFORMATION TECHNOLOGY: DRIVING BUSINESS AND ECONOMIC GROWTH**

*Papers in this panel should be focused, but not limited, on the following topics:*

- Technological Innovations;
- Computer Science and Information Technology;
- Artificial Intelligence and Business Efficiency & Economic Growth;
- Blockchain Technology: Revolutionizing Supply Chain Management and Financial Services;
- Big Data Analytics Driving Business Intelligence and Market Trends;
- Cloud Computing: Enabling Scalable and Flexible Business Solutions;
- Cybersecurity Innovations: Protecting Business Assets in the Digital Age;
- Internet of Things (IoT): Enhancing Operational Efficiency and Customer Experience;

- Fintech Innovations: Transforming the Financial Industry and Economic Landscape;
- Digital Transformation: Strategies for Business Growth and Competitiveness;
- 5G Technology: Unlocking New Opportunities for Business and Economic Development;
- Sustainable IT Solutions: Balancing Innovation with Environmental Responsibility.

## CONFERENCE VENUE

**Tirana Business University** premises, Rruga: “Rezervat e Shtetit”,  
Lundër, Tirana, Albania.

## GENERAL RULES OF THE CONFERENCE AND INSTRUCTIONS FOR AUTHORS

All prospective participants/authors are cordially invited to submit original and unpublished articles for proceeding publication and presentation at the “Technology & Business Update” Conference. Articles may address, but are not strictly restricted to, the main topics of the Conference set by the Scientific Committee.

- All manuscripts will be subjected to a blind peer-review and are expected to meet the scientific criteria of novelty and academic excellence.
- In cases of multiple authors submitting an article, the submitting author is responsible for ensuring that the article’s publication has been approved by all other co-authors and takes responsibility for the paper during submission and peer review.
- Paper abstracts with a maximum of 250 words shall be submitted through the email address: [TBUconference@tbu.edu.al](mailto:TBUconference@tbu.edu.al), clearly indicating the panel to which the presentation shall be delivered.
- The structure of the manuscript should conventionally include the following sections: Introduction, Literature Review, Methodology/approach, Finding/results, Discussions, Conclusion/Implications/Recommendations, followed by references at the end. It may also include the Acknowledgements and Appendices (when appropriate).
- Paper shall be between 5,000-7000 words; Times New Roman, 12pt; in English language; APA’s Style of reference.
- Theme font and format: Times New Roman, 1.5 line spacing.
- Conference language: English

## DEADLINES

- Abstract Submission Deadline: **06 September 2024**
- Notification of Abstract Acceptance: **20 September 2024**
- Paper Submission: **25 October 2024**
- Notification of Paper Acceptance: **08 November 2024**
- Final paper submission for publication: **13 December 2024**

## PAPERS MAY BE PRESENTED WITHIN THE FOLLOWING METHODS:

Plenary sessions (10-30min)

Oral presentations in the panel sessions (5-15 min),

Virtual presentations: online via ZOOM concurrently  
with the panel sessions (5-15 min).