

AI & BUSINESS ENVIRONMENT: *TRANSFORMATIONS, CHALLENGES & ETHICS IN THE DIGITAL AGE*

2nd Edition of Annual International Conference:

“Technology & Business Update” organized by
Tirana Business University College, in partnership with:
Óbuda University, Budapest, Hungary.
University of Insurance and Finance, Sofia, Bulgaria.
University of Shkodër "Luigj Gurakuqi", Albania.
“Aleksandër Moisiu” University, UAMD, Durrës, Albania.
“Isa Boletini” University, UMIB, Mitrovica, Kosovo.

21 November 2025

TBU Premises, Tirana, Albania



CALL FOR PAPERS

Digital technologies and artificial intelligence are advancing at a rapid pace in the contemporary world, and they are having a profound impact on nearly every aspect of social and economic life. In the current fast-paced digital era, Artificial Intelligence (AI) is causing disruptive changes in both national and international economies, in addition to fostering innovation and efficiency. AI's impact is widespread and diverse, affecting labor markets, business models and practices, the workplace environment, decision-making procedures, public policies, income inequalities, marketing strategies, and, of course, the ethical considerations related to the development of AI in education and other aspects of social relations. Remaining competitive, productive, and ethical in a world on the move, dominated by digital technologies and artificial intelligence, is the main challenge that different economies and societies face today in this changing environment. Given these recent developments, it is necessary to comprehend and study the impact and transformation of relationships brought by Artificial Intelligence's integration in various societal domains, including here economic growth, labor market necessities, (new) employment patterns, the widening or reducing income inequalities, sustainable business practices, education, etc.

Tirana Business University College is hosting the second edition of its International Conference, "Technology & Business Update", in partnership with Óbuda University, University of Insurance and Finance (VUZF University, Bulgaria), University of Shkodër "Luigj Gurakuqi", "Aleksandër Moisiu" University (UAMD), and "Isa Boletini" University (UMIB). The conference's main topic is: "AI and Business Environment: Transformations, Challenges and Ethics in the Digital Age." The call for paper is open to academics, researchers, and professionals to discuss and consider how Artificial Intelligence is influencing our social and economic structures nowadays and in the future. The conference aims to serve as an international scientific forum that brings together academics, researchers, and professionals from various industries and sectors to discuss the current issues and challenges of incorporating AI into daily life through an interdisciplinary approach. This international conference invites academics, researchers, professionals, and post-graduate students to contribute with original papers that explore the multifaceted relationship between AI and business, with a particular emphasis on transformations, challenges, and ethical implications in the digital age.

The conference will be organized into two main panels, each addressing a distinct but interconnected dimension of AI's impact on business, law, economics, and technology.

CONFERENCE PANELS

THE CONFERENCE WILL BE HELD IN TWO SEPARATE PANELS:

1. BUSINESS & LAW PANEL

THE ECONOMIC IMPACT OF AI INTEGRATION: DECISION-MAKING, PRODUCTIVITY, EMPLOYMENT, AND COMPETITIVENESS IN NOWADAYS MARKETS

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

- Public policy and national strategies for AI-driven economic growth
- Artificial Intelligence's Impact on Business Productivity and Cost-efficiency
- The Role of Business in a World on the Move
- Artificial Intelligence and Employment: Automation, Job creation, and Reskilling
- Competitiveness of Albanian Enterprises in the Digital Age
- Reskilling and Upskilling the Workforce in the Digital Age
- The Role of Technological Revolution and Artificial Intelligence in Widening or Reducing Income Inequalities
- Legal and Regulatory Frameworks for Artificial Intelligence in the Workplace
- Decision-making and Policy's Challenges in the Modern Days
- Corporate Concentration and Monopolistic Risks in AI-dominated Markets
- Sustainable Business Practices in a Digital Age
- Digital Marketing Strategies and Trends in the Modern Days
- Ethical Use of Artificial Intelligence Tools in Education

2. INFORMATION TECHNOLOGY PANEL

AI-DRIVEN INNOVATION AND DIGITALIZATION IN ENTERPRISE SYSTEMS: IMPLICATIONS FOR BUSINESS AND ECONOMIC GROWTH

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

- AI-driven Decision Support Systems in Enterprises
- The Role of Big Data in Decision-making in IT and Modern Business
- Benefits of Data-Driven Decision-Making
- Integration of Artificial Intelligence in Enterprise Resource Planning (ERP) and Management Systems
- Role of Artificial Intelligence in Enabling Smart Decision-making and Process Automation
- Policy and Capacity-building for Digital Economy Development
- Digital Transformation Strategies for Albanian SMEs and Startups
- The Impact of Artificial Intelligence on Business Efficiency
- Big Data Analytics Driving Business Intelligence and Market Trends
- Infrastructure Challenges and Solutions in Digitalizing Albanian Businesses
- Cybersecurity, Data Privacy, And Trust in Artificial Intelligence System
- Privacy and Technology
- Data Mining and Natural Language Processing
- Artificial Intelligence and Ethics

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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 areas of business, economy, law and technology.

WHO CAN ATTEND?

- Albanian researchers, professionals and academics, lecturing and working in domestic and foreign higher Education Institutions;
- Foreign researchers and academics, whose research and scientific studies focus on topics covering economy, business, law, and technology;
- Post-graduate students and 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:

Business & Law and Information Technology.

“Technology & Business Update” is hosted at TBU premises.

GENERAL RULES OF THE CONFERENCE & INSTRUCTIONS FOR AUTHORS

All prospective participants and authors are cordially invited to submit original, unpublished articles for presentation and publication in the proceedings of 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 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 all other co-authors have approved the article's publication and take 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*** , 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
- Publication of the full papers in the proceedings book
- Participation certificates for all authors

DEADLINES

- Abstract Submission Deadline: **15 October 2025**
- Notification of Abstract Acceptance: **22 October 2025**
- Paper Submission: **15 November 2025**
- Notification of Paper Acceptance: **18 November 2025**
- Final paper submission for publication: **23 December 2025**

PAPERS MAY BE PRESENTED WITH 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).