

**16TH
INTERNATIONAL
SCIENTIFIC
*Conference***

 **STARS EU**



**“ALEKSANDËR MOISIU” UNIVERSITY OF DURRËS
BUSINESS FACULTY**

CONFERENCE AGENDA

**16th International Scientific Conference of
Business Faculty:
“AI and Sustainability-Driven Transformation:
Reshaping Business and Society on the Path to
EU Integration”**

April 28- 29, 2026

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DAY 1 –April 28

REGISTRATION 17:00 – 17:30

Plenary Session

Room: Conference Hall, G1, 3 Floor , University Campus Spitallë, Durrës, Albania
Moderators: TBA

Title	
17:30 -17:35 5	Opening of the conference
17:35 - 17:55	Welcome Remarks Prof. Dr. Shkëlqim Fortuzi – Rector, Aleksandër Moisiu University of Durrës Prof. Asoc. Llambi Prendi – Dean, Faculty of Business Local Government Representative Representative of the Ministry of Education and Sports Representative of the EU Delegation to Albania / Representative of Ministry of Europe and Foreign Affairs
17:55 - 18:10	Keynote address 1 TBA
18:10 - 18:25	Keynote address 2 TBA
18:25 -19:05	High-Level Panel Discussion Moderator: TBA Theme: “Artificial Intelligence, Sustainable Growth and EU Integration: Challenges and Opportunities for the Western Balkans”

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Panelists: TBA

19:05 **Interactive Q&A with the audience**

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19:15

19:15 **Closing Remarks**

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19:20 **Family Photo**

19:30 **Networking and Reception**

Day 2 –April 29

REGISTRATION 09:00 – 09:30

Session 1 - Macroeconomics, Growth & Trade

Room: B101 (09:30 – 11:30)

Moderator: Prof.As.Dr. Alma Zisi, Dr. Irini Goga

	Title	Authors
1	Tobacco Taxation and Smoking Prevalence in Albania: Policy Challenges and EU Alignment	Aida Gjika Etis Jorgji Ditjona Kule
2	Globalization Costs and Benefits	Alba Ramallari Klara Avdyli Eduard Maho
3	Interest Rate Inflation Paradox in Developing Countries: The Case of Albania (1999-2024)	Altin Gjini Ervis Bejko
4	The Role of Inflation in The Economic Stability of a Country	Betim Spahiu Anila Gashi Bamir Spahiu Burim Morina

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5	Macroeconomic and Institutional Determinants of Economic Growth in Albania: An Empirical Time Series Analysis (2000-2024)	Eda Bezhani
6	Central Banking Challenges in Small Open Economies on the Path to EU Accession: Empirical Evidence from the Western Balkans	Ela Golemi
7	Intraregional Trade in the Western Balkans: Determinants, Challenges, and Opportunities	Etis Jorgji Doriana Dervishi Matraku
8	The Hidden Cost of Brain Drain: Labour Market Evidence from Albanian Firms	Marsida Abdul Ermira Kalaj
9	Carbon Pricing in the Western Balkans: Albania in the Context of European Climate Policy	Mithat Mema Marsida Abdul
10	The Impact of Fiscal and Monetary Policies on GDP Growth in Europe: A Panel Data Analysis (2020-2025)	Selma Kaçaniku Jonida Lamcja
11	Determinants of Perceived Informal Competition at the Firm Level in Albania: An EU-Oriented Perspective	Suela Kristo Etis Jorgji Doriana Dervishi Matraku

Session 2: Consumer Behavior & Digital Marketing

Room: B102 (09:30 – 11:30)

Moderator: Prof. Ass. Dr. Violeta Neza; Prof. Ass. Dr. Blerim Kola

	Title	Authors
1	Artificial Intelligence Adoption in Organizations: A Bibliometric Review of Change Management, AI Maturity, and Digital Capability	Sunday Adewale Olaleye Isaac Maposa Mary Anuoluwapo Abraham
2	Artificial Intelligence in Combination with Marketing and Accounting in Albania: Future Perspectives	Blerim Kola Jehona Gjermizi
3	Artificial Intelligence Adoption in the Service Sector: Opportunities and Challenges for Albania	Blerim Kola Vaeld Zhezha Ikbale Tepelena
4	Determinants of Online Hotel Ratings on Booking.com: Pricing, Location, and Digital Fairness Signals in Albania;s Coastal Accommodation Market.	Brixhilda Imeri Erisa Mazrreku Marcelo Rustani
5	Embracing innovation in social media-influencer contents as means for attracting visitors in museums	Dorina Xheraj Subashi Manola Kaçi Myrta

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6	Changing Consumer Behavior in the Context of Global Uncertainty - The Case of Albania	Ervin Myftaraj
7	Artificial Intelligence and Market Transformation: Rethinking Consumer Behavior and Customer Experience	Hasim Deari Eldian Balla Fluturim Saliu Rametulla Ferati
8	Consumer Trust and Authenticity in Virtual Brand Ambassadors: Comparing AI Influencers and Human Influencers	Ikbale Tepelena
9	A Real-World Mixed-Methods Investigation Across Service And E-Commerce Sectors In Albania	Lazerta Rista Teuta Thanasi Biti
10	Predicting Startup Performance Based on Artificial Intelligence: A comparative analysis with traditional approaches and its role in fostering sustainable innovation and aligning with EU economic and technological standards.	Suela Spahija Gentiana Kraja

Session 3: Banking, FinTech & Risk

Room: B103 (09:30 – 11:30)

Moderator: Dr. Ervis Bejko, Dr. Jonida Lamçja

	Title	Authors
1	Cross-Country Evidence On E-Banking Adoption in The Western Balkans	Anisa Haxhosaj Kristaq Kume
2	SHAP-Based Credit Scoring Models in Commercial Banks	Arjeta Hallunovi Simon Grima
3	Measurement And Control of Operational Risk in Albanian Banking System	Ervis Bejko Altin Gjini
4	From Climate Uncertainty to Financial Stability: Artificial Intelligence as A Tool in Agricultural Insurance	Etmond Shkembi Luljeta Gjoni
5	Insurance Industry Contribution to Sustainable Development: A Policy Analysis Within the European Union Context	Gentiana Sharku Brikena Leka
6	Digital Payment Adoption and Financial Transformation In Albania	Irsida Dinoshi
7	The Role of Artificial Intelligence In Suspicious Transaction Analysis Using Machine Learning Models	Jonada Mamo Adela Tonuzi

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8	Customer Perceptions Of Artificial Intelligence In Banking Services: Systematic Literature Review	Monika Syziu Ela Golemi
9	Design Thinking As A Catalyst For Innovation In The Digital Banking Ecosystem	Sitea Daria Maria
10	The Role of Legislation In Promoting The Circular Economy Model: A Literature Review On The Challenges Of Countries In The Process Of Negotiating The Acquis Chapters For Membership In The European Union	Vilson Xhaferraj Llambi Prendi

Session 4: Leadership, HR & Org. Behavior

Room: B104 (09:30 – 11:30)

Moderator: Dr.Redi Myshketa, Dr.Mario Gjoni

	Title	Authors
1	Building an Innovation-Oriented Organizational Culture in Transition Economies: Evidence from Kosovo	Arben Tërstena Rovena Canaj Gazmend Deda
2	Impact of AI-Based Decision Support Systems on Managerial Decision	Arta Jashari Goga Leonora Rudhani Haliti Ismajl Mehmeti
3	Exploring Gender Stereotypes and Perceptions of Female Leadership in North Macedonia	Arta Xhelili
4	The Role of The Leader in Building a Positive Atmosphere: Communication, Motivation, and Conflict Resolution	Artina Zeqiri Izet Zeqiri
5	Continuous Training of Human Resources as a Key Factor for Quality Standards Compliance: Case Study of Olive Oil Production Lines and Wineries in Berat District, Albania	Bislim Ahmetaj
6	The relationship between emotional Intelligence, leadership style, and employee motivation in the private sector in Kosovo	Donika Ramaj Donard Ramaj
7	Human Resource Challenges and Contribution of Artificial Intelligence to Sustainable Human Capital Management in the Hospitality Industry	Endri Cela

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8	Stress Response and its Performance Impact in Organization	Erisa Musabelli Mario Gjoni
9	Change Management as a Driver of Innovation and Competitiveness: Evidence from Innovative Businesses in Kosovo	Ismail Mehmeti Shpat Krasniqi Sokol Krasniqi
10	The role of organizational climate and Psychological Well-Being in enhancing employee motivation in Kosovar enterprises	Valbone Ramaj Arber Zeka Antigona Qenaj Sejdiu
11	Leadership And Its Impact On The Enhancement Of Human Resource Skills	Xhesida Tragaj Kreshnik Bucpapaj Besmira Botusha

Session 5: Tourism Economics, Management & Heritage

Room: B105 (09:30 – 11:30)

Moderator: Prof. As. Dr. Nevila Cinaj, Dr. Majlinda Muka

	Title	Authors
1	Tourism and Economic Development: Descriptive Statistics from Albania, Italy, and Lithuania	Shkëlqim Fortuzi Kristina Çyço
2	The Impact of Technology on Tourism Development and Management in Kosovo	Fatmire Shala Dreshaj Kushtrim Dreshaj
3	Digital Transformation of Albanian Businesses 4.0: The Role of AI in the European Integration of the Tourism Sector	Jani Groballi Rovena Vangjel (Troplini) Merjeme Zyko
4	Perceptions of Stakeholders on the Environmental Impacts of Tourism: A Quantitative Analysis from Coastal Albania	Llambi Prendi Jonida Gashi Daniela Lika Dorina Subashi
5	Deformation and destruction of cultural and historical objects in Albania. Case study city of Tirana	Manjola Xhaferri Mirela Tase
6	Rail-Led Mobility Transition in Albania: Sustainable Tourism, Smart Destinations, and Urban Transformation along the Durrës-Tirana-TIA Corridor	Marcela Mele Majlinda Muka Alush Kuci
7	Building a Digital Bridge: RT ALBANIA - Innovative Platform for Albanian Rural Tourism with a Focus on AI and Sustainability on the Path to the EU	Megi Spahiu Danjel Kalari Flavia Sylva

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8	The perception of stakeholders regarding ecotourism as a tool for sustainable tourism development.	Mirela Tase Manjola Xhaferri
9	Competency Profile of Tourism Students in the Era of Digitalisation and Artificial Intelligence	Norbert Beták Kristína Pančíková Viktória Bíziková
10	The Impact of Digital Transformation on the Development of Tourism in Albania	Oltjan Hamza
11	Economic Impact of Dental Tourism in Host Countries: The Balkan Region and Albania Case	Orion Mucaj Eda Bezhani
12	River water treatment for the development of sustainable tourism in Kosovo, with special emphasis on the Nerodime River	Përparim Qahili Vehbi Ramaj Faton Sherifi Faton Haziraj

Session 6: Applied AI & Governance

Room: B106 (09:30 – 11:30)

Moderator: Prof. As. Dr. Altin Gjini, Dr. Agim Ndrejoni

	Title	Authors
1	Beyond Algorithms: Reimagining AI Governance as a Catalyst for Accelerated EU Integration in the Western Balkans	Anisa Hysesani
2	AI-Supported Travel Intelligence in Albania	Artur Beu Ariana Nepravishta Aron Beu
3	AI-Based Web Traffic Simulation for Session Management	Brikena Duga Gjelosh Vataj Diana Cerkini Blerona Duga
4	Artificial Intelligence and Economic Transformation: Protecting Human Rights in the Process of European Integration	Dafina Abdullahu Halim Bajraktari
5	Artificial Intelligence, Governance and Public Policy in the Context of EU Integration: A Literature Review	Daniel Borakaj Eva Teqja
6	The Social Impact Of AI On Employment	Julejda Aliaj Enkelejda Haxhiraj
7	Beyond Smart Cities: Integrating Society 5.0 into Adaptive and Human-Centred Urban Governance	Rezarta Kalaja Szabolcs Nagy Redi Myshketa

16TH INTERNATIONAL SCIENTIFIC Conference

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COFFEE BREAK 11:30 – 12:00

Business Faculty Hall

Session 7: Development, Policy & Institutions

Room: B101 (12:00 – 14:00)

Moderator: Prof.As.Dr. Alba Ramallari, Dr. Entela Velaj

	Title	Authors
1	Evaluating Local Service Performance Following Territorial Reform: The Case of Vlora Prefecture, Albania	Deana Delaj Entela Kostrista Mithat Mema
2	Regional Human Development Along the Albanian Adriatic Coast: Trends, Disparities, and the Impact of the 2014 Territorial Reform	Entela Kostrista Deana Delaj
3	The Role of Innovation and Pricing Mechanisms In Advancing Sustainable Agriculture: A Systemic Perspective	Ervis Lila Brunela Trebicka
4	The Effects of Globalization and Digitalization on the Albanian State, Firms, and the Population	Griselda Korsita Bajram Korsita Flora Merko
5	The Effectiveness of Government Policies in the Development of Small and Medium-Sized Enterprises and Their Impact on Kosovo's Economic Transformation	Jakup Bellaqa
6	The Impact of Institutional Quality on the Tax Compliance of Businesses in Kosovo	Korab Krasniqi
7	The right of withdrawal in distance contracts: judicial interpretations and recent developments in the EU	Marjeta Shaholli
8	Sustainable Investment and Strategic Partnerships in Albania	Shaheduzzaman Shajib
9	University Programs between Knowledge and the Labor Market	Mois Kamberi
10	An assessment of the social dimension of sustainable competitiveness in the Turkish automotive industry	Murat Akpınar Melike Mermercioglu

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| 11 | Towards a Result-Based Monitoring System in Public Administration in Kosovo | Ruzhdi Halili |
| 12 | Determinants of Monthly Earnings: A Mincerian Approach to Human Capital and Demographic Factors in Albania | Agim Ndregjoni |

Session 8: Entrepreneurship & Digitalization

Room: B102 (12:00 – 14:00)

Moderator: Prof. Ass. Dr. Violeta Neza; Prof. Ass. Dr. Blerim Kola

	Title	Authors
1	Impact of Digitalization on Startup Growth in North Macedonia (2010-2024)	Abil Baush Bujar Chahili Neritan Turkeshi
2	Digitalization and Startup Ecosystem Maturity: A Comparative Analysis of the European Union and the Western Balkans (2010-2024)	Abil Baush Bujar Chahili
3	Understanding digitalization and internationalization strategies in Albanian firms	Denada Liça Silvana Gashi
4	Entrepreneurship Education in the Age of AI and Sustainability	Emilda Roseni
5	Challenges of implementing digital technologies in micro-enterprises in Kosovo	Fatos Turkaj Ermira Qosja
6	The Impact of Artificial Intelligence on Business Relations and The Expansion of Criminal Law in Albania in The Context of European Union Integration	Gentian Koci Linert Lireza
7	Greenwashing	Olta Fucia Llambi Prendi
8	Digital Reading Competence In The Digital Economy: Reading Literacy, Workforce Skills, And EU Transformation	Sonila Osmani Doreta Kuçi (Tartari)
9	Employee Perceptions of Artificial Intelligence: Impacts on Job Tasks, Skills, and Job Security in the Albanian Context	Teuta Thanasi (Biti) Anxhela Xholi

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10 Property Insurance Purchase Decision Making: A Comparative
Analysis of Albania-Kosovo

Violeta Neza
Edlira Llazo

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Session 9: Accounting, Reporting & Insurance

Room: B103 (12:00 – 14:00)

Moderator: Dr. Jonida Lamçja, Dr. Selma Kaçaniku

	Title	Authors
1	Standardized financial reporting and technological innovation as drivers for reducing the informal economy	Ejona Duçi Eda Tabaku Benjola Mici
2	Supporting Farmers Through Agricultural Insurance	Etmond Shkembi Brunela Trebicka
3	Comparability between the NAS 7 "Accounting for Leases" and IFRS for SMEs, S. 20 "Leases"	Hysen Hoda Natasha Hoda
4	The Impact of Digitalization and Accounting Transparency on Carbon Emissions: A Panel Regression Study Of Eu Countries And Albania	Jonada Mamo Kristina Çela
5	Reimbursement of intravitreal drugs in Albania: Economic challenges and the use of AI for optimizing health policies	Sindy Dalani Marsida Krasniqi
6	Financial Constraints in the development of the Wine Sector in Albania: Challenges for Small and Medium sized Wineries	Sivi Asllani Arif Murrja
7	The Application of Artificial Intelligence in Accounting Processes in Albania: A Methodological Perspective	Arba Taraku Elfrida Taraku
8	Digital Transformation and Its Impact on Modern Auditing	Arba Taraku Elfrida Taraku
9	A Perceptual Study on Green and Digital Skills Readiness Among High School Students in Durrës	Rovena Vangjel Selma Kacaniku Jonada Mamo Daniela Lika
10	Open innovation: The right collaboration avenue for business and universities in Albania	Valbona Mehmeti Selma Kaçaniku

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Session 10: Strategy, Innovation & Digital Management

Room: B104 (12:00 – 14:00)

Moderator: Dr.Redi Myshketa, Dr.Mario Gjoni

	Title	Authors
1	Sustainability in Corporate Social Responsibility: An Empirical Study from 2014-2024 in Albania	Arjeta Hallunovi
2	The European Green Agenda and Manufacturing Businesses in the Western Balkans. Artificial Intelligence as a Prerequisite for Integration into the EU Marke.	Besmir Beka
3	Ai And Strategic Management: The Impact Of Decision-Making And Leadership On Organisational Performance	Enis Fita
4	Implementing Innovative Management Methods for Performance Improvement in Albanian Organizations: The Case of Agile Methodology	Erisa Musabelli Valbona Mehmeti Olta Nexhipi
5	Abuse of Duty in the Age of AI Transformation: Ethical Accountability and Transparency on the Path to EU Integration	Ilma Bici Adrian Gashi
6	Innovation in Family Businesses in the Slovak Republic	Lubomira Strázovská Hana Bielíková
7	The role of artificial intelligence in strengthening corporate social responsibility (CSR) in European energy companies	Mirela Panait Marius Gabriel Petrescu Stefan Virgil Iacob
8	Competing Through Business Ecosystems: Orchestration Capabilities and Partner Value Capture	Olta Nexhipi Desislva Dimitrova
9	Euro-Project Design as a Legal-Organisational Device: Governance and Control in EU Agrifood Collaborative Ecosystems	Remigio Graziani
10	AI Readiness of Lean Tools	Taucean Ilie Mihai
11	The impact of Business Intelligence systems on decision-making and operational efficiency in Kosovar Enterprises	Vehbi Ramaj Sokol Berisha

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Session 11: Sustainable Tourism & Smart Destinations

Room: B105 (12:00 – 14:00)

Moderator: Prof. As. Dr. Nevila Çinaj, Dr. Majlinda Muka

	Title	Authors
1	Sustainable and Smart Tourism in the Accursed Mountains: The Case of Rugova	Alberta Tahiri Idriz Kovaçi
2	Sustainable Tourism in the Western Part of Kosovo	Bedri Millaku Osman Sejfiqaj Fejzulla Beha
3	Sustainable Rural Revitalization: The "Albergo Diffuso" Model as a Strategy for the Valorization of Albanian Tower Houses (Kullas)	Brunilda Licaj
4	Smart Tourism and Sustainable Management in Vjosa River National Park	Daniel Pirushi Nevila Çinaj
5	An AI-GIS Framework for Smart Tourism Policy and Sustainable Destination Management in EU Candidate Countries: Evidence from the Western Balkans	Ditmira Tahiri Medjon Hysenaj Sidite Duraj
6	On the Way to Create Sustainable Tourism Smart Destinations, and Experience Innovation in Albania	Erion Avllazagaj
7	Artificial Intelligence and Smart Tourism for Sustainable Cultural Heritage Destinations in Albania: Opportunities and Governance Challenges on the Path to EU Integration	Flora Merko Aulona Hoxha
8	Leveraging Artificial Intelligence for Sustainable and Smart Tourism in Albania	Gerhard Mema
9	The Role of Cultural Heritage in Foreign Tourism Development: The Case of Gjirokastra	Klajd Heta Ardis Duka
10	The role of legislation in the development of sustainable tourism during the process of Albania's integration into the European Union	Lindita Liçaj Eriola Cakrani Luljeta Berisha
11	Tirana as a Smart Tourism Destination: Integrating The Smart City Concept Into Urban Tourism Development	Violeta Aliaj Erka Aliaj

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Session 12: Digital Skills & Methods

Room: B106 (12:00 – 14:00)

Moderator: Prof. As. Dr. Eda Bezhani, Dr. Altin Gjini,

	Title	Authors
1	The impact of green technology on the country's economic development: Albania Case	Alma Zisi Irimi Goga Jonida Gashi Besiana Elezi
2	Enhancing value co-creation in Higher Education through Artificial Intelligence	Ariola Harizi
3	The Role of Digitalization in Strengthening EU Conditionality Mechanisms	Doris Malaj
4	Students' perception of the use of AI as a teaching tool	Durim Kraja Eldian Balla
5	Bridging the Digital Divide: Public Policy, European Convergence, and Competitiveness in Governance, Business, and Society	Elena Polo
6	Higher Education and AI Skills Development: Implications for Economic Transformation and Competitiveness	Georgiana Popescu Raluca Podasca Daniela Curpene
7	Student Well-Being and Human Capital Development in Higher Education: Evidence from an University Stress-Management Course	Urime Demiri - Shaipi Diturije Ismaili
8	Perspectives of transforming career services in Higher Education Institutions in Albania: the role of AI-driven career guidance	Zamir Hoxha Bajram Korsita
9	AI-Supported Transcription and Mixed-Methods Analysis in Educational Research: Demonstration of a Human-in-the-Loop Platform	Ester Trigo Ibáñez Juan Luis Jimenez Tenorio

16TH INTERNATIONAL SCIENTIFIC Conference

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Online Session

Room: B101 (12:00 – 14:00)

Moderator: Dr. Griselda Korsita

	Title	Authors
1	Policy Challenges in Strengthening Western Balkans Students' and Early Career Researcher's Research Integrity in the AI era	Oliana Sula Griselda Korsita
2	Human vs Algorithmic Pricing: Fairness and Legitimacy Perceptions in Albania's Retail Market	Anna Maria Kosova Marsida Krasniqi Eda Tabaku
3	Use of AI in the development of new sustainable materials for use in Large Format Additive Manufacturing (LFAM) techniques	Daniel Moreno Sánchez Daniel Moreno Nieto Pedro Burgos Pintos Jose Maria Lopez Martin
4	Using Advanced Analytics and Artificial Intelligence (AI) In Internal Audit for Sustainable Decision Making	Halil Hasani Venet Shala Demir Limaj
5	FinTech Innovations and their Impact on Performance and Liquidity Indicators in the Banking Sector	Leonora Haliti Rudhani Gazmend Deda Arta Jashari
6	The impact of Artificial Intelligence on the financial market	Marian Catalin Voica Jianu Daniel Muresan Alina Gabriela Brezoi
7	Blockchain and Institutional Convergence in European Public Administration	Riccardo Merli
8	The Impact of the Board of Directors' Characteristics on the Capital Structure in the context of Finnish and Swedish Listed Firms	Shab Hundal Teodora Barb-Dudan
9	AI and Sustainability-Driven Transformation, Reshaping Business and Society on the path to EU Integration	Sonila Ligu
10	Artificial intelligence and digital customer experience - an empirical study of consumer acceptance	Aurelia Patrascu Toader Florentina Alina Brezoi Alina Gabriela Ana Tanasescu
11	Ontological Methods for Knowledge Modeling in The Financial Domain: Frame-Based and OWL Ontologies	Ana Maria Teodorescu
12	Artificial Intelligence Tools for Predicting the Relationship between Tourism Growth and Economic Prosperity	Cosmina-Mihaela Rosca Adrian Stancu
13	The Paradox of Information Efficiency in Creative Content Markets under Generative AI	Cristian Bucur Bogdan George Tudorica
14	Preparing accountants for the age of artificial intelligence: a conceptual framework for accounting education	Aurelia Damian

16TH INTERNATIONAL SCIENTIFIC *Conference*

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		Dorian Florin Damian
		Daniela Rodica Iov
		Georgiana Popescu
		Ileana Dumitru
15	Preparing Economics Students for the AI-Driven Economy: Evidence on Quantitative and Digital Skills Readiness	
16	Higher Education and AI Skills Development: Implications for Economic Transformation and Competitiveness	Georgiana Popescu
		Raluca Podasca
		Daniela Curpene
17	Ethical Challenges Of Using Ai In Sustainable Development	Ana-Maria Teodorescu
		Ana Tanasescu
		Ileana Dumitru