



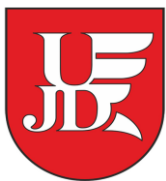
## Call for Papers

### XI<sup>th</sup> INTERNATIONAL SCIENTIFIC CONFERENCE

*Organized by:*  
UNIVERSITY COLLEGE OF BUSINESS (UCB)

**"INNOVATION, TECHNOLOGY, AND GREEN BUSINESS"**

*In collaboration with partners:*



05 JUNE 2025  
Tirana, Albania  
[www.kub.edu.al](http://www.kub.edu.al)

## **PURPOSE OF THE CONFERENCE**

University College of Business organizes the XI<sup>th</sup> International Scientific Conference titled:

**"INNOVATION, TECHNOLOGY, AND GREEN BUSINESS"** through the contribution of its three main units:

- Faculty of Economics, Law, and Social Sciences;
- Faculty of Engineering and Computer Science;
- College of Higher Professional Studies.

This event is one form of cooperation between parties by developing scientific research in multidisciplinary fields such as economics, law, education, social-political sciences, and professional studies.

The collaborating partners, including higher education institutions in the country, the region, and Europe, have significantly contributed to the organization and development of this conference.:

1. University of Skopje – North Macedonia
2. B2 Ljubljana School of Business – Slovenia
3. Jan Dlugosz University in Czestochowa – Poland
4. International University of Struga – North Macedonia
5. "Ukshin Hoti" Public University, Prizren, Kosovo
6. Baltic International Academy – Riga, Latvia
7. Institute for Applied Studies in Business, Albania
8. Euro College – North Macedonia
9. Helena Chodkowska University of Technology and Economics, Poland
10. Zagreb School of Business, Croatia

The conference will be held on **June 5<sup>th</sup>, 2025**.

The University College of Business staff will participate in the conference in the Conference Hall on the **University College of Business Campus**.

Language of the Conference: *English, Albanian*

## **CONFERENCE FIELDS**

With the aim of organizing the development of plenary sessions in parallel as effectively as possible, we will guide the division of presentations at this conference according to the following **fields**:

- **Computer Science, Information Technology;**
  - Technology in the Service of Sustainable Development and the Environment.
  - Protection Against Cyber Attacks in the Age of AI.
  - The Use of AI for Preventing Cyber Attacks.
  - AI in Biometric Systems and User Identification.
  - Industrial Automation and Security of Digital Devices.
  - Cryptography and Mathematical Algorithms in Cybersecurity.
  - Data Analysis and Statistics for Artificial Intelligence.



- **Education - “Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”**
- Transforming Education for the Green Economy: Curriculum Development
- E-learning for Environmental Education: Expanding Reach and Impact
- AI for Sustainable Learning: Personalizing Education for a Green Economy
- The Role of Professional Education in Developing Green Economy Skills
- Education for the Circular Economy: Preparing Students for the Future
- How Collaborations and International Networks Can Support Green Education on a Global Scale
- Green Education and Innovation: Partnerships Between Academia and Industry
  
- **Economics in the profiles of Finance, Banking, Accounting, Auditing, Management, Tourism, Marketing**
- Digital currency and the future of green finance.
- Innovation in banks: Embracing digital transformation for sustainable growth.
- FinTech and the Green Economy: Using technology for sustainable finance.
- The role of digital marketing in promoting green products.
- The role of technology in managing sustainable tourism.
- Innovations in renewable energy and sustainability.
- Circular economy and waste management solutions.
- Green finance and investment strategies.
- Sustainable agriculture and food systems.
- Economic freedoms and challenges to environmental freedoms.
- Green business and innovation are part of the third generation of environmental rights and freedoms.
  
- **Law, in Public, Civil, and Criminal Law and Business Law profiles.**
- E Drejta dhe Rregulloret për Biznesin e Gjellbër
- Law and Regulations for Green Business.
- Innovation, Technology, and International Law.
- International Trade and Environmental Agreements.
- Human Rights and Environmental Justice.
- International Conflicts and the Impact of Climate Change.
- Corporate Law and Social Responsibility.
- The Role of International Green Public Policies and Albania.
  
- **Professional Education**
- The use of digital platforms and e-learning tools to train professionals in sustainable practices.
- The use of artificial intelligence to create personalized learning paths and assess skills for roles in the green economy.
- Finance and Sustainable Investments: Professional Education in Green Financial Practices.
- How professional education providers can collaborate with industry leaders to align curricula with the needs of the green economy.
- Green Entrepreneurship: Professional Education for Starting Sustainable Businesses.
- Adapting the PET curriculum for the Digital Age: Integrating Technology into Sustainability Education.
- Creating Green Campuses: Sustainable Practices in Professional Education Institutions.
- Sustainable education for agriculture: Preparing future professionals for green agricultural practices.

The Conference program is not limited to these topics. We invite all interested parties to participate in the conference and to discuss alternative topics related to the main theme.

## **IMPORTANT DATES**

- **March 31, 2025:** Deadline for abstract submission.
- **April 7, 2025:** Notification deadline for abstract acceptance.
- **May 20, 2025:** Deadline for submission of the full paper.
- **May 24, 2025:** Deadline for confirmation of paper acceptance.
- **May 31, 2025:** Final deadline for payment completion and registration.
- **June 5, 2025:** Distribution of the Conference Program and Link.

## **SCIENTIFIC BOARD:**

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- Doc.Dr. Lirinda Vako, International University of Struga, Struga, North Macedonia

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Dr.Cand.Anisa Melishte - University College of Business

## **PRESENTATION OF PAPERS AND DISCUSSIONS**

- All presented papers will be published in the Conference Book of Proceedings.
- A selected number of articles, chosen by the Scientific Board of the Conference, will be published in a special issue of the Scientific Journal of Professional Studies with ISSN: 2520-0933 (online) and ISSN: 2412-5865 (print).

## **REGISTRATION FEES**

*The conference is free only for papers presented by members of the organizing institution and partner collaborators of this Conference.*

For participants from other universities with individual papers/co-authorship, the fee will be **50 Eur or 5.000 ALL**. The fee includes the Certificate of Participation (online), a copy of the Book of Proceedings (online), and a copy of the International Scientific Journal (ISSN online).

## **Bank Account Details:**

Emri i numrit të llogarisë bankare: Kolegji Universitar i Biznesit  
IBAN (ALL): AL38202110680000000000782125  
IBAN (EUR): AL852021106800000000001782125  
Swift code: SGSBALTX

*\*\* In the payment description, it is recommended to include ISCUCB 2025, as well as the name and surname of the author(s) of the paper.*

*\*\* Participants should cover their travel and accommodation expenses in Tirana and take care of the hotel reservation where they will stay. For accommodation suggestions, visit <https://ucb.edu.al/call-for-papers-xi-th-international-scientific-conference/>*

## **GUIDELINES FOR AUTHORS' ABSTRACTS**

The abstract should not exceed 200-250 words and clearly outline the paper's purpose, methodology, and conclusions. It should also include 4-5 keywords and their classification in JEL.

Abstract submissions should be made in Microsoft Word format following the instructions provided and sent via email to [infoconference@kub.edu.al](mailto:infoconference@kub.edu.al)

The official languages of the Conference will be **English and Albanian**.

The Conference will be held in a hybrid format. Paper presentations can be conducted in person at the conference venue or online via Zoom.

## **CONTACTS**

For questions or information regarding the conference, please get in touch with us at [infoconference@kub.edu.al](mailto:infoconference@kub.edu.al)  
Please visit our website: [www.kub.edu.al](http://www.kub.edu.al)

**YOU ARE WELCOME TO UCB in ALBANIA**

**The Organizing Committee of the Conference!**

## **ABSTRACT FORMULATION**

### **Title**

(14 points Times New Roman, Bold, Centered)

**Name and Surname - 1**

Affiliation (12 Times New Roman, center, for author 2)

**Name and Surname - 1**

Affiliation (12 Times New Roman, for author 2)

### ***Abstract***

The abstract should be a maximum of 200-250 words. It is a single-paragraph, single-spaced summary of the key elements of the paper.

Authors must clearly state their study's content and purpose, including the introduction, research questions, applied scientific methods, findings, main results, recommendations, and suggestions.

The abstract should be written in Microsoft Word, in 12-point Times New Roman, Bold, and centered.

***Keywords:*** In this section, you should include up to 5 keywords related to the study and the JEL code. (12-point Times New Roman, italicize each word).

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