**SUSTAINABLE DEVELOPMENT: PROBLEMS AND PERSPECTIVES 2022**

**INTERNATIONAL CONFERENCE**

**PROGRAM**

**with the organization**

**SABAH Executive Committee of the SABAH groups project of the Azerbaijan Republic Ministry of Education**

**UNEC SABAH**

**and with the support of**

**“Agrarian Innovation Agency” of the Azerbaijan Republic Ministry of Agriculture**

**Conference Language: English and Azerbaijani**

**Conference Location: Park Inn Baku Hotel by Radisson**

**Participants: 60 + 20 invited guests**

**25 May 2022**

**UNEC SABAH**

**Baku / Azerbaijan**

**ORGANISING COMMITTEE**

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Deputy head of student affairs of SABAH executive committee of the Education Ministry, Baku, Azerbaijan

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Professor at SABAH Center of Azerbaijan State University of Economics

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**Assoc. Prof. Ismayilzade Aliagha Atkham**

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**Dr.Huseynov Huseyn Amrah**

Head of Department for Sustainable Development, Ministry of Economics, the Republic of Azerbaijan

**Assoc.** **Prof. Rzayeva Ulviyye Shahin**

Head of “Digital Economy” Center, Azerbaijan State University of Economics

**Prof. Wadim Strielkovsky**

Research Professor at Cambridge University, guest Professor at Berkeley University

**ASSISTANT COMMITTEE**

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**Abdulova Aygun**

The mentor of SABAH, Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan

**Calilov Cabbar**

Student-Rector, Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan

**UNEC SABAH Student Young Organization**

**UNEC SABAH Student Scientific Society**

**UNEC SABAH Student Union Committee**

**UNEC SABAH Volunteers**

**25 May 2022 11:00 am OPENING CEREMONY**

**10:30-11:00 REGISTRATION**

**11:00 OPENING – Gular Mashiyeva, Arif Mikayilov**

**11:10 Video Clip (About Sustainable Development)**

**OPENING REMARKS**

**11:20 Firudin Gurbanov**

Deputy Ministry of Education, the Republic of Azerbaijan

**11:30 Prof. Adalat Muradov**

Rector of Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan

**11:40 Eldar Qojayev**

Deputy of the Head SABAH groups project

**11:50 Huseyn Huseynov**

Secretary of the National Coordinating Council for Sustainable Development of the Republic of Azerbaijan, Head of the Department of the Ministry of Economy

**12:00 Presentation about UNEC SABAH – Gular Mashiyeva**

**PLENAR LECTURES**

**Moderator: Arif Mikayilov**

**12:10 Dr. Andras Bethlendi, Budapest Technology and Economics University, Hungary**

Topic: Green Finance: The Neglected Consumer Demand

Presentation: <https://zoom.us/j/96136878747>

**12:20 Dr. Wadim Strielkowski, Professor, the Prague Institute, Cambridge University Researcher**

**12:30 Prof. Kata Varadi, University of Corvinus, Hungary**

Topic: Central cleaning including different market segments

Presentation: <https://zoom.us/j/96136878747>

**12:40 Jale Mammadova PhD, Budaepst Business School,**

Topic: Sustainable Rural Tourism in Azerbaijan

Presentation: <https://zoom.us/j/96136878747>

**12:50 Shamil Ismayilov and Sevinj Abbasova, Budapest University of Technology and economics,**

Topic: Finance Technology (FinTech) for Sustainable Development

Presentation: <https://zoom.us/j/96136878747>

**Session 1.**

**Economy and Finance**

**Moderators:**

**Professor Elnur Sadigov (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

**Dr. Professor Andras Bethlendi (Budapest Technology and Economics University, Budapest, Hungary)**

**Secretary: Sabina Safarova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

* **Jabrayilov R.** Use of Renewable Energy in the World and in Azerbaijan. Politics for the promotion of renewable energies (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Ismayilov Sh., Abbasova S.** Finance Technology (FinTech) for Sustainable Development (Budapest Umiversity of Technology and Economics, **Budapest, Hungary**)
* **Rzayeva F., Ashrafova G.** Financial analysis in terms of management and ratio analysis objectives (Friedrich-Alexander University Erlangen, **Nurnberg, Germany**; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Safarova S.** Impact of alternative energy on future energy sustainability(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Konstantinovna A., Masimli Kh.** Comparison of US GAAP and IFRS (Polack State University, Novopolotsk, Belarus; Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
* **Azizli R.** Economic Solutions of Environmental Pollution
* **Akbarli V., Guliyev A.** Impact of e-banking on the traditional banking (Sapienza University of Roma, **Roma, Italy**; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Balammadova A., Samandarli V.** The role of the multi-channel the integration process in CRM: advantages and disadvantages in Azerbaijan business environment (University of Gdansk, Gdansk, Poland; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Sadigova Kh.** Sustainable economy: 4 directions ofimprovement(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mammadli M., Guliyeva N.** Examine how inflation will affect the company’s long-term investment decisions (Corvinus University of Budapest, Budapest, Hungary; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Novruzova G.** Dünyadakı qlobal problemlərin təhlili. Bataqlaşma və mühafizə tədbirləri (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)
* **Karimli K.** Azərbaycan Respublikasının su ehtiyatları və onların istifadəsi(UNEC SABAH, **Baku,** **Azerbaijan)**
* **Nagiyev E., Aliyev R.** Financial policy for economic growth in azerbaijan and its implementation mechanisms (University of Corvinus, **Budapest, Hungary**; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Namazov M.** Accounting for financial transactions in the global economy based on advanced data analytics(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Narimanli K.** Private banking in Azerbaijan Republic and abroad, prospects and development features(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Sayidova L.** Quantitave analysis of relationship between oil and financial sector of Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Binyatova S.** The effects of oil price changes on economic growth in the case of Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mustafayeva S.** The positive impact of the free economic zones on the development of the business environment in different economies of the world (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Karimzade Y.** Significance of investment strategy in the stable growth of Karabakh Region (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Isgandarli L.** The impact of cryptocurrencies on the international financial system (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Rzayeva L.** Using blockchain technology in industry 4.0. application of blockchain systems in smart cities and analyses of economic consequences of this (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Humbatov N.** Benefits and Drawbacks of implementing Artificial Intelligence in Supply Chain Management in Azerbaijani Companies (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Hasanova S.** Models of valuation and accounting of intangible assets at commercial organizations (UNEC SABAH, **Baku,** **Azerbaijan**)

**SESSION 2.**

**Industry and Information Technology**

**Moderators:**

**Professor Assistant AYSEL GULIYEVA (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

**Professor Assistant AYGUN ABDULOVA (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

**Secretary: Khanim Maharlamova (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

* **Gubatova V.** Impact of covid-19 on labor market: the case of EU (University of Reading England, London, United Kingdom)
* **Mammadova Zh.** Sustainable rural tourism in Azerbaijan (Budapest Business School, Budapest, Hungary)
* **Maharlamova Kh.** Innovation economy and its impact on economy (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Abdullayev H.**, **Nuriyeva R.** Amendments to IFRS and their deeply influence on financial statements (University of Tartu, Tartu, Estonia; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mikhaylova M.**, **Ahmadova E.** Analysing the future of the social media and digital platforms on business branding and marketing (Polack State University, Navapolatsk, Belarus; (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Jabrayilova Kh., Guliyeva A., Valizade N.** Ananysis of the investment activity of the enterprise and ways to increase efficiency (University of Innsbruck, **Innsbruck, Austria**; ADA University, **Baku, Azerbaijan**; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mammadyarov E.** Impacts of global climate change on economy (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Taghizade S., Bayramov A.** New trends of the economy: a case of digital energy of sustainable economy (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Sadikhli N.** An examination of cash transfer mechanisms and their impact on corporate operations and profitability in modern business (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mammadsadigov I.** Financial accounting’s contribution to the decision-making process in sustainable economy system (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Suleymanov F.** The Impacts of Pricing Policies on an Enterprise's Marketplace Share and competition-oriented strategy (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Gurbanli N.** Sustainable in the future development of Shusha city of Karabakh (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mikayilov A.** Prospects for the implementation of a green economy(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Ibrahimov T.** The use of artificial intelligence in banking technologies: Current status and development prospects in Azerbaijan Republic (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Orujova G.** The impact of COVID-19 on the financial management of companies (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Allahverenli E.** Bank operations of banks in financial markets (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Huseynova L.** Accounting and analysis of transactions with financial instruments (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Guliyev A**. Impact of e-banking on the traditional banking (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Asgarli A.** Differences in global financial reporting practices and their impact on consolidated financial statements of multinationals (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Imanova N**. Formation of reporting of credit organizations in accordance with international reporting standards (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mammadov A.** Analysis of the consulting firms and influence of the marketing strategies on financial profitability. Identification of problem faced and offering solutions. (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Karimov F.** The influence of macroeconomic factors on the financial system's performance: A case study of Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Hajiyeva Z.** Limitations and Viewpoints of Azerbaijan small and medium enterprises and their fixed asset reporting requirements (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Hasanli Z.** Investment flows to Karabakh economic region (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Sariyev Z.** The growth of cryptocurrency market, its effect on global market, potential fraud risks and the ways of preventing these risks (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Tahmazzade A.** Plication of “green tourism concept in Azerbaijan to recently liberated territories (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Huseynli D.** “Securities of commercial banks (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Huseynova E.** The market of banking products and services: problems and development trends in the Republic of Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Bayverdi I.** Credit policy of commercial banks (UNEC SABAH, **Baku,** **Azerbaijan**)

**SESSION 3.**

**Humanitarian and Social**

**Moderators:**

**Dr. HUSEYN HUSEYNOV (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

**Professor Assistant AYGUN TAHMAZLI (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan)**

**Secretary: (Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan**)

* **Samandarli V.**, **Karimli N.** Methods for evaluation of effectiveness of investment projects (University of Gdansk, Gdansk, Poland; (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Guluzade A.**, **Aghayeva I.** The role of banks in the development of economy in Azerbaijan and banking regulation (London South Bank University, London, UK; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mashiyeva G.** The role of Fourth Industrial Revolution in global innovative economy (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Suleymanli F., Allahverdili M.** Global economy problems as a result of covid-19 pandemic period (University of Lodz, Lodz, Poland; (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Samadov N.** Təkrar emal prosesinin iqtisadi, sosial və ekoloji aspektləri (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Aliyev H.** Gender equality problem in labor market: case study Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Losifovna K.**, **Abbasov T.** Exploring consumer decision making styles in online clothing consumption among Azerbaijani millennial e-consumers (Polack State University, Navapolatsk, Belarus; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Alizade F**., **Jafarova N.** Different between behavioral and traditional finance (Corvinus University of Budapest, Budapest, Hungary; UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mahmudov F.** Development of the credit market in modern era (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Ibrahimova F.** Small and Medium-Sized Enterprise Financial Inclusion in the Middle East and Central Asia (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Ibrahimli H.** Financial reporting of small and medium-sized enterprises (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Rustamlilar G.** The problems of SMEs in Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Suleymanli A.** Analysis of changing consumer preferences and buying patterns in traditional and digital marketing in Azerbaijan during Covid19 (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Gurbanov S.** Effects of Social Media Marketing and Influencer Marketing on Consumer Buying Behaviour for Products (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Guliyev G.** Management of the financial results of the company Amazon (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Fataliyev N.** Analyzing customers’ psychology and its role in digital marketing (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Ahadli Sh**. The effect of Covid 19 on the global tourist sector: issues and prospects (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Alasgarova N.** Effective Human Resources Management as a Key Factor in the Organizational Performance and Productivity (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Aliyeva S.** Processing of economic information on accounting for fixed assets in a trading company (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mehdiyeva G.** Logistika fəaliyyətinin dünya təcrübəsi (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Alizade X.** An analysis of foreign trade and economic growth in Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Mansirov E.** The analysis of monetary policy frameworks in developing countries (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Aghayeva G.** Banks and Cryptocurrency in a Demonetized World (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Farajova M.** Ways to increase the efficiency of decision-making and implementation in the management system at the restaurant and in Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Akhazada Z.** Normative bases of employment regulation in Azerbaijan (UNEC SABAH, **Baku,** **Azerbaijan**)
* **Musayeva Sh.** Impact of financial sustainability on undertaking esteem extension(UNEC SABAH, **Baku,** **Azerbaijan**)
* **Valiyev Y.** How post conflict period in South Caucasus may affect the achievement of Sustainable Development in Caucasus region? (UNEC SABAH, **Baku,** **Azerbaijan**)