



## 28<sup>th</sup> FAI International Conference on

**Digitalisation and Artificial Intelligence Revolution in Business Management**

**JOINTLY ORGANIZED BY**

**UNEC Business School, Azerbaijan State University of Economics, Baku, Azerbaijan,**

**In Collaboration with**

**FATER Academy of India (FAI)**

**(18 - 20 April, 2024)**

**Venue: Auditorium of Azerbaijan State University of Economics**

18-04-2024 - 1 <sup>st</sup> Day	
9:00-10:00 AM	Distribution of Registration material/Spot Registration
<b>Inaugural Function (Böyük akt zalı)</b>	
10:05 AM	Welcoming the Guests
10:10	Video - Digitalisation and Artificial Intelligence Revolution in Business Management
10:15 AM	Presidential Address by Prof. Adalat Muradov Rector Azerbaijan State University of Economics, Baku
10:20 AM	Address by President -FAI, Prof. M.Premjit Singh
10:25 AM	Address by Vice President-FAI, Prof. Nina Poyda Nosyk
10:30 AM	Welcome address by - Dr. Nazim Hajiyev, Director, UNEC Business School, Baku
10:40	Address by General Secretary-FAI, Prof. Pankaj Srivastava
10:45	Felicitations of Prof. Adalat Muradov, Rector, Azerbaijan State University of Economics & Dr. Nazim Hajiyev, Director, UNEC Business School by FAI Executive Council
10:55	Message from Turkey by the Dean Dr. Fethiye Muge Sakar Dicle University, Faculty of Management and Economics, Department of Business Administration, Diyarbakr, Turkey
10:58	Message from Brazil, FAI Executive Council member

	<a href="#">Prof. Arceloni Neusa Volpato</a> Head International Foreign Division UNIFACVEST University Center, Brazil
11:01	Message from Executive Council member of FAI <a href="#">Prof. M. Lellis Thivagar</a> Vice President (FAI) Professor & Head, School of Mathematics Madurai Kamaraj University, Madurai, INDIA
11:04	Message from FAI advisory board member Dr. G. Mahadevan Department of Mathematics, Gandhigram Rural University, Dindigul, Tamil Nadu, India
11:07	Message from, Romania <a href="#">Dr. Georgia Irina Oros</a> Vice President FAI, Department of Computer Science and Mathematics, University of Oradea, Romania
11:10	Message from, Romania Members of the FAI Executive Council, Romania Dr. Liliana Guran Department of Pharmaceutical Sciences, Vasile Goldis Western University of Arad, Romania
11.13	Message from <a href="#">Prof C/C .Tan</a> , Foreign Secretary, FAI,  Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology, Rattanakosin, Thailand
11:16	Message from Crimea  <a href="#">Prof. Akhtem A. Dzhelilov</a>  FAI Advisory board member  <a href="#">Department of Social Sciences, University of Management and Economics, Crimea,</a>
11.19	Message from Ukraine  <a href="#">Prof. Pavlo Hryhoruk</a>  Professor & Head of Department of Automated Systems and Modeling in Economics of Khmelnytskyi National University, Khmelnytskyi, Ukraine
11.22	Message from India  <a href="#">Maj. Gen. (Retd) Praveen Kumar</a>  (FAI Academic Secretary - Science and Technology), Member, Executive Council, FAI
<b>11:25 - 12:00 Noon - Tea Break</b>	
<b>White HALL (Ağ zalda)</b>	

<b>TECHNICAL SESSION - I: Emerging Trends of Artificial Intelligence in Business Management</b> <b>Chairperson: Prof.Pankaj Srivastava, India</b>	
<b>Link: Code: 015118</b> <b><a href="https://zoom.us/j/98585244648">https://zoom.us/j/98585244648</a></b>	
<b>12.15 – 12.45 PM</b>	Keynote address by <b>Prof. M. Premjit Singh, India</b>
<b>12.45 – 1:15 PM</b>	Keynote Address By <b>Prof. Nina Poyda Nosyk, Ukraine</b>

**1:15 2:00 PM - Lunch Break**

**TECHNICAL SESSION - II: Digitalization tendencies in regional and industrial development**  
**Chairperson: Prof. Nina Poyda Nosyk, Ukraine**

<b>2:00 – 2:30 PM</b>	Keynote address By <b>Dr. Nazim Hajiyev</b> , Director, UNEC Business School, <b>Baku</b>	The Digital Revolution: Reshaping Our Economy with AI
<b>2.30-3:00 PM</b>	Invited Speaker <b>Dr. Nataliia Vdovenko</b> , Head of the Department of Global Economy, National University of Life and Environmental Sciences of <b>Ukraine</b>	Problems of Using Digital Technologies in the Formation of Competitiveness of Ukrainian Livestock Products
<b>3:00-3:30 PM</b>	Invited Speaker by <b>Prof. Vitalina Babenko</b> Department of Economics, V.N. Karazin Kharkiv National University, Kharkiv, <b>Ukraine</b> .	Ukrainian Exports from 2022 : Impact on the food supply of European countries
<b>3.30 --5:00 PM</b> <b>Chairman:</b> <b>Sevar Mammadova</b>	Oral Presentations (15 minutes to each presenter as per the list issued by the Convenor)	

**05.00 PM - Tea Break**

**19-04-2024- 2<sup>nd</sup> Day**

**TECHNICAL SESSION - III: Digital transformation and and current business scenario for sustainable management.**

**Chairperson : Prof. M. Premjit Singh, India**

<b>10.00 – 10-30 AM</b>	Online Invited Speaker By <b>Prof. Anna Laszkiewicz</b> , Marketing and Management Department, University of Lodz, Poland, <b>Poland</b>	<b>VIRTUAL INFLUENCERS in SOCIAL MEDIA</b>
<b>10.30 – 11.00 AM</b>	Online invited Talk By <b>Prof. Chai Ching Tan</b> Rattanakosin International College of Creative Entrepreneurship (RICE), Rajamangala University of Technology, Rattanakosin, <b>Thailand</b>	Enabling Psychological Flow States of Post-Graduate Students in Their Studies and Efforts - A Case of Ph.D. Student’s Research Learning

**Tea Break 11:00- 11:30 PM**

<b>12.00 – 01.30 PM</b> <b>Chairman:</b> <b>Vusal Kerimli</b>	Oral Presentations (15 minutes to each presenter as per the list issued by the Convenor)	
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**01.30 – 2.30 PM - Lunch Break**

<b>TECHNICAL SESSION - IV: Digitalization in Business Management and Entrepreneurship</b> <b>Chairperson: Richard Gottschall - UNEC Business School, SUNY Plattsburgh, Plattsburgh, USA</b>		
<b>02:30 – 03.00 PM</b>	Online invited Talk by <b>Dr. Cheng Boon Liat Alex</b> Associate Professor, Department of Marketing Management, Sunway University Business School, Jalan University, Bandar Sunway, Malaysia	<b>Unveiling the Limits: Navigating the Evolving Landscape of AI in Business and Marketing</b>
<b>03:00-3:30 PM</b>	Online Invited Talk By <b>Dr. Elisabeth T. Pereira</b> Associate Professor, Department of Economics, Management, Industrial Engineering and Tourism (DEGEIT), University of Aveiro Campus Universitario de Santiago, Aveiro ( <b>Portugal</b> )	<b>Digitalization and AI Applied to Business Management and Entrepreneurship</b>
<b>3:30 – 5:00 PM</b> <b>(Chairman : )</b>	Oral Presentations (15 minutes to each presenter as per the list issued by the Convenor)	
<b>Tea Break (05.00 PM)</b> .....		
<b>3<sup>rd</sup> day April 20, 2024</b>		
<b>TECHNICAL SESSION – v : Artificial Intelligence and its role in Tourism, Economics and Business Management</b>		
<b>Chairperson : Prof. Vitalina Babenko, Ukraine</b>		
<b>10.00 – 10-30 AM</b>	Keynote address by <b>Prof.Pankaj Srivastava</b> , Former Head, Department of Mathematics, M.N. National Institute of Technology Allahabad, Prayagraj, <b>India</b>	<b>Smart Tourist Destination Ranking System with Reference to Bikaner, India</b>
<b>10.30 – 11.00 AM</b>	Online Invited Talk by <b>Dr. Georgia Irina Oros</b> , Computer Science and Mathematics, University of Oradea, <b>Romania</b>	<b>Applications of Certain Hypergeometric Functions in Geometric Function Theory</b>
<b>Tea Break 11:00- 11:30 PM</b>		
<b>11:30 – 12:00 PM</b>	<b>Dr. Fethiye Muge Sakar</b> Department of Management Faculty of Economics and Administrative Sciences, Dicle University, Diyarbakir, Turkey	<b>A Subclass Involving q-Wanas Operator Defined in Janowski Domain</b>
<b>12.00-12.30</b>	<b>Online invited Talk By Prof. Zinaida Zhyvko</b> <b>Dept of Management and International Business,</b> <b>PJSC Lviv Institute of Management, Lviv, Ukraine</b>	
<b>12.30- 1.30 PM</b> <b>Chairman:</b> <b>Gunel Imanova</b>	Oral Presentation	
<b>Lunch -1.30PM-2.00pm</b> <b>Valedictory Function (2.00-3.30)</b>		
<b>Chief Guest</b>		
<b>Report of the International Conference</b>	<b>Dr. Nazim Hajiyev</b> , Director, UNEC Business School, Baku	
<b>About the International Conference</b>	Prof. Nina ,Vice President -FAI	
<b>Valedictory Address</b>	By the Chief Guest -	
<b>Vote of Thanks by Gunel Imanova, lecturer, UNEC Business School</b>		

## **Visits:**

- Old City or Inner City/İçəri şəhər;
- Ateshgah temple /Ataşgah məbədi;
- Yanar Dagh /Yanar Dağ;
- Gobusta rock/Qobusta qayalığı.

<b>28th FAI International Conference</b>			
<b>Digitalisation and Artificial Intelligence Revolution in Business Management</b>			
<b>28th FAI - DAIRBM 2024</b>			
April 18-20,2024			
<b>PARALLEL PAPER PRESENTATION SESSION SCHEDULE</b>			
<b>18-20-04-2024</b>			
PARALLEL PAPER PRESENTATION SESSION(offline)			
<b>Time: 2:00 – 5.00 pm</b>		<b>Venue</b>	
<b>Session I, Room №</b>			
<b>Code:123456</b>			
<b><a href="https://zoom.us/j/97904885902">https://zoom.us/j/97904885902</a></b>			
<b>Session Chair:</b>		<b>Sevar Mammadova</b>	
<b>Session In-charge</b>			
S. No	Name of Paper Presenter	Designation & affiliation	Title of the Paper
1	Yadulla Hasanli, Jamila Musayeva And Fargana Musayeva	SRIES under Azerbaijan State University	How Do Oil and Gas Reserves Affect the Economic Growth of the CIS Countries: Evidence from Panel Data Regression
2	Khatia Udesiani	Ivane Javakhishvili Tbilisi State University, Tbilisi, Georgia	Evaluating the Efficiency of Participation of Small and Medium-Sized Businesses in Electronic State Procurement in Georgia
3	Fuad Gasimov, Elnure Shafizade, Fariz Guliyev, Yagut Musayeva	UNEC Business School, Azerbaijan State University of Economics	Securing Systems in Financial Organizations and Safeguarding Success
4	Safar Amin Razyiev and Gulzar Nizam Azadaliyeva	PhD on biology sciences, assistant professor, Zagatala branch of Azerbaijan State University of Economics (UNEC), PhD on chemistry sciences, assistant professor, Sumgait State University, Sumgait, Azerbaijan	From the experience of digital teaching of points related to “green” in the works of Nizami Ganjavi
5	Ilkin Azar, Suleymanov G.,Safarli Z	Azerbaijan University of Architecture and Construction	Intelligent Traffic Control: Harnessing AI for Urban Mobility Enhancement
7	Aliagha Gasimov, Movlud Farzaliyev,Vekil Ibrahimov, Gunay Azizova	UNEC Business School, Azerbaijan State University of Economics, Western Caspian University Baku, Azerbaijan.	Assessing the ICT Impact on Tourism Services Exports in Azerbaijan
8	G. S. Aliyev, E .F. Aliyev	Institute of Catalysis and Inorganic Chemistry	Comparative Analysis of Methods for Utilization and Processing of Oil Sludge

		named after acad. M.Naghiyev, Western Caspian University	
9	Shahlar Asgarov, Rena Hajiyeva, Esmira Ahmadova, Turkana Gahramanlı	Western Caspian University	Ideal Educational System
10	Gunay Rahimli ,Yadulla Hasanli, Sardar Shabanov	SRIES under Azerbaijan State University of Economics (UNEC)	Estimation of the Multiplier Effects of Science and R&D in Azerbaijan
11	Vusal Karimli Maharram, Simuzar Mammadova Sultan	UNEC Business School, Azerbaijan State University of Economics	Calculation of Parametric Indices on the Basis of Efficient Management
12	Nazrin Akhundzada, Inara Rzayeva	Azerbaijan State University of Economics	Digital Transformation of SMEs in ECA region: Opportunities and Challenges
13	Tahir Garayev Mubariz , Sevar Mammadova Momin, Nigar Aslanova Rafiq	UNEC Business School, Azerbaijan State University of Economics	Regression Analysis of the Relationship of Bank Lending to The Real Sector of Economy and the Volume of GDP In Azerbaijan
14	Yusif Musayev	UNEC Business School, Azerbaijan State University of Economics	Family Businesses in Digital Economy: Challenges and New Prospects
15	Ali Y. Abbasov	Niagara College Toronto, Canada	The Power Play: Understanding Electricity Wholesale Trading and Market Dynamics
PARALLEL PAPER PRESENTATION SESSION(offline)			
<b>18-04-2024</b>		Time: 2:00 – 5.00 pm	Venue
<b>19-20. 04-2024</b>		Time: 10:00 – 5.00 pm	Venue
<b>Session 2, Room №</b>			
<b>Code:123456</b>			
<b><a href="https://zoom.us/j/97672947727">https://zoom.us/j/97672947727</a></b>			
	<b>Session Chair:</b>	<b>Vusal Kerimli</b>	
	<b>Session In-charge</b>		
1	Ragif Gasimov, T.A.Aliyeva	Azerbaijan State University of Economics (UNEC)	Implementation of Human Resources Management Functions in Institutions Operating in the Northwest Region of Azerbaijan
2	Afag Huseyn, Elnura Shafizade, Amil Alili, Tahmasib Huseynov	UNEC Business School, Azerbaijan State University of Economics	Digitalization of Educational Products and Services: Factors and Trends

3	Afag Huseyn, Elnura Shafizade, Yagut Musayeva, Turgan Babayev	UNEC Business School, Azerbaijan State University of Economics Nakhchivan State University, Nakhchivan, Azerbaijan	The Impact of the Development of Digital Educational Products on Environmental Protection: Problems and Prospects
4	Bahman Huseynli, Nigar Huseynli	UNEC Business School, Azerbaijan State University of Economics	Analyzing the Effect of Brand Value on Economic Growth with Econometric Analysis on the Example of Google and the USA
5	Mirzayev Zakir Ilyas, Salayev Elkhan Adil	Azerbaijan State University of Economics (UNEC)	Assessing the Impact of Employers on High Technology Export and Industry in Azerbaijan
<b>19.04-2024 Time: 10:00 – 5.00 pm</b>			
6	Nurkhodzha Akbulaev	Azerbaijan State University of Economics (UNEC)	Analysis of Complex Financial Data using COPRAS and VIKOR Methods:XU Industrial Index Example
7	Amdulla O. Mekhrabov, Marziya F. Aghayeva, Matanat A. Mehrabova, Kamran Z. Huseynov	Novel Materials and Nanotechnologies Institute, Azerbaijan Technical University	Design and Development of High Temperature Intermetallic Materials via Computational Material Science for Industrial Applications
8	Rashad Huseynov, Elman Ibishov, Nazim Mammadov, Farhad Mikayilov, Salman Najafov	SRIES under Azerbaijan State University of Economics (UNEC)	Policy in RESPONSE to COST-PUSH INFLATION
9	Rovshan Hajiyev, Nazim Ozbey Hajiyev, Emin Teymurov	UNEC Business School, Azerbaijan State University of Economics	The Impact of Energy Consumption and Economic Growth on Carbon Dioxide Emissions:Evidence from Global Economies
10	Nikola Mićunović,, Velimir Srića (online)	University of Donja Gorica (UDG)	Impact of Business Digital Transformation on the Evolution of the Digital Labor Market,Future Roles of Employees in Companies, and the Evolving Dynamic between Human andTechnology in modern business and society
<b>20.04-2024 Time: 10:00 – 5.00 pm</b>			
11	A.Y.Aliyev, R.J.Hajiyeva, E.N.Ahmadova, T.B.Gahramanlı, B.H.Asgarova	Baku State University Western Caspian University	Numerical Solution of the Mixed Problem with Non-Classical Boundary Conditions
12	Ramin Zeynalov, Rena Hajiyeva, Zemfira Aliyeva, Sabina Mustafayeva	Institute of Control Systems of the Ministry of Science and Education of the Republic of Azerbaijan	Under Uncertain Conditions Adaptive Control of Dynamic Objects
13	Nazrin Rustambayova	Baku State University	Human Capital vs Artificial Intelligence
14	Dilruba Pashayeva	Baku Business University	Evaluating the Application of Digital Accountability in Communication Services



15	Yadulla Mehriban Yadulla, Hasanova Pari Amirahmad	Baku State University	A New Perspective on the Firm's Production Costs and Revenues
<b>18-20-04-2024</b>			
PARALLEL PAPER PRESENTATION SESSION(offline)			
<b>Session 3, Room №</b> <b>Code: 123456</b> <b><a href="https://zoom.us/j/98831021637">https://zoom.us/j/98831021637</a></b>			
<b>Session Chair:</b>		<b>Gunel Imanova</b>	
<b>Session In-charge</b>			Training Machine Learning Models for US Stock Indices Using Python
1	Rena J.Hajiyeva, Sama G.Bayramova, Gulnar E.Rahimova, Lalas.Kerimova, Bahar H.Asgarova	Western Caspian University Azerbaijan State Oil and Industry University	Prediction of Repairability of Oil field Equipment at the Design Stage
2	Arzu Huseynova Reyhan Azizova Ophelya Mazanova	Azerbaijan State University of Economics (UNEC)	Azerbaijan Model of Domestic Waste Management
3	Gunel Imanova, Azim Niyazov	UNEC Business School, Azerbaijan State University of Economics, Jagiellonian University, Business and Finance Management, Krakow, Poland	The influence of digital marketing strategies on customer's online buying behavior
4	Gunay Dilgam Guliyeva	Institute of Education of the Republic of Azerbaijan	Quantitative and Qualitative Assessment of the Problems Faced by Chemistry Teachers in Azerbaijan in the in-School Assessment Process
5	Dovlatov Aliheydar	UNEC Business School, Azerbaijan State University of Economics	Development Directions of the Taxation Mechanism in Innovation and Investment Activities in the International Context
<b>19.04-2024 Time: 02:00 – 5.00 pm</b>			
6	Tural Abdulhasanov	UNEC Business School, Azerbaijan State University of Economics	The Future of the Accounting Profession Under the Impact of Digital Transformation
7	Basti Aliyeva, Nurkhodzha Akbulaev	Azerbaijan State University of Economics (UNEC)	Robot for Algorithmic (Automatic) Trading in Metatrader 4 And 5
8	Shahla Gahramanova	UNEC Business School, Azerbaijan State University of Economics	Impact of effective CSR management mechanisms on company performance
9	Ilqar Namazov Shahlar , Allahverdi Tagiyev Shukur	Azerbaijan Amelioration and Water Farm Open Joint Stock Company,	Green Energy Potential of Khazaryani-Guba Zone – Thermal Water Resources

		Azerbaijan State Oil and Industry University	
10	Vusala Nabi Jafarova, Sevda Sabir Rzayeva	Azerbaijan State Oil and Industry University, UNEC Business School, Azerbaijan State University of Economics	DFT Simulations of Electronic Properties of Ag-Doped ZnO Nanotubes
<b>20.04-2024 Time: 12:00 – 3.00 pm</b>			
11	Logman Bayramov	Azerbaijan Nakhchivan State University, Institute of Bioresources	Biology of Flowering and Fruiting of Pear Varieties and Forms Cultivated in the Territory of Nakhchivan Autonomous Republic, Viability of Flower Pollen
12	Ruslan Israfilov	UNEC Business School, Azerbaijan State University of Economics	Developing Successful Strategic Partnerships Between Companies and Universities
13	Hasanli A.N. , Mehrabova M.A.	Azerbaijan University Architecture and Construction, Baku, Azerbaijan Technical University, Institute of Radiation Problems	Smart Technologies In Tourism Complexes Planning
14	K K Jindal, M K Verma (online)	Former Asst. Director General Indian Council of Agricultural Research & Retd. Director Research Central Agricultural University Imphal Manipur, Director ICAR Central Institute for Temperate Horticulture Srinagar	Impact of Winter Chilling Calculated by Richardson’s Mathematical Model on Productivity of Apple In Indian Himalayas - Mitigations and Enhancement of Productivity in View of Changing Climate Scenario
15	Nizami Suleymanov, Ijabika Sardarova, Aygun Safarova, Etibar Manafov	Azerbaijan State Oil and Industry University	Implementation of “Smart Home” Automation System in Educational Buildings – “Smart Classroom” Project
16	Hajiyeva Nushaba Aslan , Huseynova Mehriban Rovshan, Mammadova Ayshan Viladdin, Gunel Ahmed Abbasova	Azerbaijan University of Technology, Ganja	The Importance of the Digital Economy in Improving the Efficiency of the Socio-Economic System in Azerbaijan
	Yusif Musayev	UNEC Business School, Azerbaijan State University of Economics	Family Businesses in Digital Economy: Challenges and New Prospects
	Ali Y. Abbasov	Niagara College Toronto, Canada	The Power Play: Understanding Electricity Wholesale Trading and Market Dynamics
	Shahla M. Rzayeva, Leyla Z. Aliyeva, Fatima Z. Rzayeva	Azerbaijan State University of Economics	Assessment of the Tourism Potential of the Liberated Territories of Azerbaijan
	Mammadova Esmira Hamlet, Mirageidarova Arzu Islam	Azerbaijan State Oil and Industry	Research on the Role of Innovative Clusters in the Development of the Country's Economy