

გლობალიზაცია  
და ბიზნესი

GLOBALIZATION  
& BUSINESS

European University  
The Faculty of Business and Technologies  
The Institute for the Research of  
Economic and Social Problems of Globalization  
Journal: "Globalization and Business"  
Kutaisi University  
Daugavpils University



The 6<sup>th</sup> International Conference  
**2021**

EU.EDU.GE

ACTUAL ECONOMIC AND  
SOCIAL PROBLEMS IN  
MODERN GLOBALIZATION

European University  
The Faculty of Business and Technologies  
The Institute for the Research of  
Economic and Social Problems of Globalization  
Journal: "Globalization and Business"  
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The 6<sup>th</sup> International Conference

# **ACTUAL ECONOMIC AND SOCIAL PROBLEMS IN MODERN GLOBALIZATION**

Program  
(July 17)

Tbilisi  
2021

# INTERNATIONAL CONFERENCE GLOBALIZATION 2021

The conference will be held remotely using zoom  
July 17 from 11:00 to 15:00 (Tbilisi time)

<https://us02web.zoom.us/j/88249987925?pwd=V0trU0JwWINLbVlyR-1dENzJXd2hVQT09>  
Meeting ID: **882 4998 7925**  
Password: **12345**

**10:30-11:00**

Registration

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**11:00**

Opening Conference Welcome Speech

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**11:20**

First Session

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**12:40**

Coffee Break 15 minutes

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**13:00**

Second Session

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**14:20**

Discussion of Thematic Problems in Round Table Format

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**14:50**

Summarizing and Closing Conference

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## Organizing Committee

### **Organizer:**

- *European University (Georgia)*
- *The Faculty of Business and Technology*
- *The Institute for the Research of Economic and Social Problems of Globalization*
- *Journal “Globalization and Business”*

### **Co-organizers:**

- *Kutaisi University (Georgia)*
- *Daugavpils University (Latvia)*

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## Globalization 2021: Organizing Committee

- Gocha Tutberidze, European University
- Givi Bedianashvili, European University
- Teona Grigolashvili, Kutaisi University
- Nino Gadilia, European University
- Tatia Dolidze, European University
- Aza Ipshiradze, Kutaisi University
- Lasha Chakhvadze, European University
- Vazha Kiladze, European University

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## Globalization 2021: Review Committee

- Gocha Tutberidze, Professor, European University
- Givi Bedianashvili, Professor, European University
- Nikoloz Chikhladze, Professor, Kutaisi University
- Ioseb Archvadze, Professor, Kutaisi University
- Lia Eliava, Professor, Kutaisi University
- Tornike Khoshtaria, Professor, European University
- Beso Tabatadze, Associate Professor, European University
- Quji Bichia, Associate Professor, European University

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## Globalization 2021: Scientific Committee

- Gocha Tutberidze, Professor (European University, Georgia)

- Givi Bedianashvili, Professor (European University, Georgia)
- Ioseb Archvadze, Professor (Kutaisi University, Georgia)
- Lia Eliava, Professor (Kutaisi University, Georgia)
- Nikoloz Chikhladze, Professor (Kutaisi University, Georgia)
- Mirza Khidasheli, Associate Professor (Kutaisi University, Georgia)
- Tornike Khoshtaria, professor (European University, Georgia)
- Quji Bichia, Associate Professor, European University
- Sukl Khan Tabagua, Assistant Professor (European University)
- Guram Uplisashvili, Associate Professor (Kutaisi University, Georgia)
- Paata Kldiashvili, Professor (Kutaisi University, Georgia)
- Tsitsino Dzotsenidze, Associate Professor (Kutaisi University, Georgia)
- Beso Tabatadze, Associated Professor (European University, Georgia)
- Maia Azmaiparashvili, Professor (European University, Georgia)
- Alexander Aplakov, Professor (European University, Georgia)
- Eka Devidze, Professor (IBSU, Georgia)
- Giorgi Gaganidze Professor (Ivane Javakhishvili Tbilisi State University, Georgia)
- Teimuraz Beridze, Professor (Ivane Javakhishvili Tbilisi State University, Georgia)
- Ramaz Abesadze, Professor (Ivane Javakhishvili Tbilisi State University Paata Gugushvili Institute of Economics, Georgia)
- Natela Tsiklashvili, Professor (Batumi Shota Rustaveli State University, Georgia)
- Mikheil Tokmazishvili, Professor (Tbilisi Open University, Georgia)
- Alina Betlej, Assistant Professor (John Paul II Catholic University of Lublin)
- Nino Paresashvili, Associate Professor (Ivane Javakhishvili Tbilisi State University, Georgia)
- Tea Lazarashvili, Associate Professor (Caucasus International University, Georgia)
- Badri Gechbaia, Associate Professor (Batumi Shota Rustaveli State University, Georgia)
- Irma Dikhaminjia, Associate Professor (Sokhumi State University, Georgia)
- Madona Gelashvili, Associate Professor (Sokhumi State University, Georgia)
- David Jalaghonias, Professor (Sokhumi State University, Georgia)
- Giorgi Berulava, Professor (Sokhumi State University, Georgia)
- Vladimirs Meņšikovs, Professor (Daugavpils University, Latvia)

- Manuela Tvaronaviene, Professor (Vilnius Gediminas Technical University, Lietuva)
- Ludmila Aleksejeva, Professor (Daugavpils University, Latvia)
- Muhammed Kursad Ozekin, assistant Professor (Bandirma University, Turkey)
- Ekaterine Natsvlshvili, Associate Professor (European University, Georgia)
- Regina Demianiuk, PhD (Siedlce University of Natural Sciences and Humanities, Poland)
- Łukasz Ambroziak, PhD (Institute of Agricultural and Food Economics - National Research Institute, Poland)
- Tetiana Paientko, Professor (Kyiv National Economic University named after Vadym Hetman, Ukraine)
- Olena Bazhenova, Associate Professor (Taras Shevchenko National University of Kyiv, Ukraine)
- Ihor Chornodid, Professor (Academy of Labour, Social Relations and Tourism, Ukraine)
- Inta Ostrovska, Associate Professor (The Institute of Humanities and Social Sciences, Daugavpils University, Latvia)
- Dmitrijs Oļehnovičs (Daugavpils University, Latvia)
- Izet Zeqiri, Professor (Macedonian Academy of Science and Arts, South East European University, North Macedonia)
- Fitim Deari, Associate Professor (South East European University, North Macedonia)
- Igor Lyutiy, Professor (Taras Shevchenko National University of Kyiv, Ukraine)
- Liudmila Demydenko, Associate Professor (Taras Shevchenko National University of Kyiv, Ukraine)
- Galina Savina, Professor (Kherson National Technical University, Ukraine)
- Elene Zaytseva, Professor (Kherson National Technical University, Ukraine)
- Ganna Zhosan, PhD (Kherson National Technical University, Ukraine)
- Irina Skionzhik, Associate Professor (Nikolayev National Agrarian University, Ukraine)
- Ihor Chornodid, Professor (Academy of Labour, Social Relations and Tourism, Ukraine)

## FIRST SESSION

Heads of Session:

*Olena Bazhenova; Givi Bedianashvili; Vladimir Menshikov; Nikoloz Chikhladze*

*Givi Bedianashvili, Vladimir Menshikov, Oksana Ruza*

Pandemic Factor and Entrepreneurial Activity of Youth: on the Example of Georgian and Latvian University Students

*Joseph Archvadze*

Perspectives of Sustainable Development of Georgia in the Post-Kovid Period

*Olena Bazhenova*

Early Warning System of External Sustainability for the Economy of Ukraine

*Avtandil Sulaberidze*

On pandemic demographics

*Liudmyla Demydenko, Yuliia Nakonechna, Olena Nesterenko*

Fiscal incentives in Ukraine in the face of the Covid-19 pandemic

*Larysa Sidelnykova*

Fiscal Risks of Budget Tax Losses

*Nino Damenia*

Impact of COVID 19 on Georgia's agriculture

*Oksana Cheberyako, Dmytro Nikytenko, Zakharii Varnalii, Viktor Kolesnyk, Oleksandra Borysenko*

Innovative Blockchain Technology as a Factor of Economic Development

*Rossitsa Yalamova*

Blockchain for Corporate Governance in a Sustainable Socio-Economic System

*Yana Fareniuk*

Effective regional marketing strategy for FMCG companies on the basis of Data Science technologies

*Nikoloz Chikhladze, Mirza Khidasheli, Gocha Ugulava*

Challenges of Fiscal Decentralization in Georgia Against the Background of the Covid-19 Pandemic

*Nazira Kakulia*

Economic Growth and environmental sustainability in Georgia

*Malkhaz Chikobava*

Anti-crisis policy of leading central banks at the present stage

*Irma Tkemaladze*

National employment policy responses to the Covid-19 crisis in Georgia

*Maia Chania, Medea Samsiani*

Modern problems of economic development and their evaluation criteria in the context of globalization

*Neli sesadze*

Economic Theory: Opportunities and Challenges

*Ekaterine Natsvlishvili*

Leadership and Managerial Competences: Key Challenges and Development Opportunities of Contemporary Organizations

*Mikheil Bichia*

COVID-19 and the Legitimation of Violation on the Private Sphere

*Murman Kvaratskhelia*

Theoretical aspects of investment processes

*Gia Liluashvili*

Legal Regulation of Social Entrepreneurship as an Innovative Entrepreneurial Activity: Challenges and Solutions

*Amiran Maglakelidze*

SME Policy Priorities in the Context of the COVID-19 Pandemic

*Quji Bichia*

A structured approach to developing a digital business model



## SECOND SESSION

Heads of Session:

*Olena Bazhenova; Givi Bedianashvili; Vladimir Menshikov; Nikoloz Chikhladze*

*Eliso Lanchava*

Knowledge management as a competitive strategy

*Ved Pal Singh Deswal*

Digitalisation as a Tool of Globalisation in Relation to Legal Education: Glimpses from India

*Maia Azmaiparashvili*

Negative effects of the pandemic and sustainable recovery of tourism in Georgia

*Giorgi Bregadze*

Measuring the economic impact of COVID-19 on the Tourism Industry of Georgia

*Gulnazi Erkomaishvili*

Agrarian policy in Georgia in the conditions of contemporary challenges

*Tea Munjishvili*

Predicting the financial stability of an enterprise using simulation models in the conditions of modern challenges

*Murman Tsetskhladze, Salome Sulaberidze*

Agritourism barriers and ways of regulation in Guria region

*Givi Bedianashvili, Khatuna Tabagari*

The Economic-political importance of hydrocarbons in case of the actuality of developing of renewable resources

*Tsitsino Dzotsenidze*

Integration, Growth and Complexity in the modern World Economies

*Grigoriy Gurbanov, Nino Kharebava*

The determinants of capital structure choice in Georgian ICT sector

*Ia Goderdzishvili*

Industry Development in Georgia

*Lela Schöler-Iordanashvili*

Influence of derivatives on financial stability of developed and Developing countries: long term period in pandemic period

*Kristina Avaliani*

Perception of international business communications in the Georgian business sector

*Levan Kikilashvili*

Eco-Friendly Technologies and Business: Georgia Experiences and Challenges

*Naira Virsaladze, Malvina Kipiani*

The pandemic as another ruthless test for the poor population

*Nana Lukhutashvili, Tea Valishvili*

The Structure And System of Motivations of The Teaching Staff Professional Activities

## **THE INFORMATION ABOUT THE SPEAKERS**

**Joseph Archvadze** – Doctor of Economics, Professor, Kutaisi University, Georgia

**Kristina Avaliani** – PhD student, Sokhumi State University, Georgia

**Maia Azmaiparashvili** - Professor, European University; Senior Researcher, European University's Institute for Research of Economic and Social Problems of Globalization; Associated Professor Gori State University, Georgia

**Olena Bazhenova** – Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Givi Bedianashvili** - Doctor of Economic Sciences, Professor; European University; European University's Institute for Research of Economic and Social Problems of Globalization; Academician of the Academy of Economic Sciences of Georgia; Associate Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Mikheil Bichia** – Doctor of Law, Visiting Lecturer at Ivane Javakhishvili Tbilisi State University, Georgia

**Giorgi Bregadze** – PhD, Professor, Caucasus University, Georgia

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**Maia Chania** – Associate professor, David Agmashenebeli University of Georgia, Georgia

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**Malkhaz Chikobava** - Doctor of Economics, Associate Professor, Ivane Javakhishvili Tbilisi state University, Georgia

**Nikoloz Chikhladze** - Doctor of Economic Sciences, Professor, Kutaisi University; Akaki Tsereteli State University; Academician of the Academy of Economic Sciences of Georgia, Georgia

**Nino Damenia** – Doctor of Economics, Professor, School of Business, Computing and Social Sciences at the Saint Andrew the First-Called Georgian University of the Patriarchate of Georgia

**Liudmyla Demydenko** – PhD, Associate Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Ved Pal Singh Deswal** – Dr., Maharshi Dayanand University Rohtak (Haryana), India

**Gulnazi Erkomaishvili** - PhD, Associate Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Ia Goderdzishvili** - Associate Professor, European University, Georgia

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**Nino Kharebava** – PhD, Associate Professor, Sokhumi State University, Georgia

**Mirza Khidasheli** – PhD, Professor, Kutaisi University, Georgia

**Levan Kikilashvili** – PhD Student, Sokhumi State University, Georgia

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**Lela Schöler-Iordanashvili** – PhD student, Grigol Robakidze University, Georgia; KfW Banking group Subsidiary Bonn, Germany

**Larysa Sidelnykova** - Doctor of Economic Science, Professor, Head of the Department of Finance, Banking and Insurance, Kherson National Technical University, Kherson, Ukraine

**Avtandil Sulaberidze** – Doctor of Economic Science, Professor, Institute of Demography and Sociology Ilia State University; Academician of the Academy of Economic Sciences of Georgia, Georgia

**Salome Sulaberidze** - PhD student, Batumi Shota Rustaveli State University, Georgia

**Irma Tkemaladze** – PhD student, Ivane Javakhishvili Tbilis State University, Georgia

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**Naira Virsaladze** – Associate Professor, Kutaisi University, Akaki Tsereteli State university, Georgia

**Rossitsa Yalamova** - PhD Finance, Dhillon School of Business, University of Lethbridge, Canada