

გლობალიზაცია  
და ბიზნესი

GLOBALIZATION  
& BUSINESS

The 5<sup>th</sup> International Conference on  
Actual Economic and Social  
Problems in Modern Globalization

2020



THE INSTITUTE FOR THE RESEARCH  
OF ECONOMIC AND SOCIAL PROBLEMS  
OF GLOBALIZATION

EU.EDU.GE

JOURNAL

GLOBALIZATION  
AND 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 5<sup>th</sup> International Conference

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

Program  
(September 26)

Tbilisi  
2020

# INTERNATIONAL CONFERENCE GLOBALIZATION 2020

The conference will be held remotely using zoom  
September 26 from 11:00 to 14:00 (Tbilisi time)

<https://us02web.zoom.us/j/4309498749>

Meeting ID: **430 949 8749**

Password: **451008**

## **10:30-11:00**

Registration

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## **11:00**

Opening Conference Welcome Speech

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## **11:30**

First Session

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## **12:00**

Coffee Break 15 minutes

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## **12:15**

Second Session

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## **13:20**

Discussion of Thematic Problems in Round Table Format

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## **13:50**

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 2020: Organizing Committee

- Gocha Tutberidze, European University
- Givi Bedianashvili, European University
- Teona Grigolashvili, Kutaisi University
- Chabuki Cheishvili, Kutaisi University
- Tamta Gvelesiani, European University
- Tatia Dolidze, European University
- Aza Ipshiradze, Kutaisi University
- Lasha Chakhvadze, European University
- Maia Mushkudiani, European University
- Vazha Kiladze, European University

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### Globalization 2020: 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
- Tea Todua, Professor, European University

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### Globalization 2020: 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)
- Vladimirs Meņšikovs, professor (Daugavpils University, Latvia)
- Manuela Tvaronavičiene, professor (Vilnius Gediminas Technical University, Lietuva)
- Ludmila Aleksejeva, associate professor (Daugavpils University, Latvia)
- Mirza Khidasheli, professor (Kutaisi University, Georgia)
- Tornike Khoshtaria, professor (European University, Georgia)
- Paata Kldiashvili, professor (Kutaisi University, Georgia)
- Guram Uplisashvili, associate Professor (Kutaisi University, Georgia)
- Tsitsino Dzotsenidze, associate Professor (Kutaisi University, Georgia)
- Beso Tabatadze, associated professor (European University, Georgia)
- Tea Todua, professor (European University, Georgia)
- Alexander Aplakov, professor (European University, Georgia)
- Eka Devidze, professor (European University, 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)
- 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, professor (Sokhumi State University, Georgia)
- David Jalaghonia, professor (Sokhumi State University, Georgia)
- Giorgi Berulava, professor (Sokhumi State University, Georgia)
- Sophio Khundadze, associate professor (International Black Sea University, Georgia)
- 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 Ostrovskā, 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)

## FIRST SESSION

Heads of Session: *Olena Bazhenova; Givi Bedianashvili; Vladimir Menshikov; Nikoloz Chikhladze*

*Vladimir Menshikov, Irena Kokina, Vera Komarova, Olga Volkova (Latvia)*  
**Digitalization for Increased Access to Healthcare Services: Case of Latvia**

*Tamar Makasarashvili, Giuli Giguashvili*  
**The main challenges of digital commerce in the conditions of “COVID-19”**

*Moshe Barak, Givi Bedianashvili*  
**Fostering systematic inventive thinking in the context of modern challenges of globalization**

*Nikoloz Chikhladze*  
**COVID-19 and Urban Economics**

*Olena Bazhenova, Ihor S. Chornodid*  
**Industrialization and Economic Growth: Case of Industrializing Countries**

*Murman Kvaratskhelia*  
**Threats of economic crisis**

*Ganna Zhosan*  
**Youth entrepreneurship as a key element in the development of regional potential**

*Nugzar Todua, Beka Vashakidze*  
**The Use of Social Media Marketing in Personal Selling**

*Tornike Khoshtaria, Arian Martin*  
**Qualitative investigation into consumer motivations and attitudes towards research shopping in the Georgian market**

*Ani Kalandia*  
**Investments as a source for increasing the country’s competitiveness in global context**

*Paata Koguashvili, David Mamukelashvili*

**The Development of cooperative agro-credit system in Georgia**

*Ekaterine Natsvlashvili*

**“Overskilling” or ‘Lack of Skills’? – Skills and Jobs Mismatches as a New Challenge of Labour Markets**

*Maia Azmaiparashvili*

**The impact of the pandemic on tourism in Georgia and in the world**

*Igor Ariefiew*

**Distributed transport hub logistic and economic evaluation of indicators**

*Quji Bichia*

**Accelerated Automation and the Ecosystem of Adaptation to the Changes**

*Khatuna Tabagari*

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

## **SECOND SESSION**

Heads of Session: *Olena Bazhenova; Givi Bedianashvili; Vladimir Menshikov; Nikoloz Chikhladze*

*Mirza Khidasheli*

**Financial implications of COVID-19 on Georgian economy**

*Tsitsino Dzotsenidze*

**Education and Labor Market Interactions**

*Gurami Uphlisashvili*

**On the Regulatory Role of the State in Terms of the Current Pandemics**

*Qetevan Pipia, Gocha Tutberidze, Givi Rakviashvili, Kristine Rakviashvili*

**The new generalized gravitational model of migration for Georgia**



*Rusudan Mikautadze, Tsitsino Davituliani*

**Cultural Changes in the Era of Globalization and Its Importance in Intercultural Communication**

*Fitim Deari*

**Trade credit and firm profitability: a theoretical note**

*Givi Bedianashvili, Mikael Bichia*

**German legal and socio-cultural business environment in a pandemic**

*Tengiz Verulava*

**German experience in the fight against Covid-19**

*Tsitsino Davituliani*

**The Role of Nature Monuments in the Development of Rural Tourism (Gordi-Kinchkha case)**

*Amirani Maghlakelidze*

**Technological Innovations and Opportunities for Entrepreneurship Development in Georgia**

*Lia Eliava, Malkhaz Dzadzua*

**Assess the Positive and Negative Effects of Microcredit Organizations on the Living Standards of the Population**

*Joseph Archvadze*

**The impact of the coronavirus pandemic on the forms and structure of employment**

*Oksana Cheberyako, Viktor Kolesnyk, Alina Gaiduchenko*

**Defense financing features within the context of the new challenges**

*Levan Kikilashvili*

**Tourism business against the background of the coronavirus (Covid-19) in the context of technology development**

## THE INFORMATION ABOUT THE SPEAKERS

*Joseph Archvadze* – Professor, Kutaisi University, Georgia

Igor Ariefiew – Professor, Institute of Transport Engineering, Poland

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

*Moshe Barak* – Professor, Ben-Gurion University of the Negev, Israel

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

*Givi Bedianashvili* - 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

*Mikael Bichia* – Doctor of Law, Chief Researcher, European University's Institute for Research of Economic and Social Problems of Globalization; Visiting lecturer, Ivane Javakhishvili Tbilisi State University, Georgia

*Quji Bichia* - Doctor of economics, Researcher, European University's Institute for Research of Economic and Social Problems of Globalization; Visiting lecturer, Ivane Javakhishvili Tbilisi State University, Georgia

*Oksana Cheberyako* - Professor, Taras Shevchenko National University of Kyiv, Ukraine

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

*Ihor S. Chornodid* – Professor, Academy of Labor, Social Relations and Tourism, Ukraine

*Tsitsino Davituliani* - Associate professor, Akaki Tsereteli State University; Kutaisi University, Georgia

*Fitim Deari* – Associate Professor, South East European University, Tetovo, Republic of North Macedonia

*Malkhaz Dzadzua* – PhD Student, Kutaisi University, Georgia

*Tsitsino Dzotsenidze* – Associate professor, Kutaisi University, Georgia

*Lia Eliava* – Professor, Kutaisi University; Chief Researcher, European University's Institute for Research of Economic and Social Problems of Globalization, Georgia

*Alina Gaiduchenko* – Senior Teacher, National Academy of Security Service of Ukraine, Ukraine

*Giuli Giguashvili* – Professor, Gori State University, Georgia

*Ani Kalandia* - PhD Student, Kutaisi University, Georgia

*Mirza Khidasheli* – Professor, Kutaisi University, Georgia

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

*Tornike Khoshtaria* – Professor, European University; Chief Researcher, European University's Institute for Research of Economic and Social Problems of Globalization, Georgia

*Irena Kokina* – Professor, Daugavpils University, Latvia

*Vera Komarova* – Doctor of Economics, Daugavpils University; Senior Researcher, Institute of Humanities and Social Sciences, Latvia

*Paata Koguashvili* – Professor, Georgian Technical University; Academician of the Georgian Academy of Agricultural Sciences, Georgia

*Viktor Kolesnyk* - Professor, Taras Shevchenko National University of Kyiv, Ukraine

*Murman Kvaratskhelia* – Professor, Sukhumi State, University; Academician of the Academy of Economic Sciences of Georgia, Georgia

*Rusudan Mikautadze* - Associate professor. Kutaisi Akaki Tsereteli State University, Georgia

*Tamar Makasarashvili* – Professor, Gori State University, Georgia

*Vladimir Menshikov* – Professor, Daugavpils University, Institute of Humanities and Social Sciences, Latvia

*Arian Marin* – PhD Student, International Black sea University (IBSU), Georgia

*David Mamukelashvili* - Doctor of Economics, Target Project Service Agricultural Cooperatives Development Agency, Georgia

*Amirani Maghlakelidze* – Researcher, European University's Institute for Research of Economic and Social Problems of Globalization; PhD Student, Ivane Javakhishvili Tbilisi State University, Georgia

*Ekaterine Natsvlashvili* – Associate Professor, European University, Georgia

*Qetevan Pipia* – PhD student, Samtskhe-Javakheti State University, Georgia

*Givi Rakviashvili* – Associate professor, Ilia State University, Georgia

*Kristine Rakviashvili* – Researcher, Union of Young Olympic Mathematicians, Georgia

*Khatuna Tabagari* – Doctor of economics, Revenue Service, Georgia

*Nugzar Todua* – Professor, Ivane Javakhishvili Tbilisi State University; Academician of the Academy of Economic Sciences of Georgia, Georgia

*Gocha Tutberidze* - Professor, European University; Samtskhe-Javakheti State University, Georgia

*Gurami Upplisashvili* - Associate Professor, Kutaisi University, Georgia

*Beka Vashakidze* – PhD student, Ivane Javakhishvili Tbilisi State University, Georgia.

*Tengiz Verulava* - Professor, Caucasus University; Associated professor, Ivane Javakhishvili Tbilisi State University; Chief Researcher, European University's Institute for Research of Economic and Social Problems of Globalization, Georgia

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