

2ND INTERNATIONAL TEACHING WEEK AT BUSINESS AND TECHNOLOGY UNIVERSITY

DATES: 26-29 APRIL, 2022



Our Agenda for 26th of April

Introduction & Welcome

13:00-13:15

Welcome Speech and „Introduction of BTU", Ms. Ani Chelishvili, Head of International & Development Offices at BTU

Link to Session [🔗](#)

13:15-14:15

„NATO - Georgia Relations with Highlights on the War in Ukraine“, Ms. Pirit Pikker, Deputy Head of the NATO Liaison Office in Georgia

Link to Session [🔗](#)

14:15-14:30

„Ukrainian Global University Initiative”
Ms. Olena Havrylchuk, University Paris 1 Panthéon-Sorbonne

Link to Session [🔗](#)

14:30-14:45

„Women Empowerment Project at BTU”
Ms. Kesi Katsitadze, Development Manager at BTU

Link to Session [🔗](#)

27th of April

Management & Marketing Module

12:00-13:00

„Consulting & Information Systems”,
Prof. Hans-Günter Lindner, TH
Cologne, Germany
Link to Session [🔗](#)

15:00-16:00

„The Impact of Communication
Activities on the Reputation of
Selected Brands”, Prof. Jana Galera
Matúšová, University of. Ss. Cyril and
Methodius in Trnava, Slovakia
Link to Session [🔗](#)

13:00-14:00

„Green Management & Green
Economy for Sustainable
Development”, Prof. Marzena Hajduk-
Stelmachowicz, Rzeszow University of
Technology, Poland
Link to Session [🔗](#)

16:00-17:00

„Negotiate Your Way”, Prof. Aukse
Blažėnaitė, Kaunas University of
Technology, Lithuania
Link to Session [🔗](#)

14:00-15:00

„Management in Logistics”, Prof.
Paulina Bełch, Rzeszow University of
Technology, Poland
Link to Session [🔗](#)

17:00-18:00

„Individual Innovation Capability”,
Prof. Maciej Zastempowski, Nicolaus
Copernicus University, Poland
Link to Session [🔗](#)

28th of April

Tech Module

[12:00-13:00](#)

„Social Aspects of Technology Diffusion: Danube Region HPC Technology Case”, Prof. Janez Kolar, Ljubljana School of Business, Slovenia

Link to Session [↗](#)

[13:00-14:00](#)

„Management Information Systems”, Prof. Kamen Spassov, Sofia University "St. Kliment Ohridski", Bulgaria

Link to Session [↗](#)

[14:00-15:00](#)

„Benefits of Blockchain Technology in Health Administration Facilitating the Transition to Patient-Driven Interoperability: A Scoping Review”, Prof. Bhupinder Singh, CHRIST (Deemed to be University), India

Link to Session [↗](#)

[15:00-16:00](#)

„Robotic Process Automation – an Opportunity or a Threat?”, Prof. Piotr Kozak, Nicolaus Copernicus University, Poland

Link to Session [↗](#)

[16:00-17:00](#)

„How Blockchain Can Change Our Life”, Prof. Zurab Pertaia, BTU, Georgia

Link to Session [↗](#)

28th of April

Cybersecurity Module

11:00-13:00

„Cybersecurity Ethics I” Prof. Tatjana Volkova, BA School of Business and Finance,
Latvia

Link to Session [↪](#)

14:00-16:00

„Cybersecurity Ethics II” Prof. Tatjana Volkova, BA School of Business and Finance,
Latvia

Link to Session [↪](#)

16:00-17:00

„International Regulation of Cybersecurity: New Paths and New Problems”, Prof.
Dennis-Kenji Kipker, University of Bremen, Germany

Link to Session [↪](#)

29th of April

Economics & Finances Module

12:00-13:00

„Circular Behaviours Undertaken by the Households”, Prof. Elżbieta Szczygieł, Pedagogical University of Krakow, Poland

Link to Session [🔗](#)

13:00-14:00

„A Global Perspective on Financial Literacy Education: Ideas and Challenges”, Prof. Ferhat Oztotus, Hakkari University, Turkey

Link to Session [🔗](#)

14:00-15:00

„Accounting for a Better World”, Ms. Filiz Demiroz, Head of ACCA Turkey Cluster: Turkey, Georgia, Azerbaijan and Afghanistan

Link to Session [🔗](#)

15:00-16:00

„Modern Central Banking And Monetary Policy. Lesson from the Pandemic Crisis”, Prof. Aleksandra Nocoń, University of Economics in Katowice, Poland

Link to Session [🔗](#)

16:00-17:00

„Derivatives – Curse or Miracle?”, Prof. Rafał Buła, University of Economics, Poland

Link to Session [🔗](#)

17:00-18:00

„Inflation - Historical Perspectives of the Largest Inflation Episodes, the Impact of Wars and Pandemics”, Prof. Maciej Ryczkowski, Nicolaus Copernicus University in Torun, Poland

Link to Session [🔗](#)

29th of April

Digitalization Module

11:00-12:00

„Building Trust on Digital Platforms”, Prof. Tsothe Zhghenti, BTU, Georgia

Link to Session [🔗](#)

12:00-13:00

„Digital Transformation and Nature of Work”, Prof. Kusum Lata, Christ (Deemed to be) University, India

Link to Session [🔗](#)

12:00-14:00

Parallel Session

„Digital Transformation: Case of KABADA – “Knowledge Alliance of Business Idea Assessment: Digital Approach Project I”, Prof. Jānis Hermanis, BA School of Business and Finance, Latvia

Link to Session [🔗](#)

29th of April

Digitalization Module

14:00-15:00

„Time Series Analysis and Forecasting Using R and Power BI”, Prof. Evaldas Vaičiukynas, Kaunas University of Technology, Lithuania

Link to Session [🔗](#)

15:00-16:00

„Accelerating any Idea, Project or Start-up Through Online Optimization and Automation Tools During Times of Particular Uncertainty. Growth Hacking Advices How to Operate During Crises”, Prof. Maciej Chrzanowski, Rzeszow University of Technology, Poland

Link to Session [🔗](#)

15:00-17:00

Parallel Session

„Digital Transformation: Case of KABADA – Knowledge Alliance of Business Idea Assessment: Digital Approach Project II”, Prof. Jānis Hermanis, BA School of Business and Finance, Latvia

Link to Session [🔗](#)