



UNIVERSITETI I EVROPËS JUGLINDORE  
УНИВЕРЗИТЕТ НА ЈУГОИСТОЧНА ЕВРОПА  
SOUTH EAST EUROPEAN UNIVERSITY



Universidad  
Europea VALENCIA

9<sup>th</sup>

# International Scientific Conference on Business and Economics (ISCBE)

**“FUTURE-READY ECONOMIES:  
INNOVATION, ENTREPRENEURSHIP, AND DIGITAL  
COMPETITIVENESS”**



11-12 June 2026

Universidad Europea de Valencia



Valencia, Spain

**HYBRID EVENT**



[www.seeu.edu.mk](http://www.seeu.edu.mk) \* [www.universidadeuropea.com/](http://www.universidadeuropea.com/)

<https://conf.seeu.edu.mk/iscbe2026>

[iscbe@seeu.edu.mk](mailto:iscbe@seeu.edu.mk)

## ABOUT

We are delighted to invite you to the **9th International Scientific Conference on Business and Economics (ISCBE 2026)**, to be held on **11–12 June 2026**, in **Valencia**, at the **Universidad Europea de Valencia**, Valencia, Spain.

### **“FUTURE-READY ECONOMIES: INNOVATION, ENTREPRENEURSHIP, AND DIGITAL COMPETITIVENESS”**

This conference provides a forward-looking and interdisciplinary platform for scholars, policymakers, and practitioners to explore how economies can become resilient, competitive, and future-ready in an era of rapid technological change and global uncertainty. The central theme focuses on the critical role of innovation, entrepreneurship, and digital transformation in shaping sustainable and competitive economic systems.

Key discussions will address topics such as digital competitiveness and economic growth, innovation-driven entrepreneurship, the role of artificial intelligence and data-driven decision-making, startup and ecosystem development, digital skills and human capital, and policy frameworks supporting future-oriented economies. Special attention will be given to how firms, institutions, and regions can adapt to disruptive technologies while fostering inclusive and sustainable development.

We strongly encourage the active participation of master’s and PhD students. The conference offers an excellent opportunity for early-career researchers to present their work, receive constructive feedback, and engage in meaningful dialogue with experienced academics and professionals, contributing to debates that will shape the future of business, economics, and digital transformation.

The joint organization of this conference results from collaboration within the *ChallengeEU* Alliance, co-funded by the European Union, and provides an opportunity to further strengthen cooperation among the organizers and other alliance partners.



We look forward to your valuable contributions and to welcoming you for stimulating discussions in Valencia in June 2026.



## KEYNOTE SPEAKERS



### **Marco Valeri**

Marco Valeri is Associate Professor of Organizational Behavior at Niccolò Cusano University (Italy) and holds a PhD in Strategic Management and Organizational Behavior from the University of Rome “Tor Vergata.” He also teaches at Xenophon College (UK) and holds visiting, adjunct, and honorary professorships at several international institutions in Europe and Asia, including universities in North Macedonia, Malaysia, India, France, Hungary, Slovakia, and Poland. His teaching and consultancy activities focus on strategic management, leadership development, cross-cultural management, and international hospitality management. His research interests include sustainability and green practices, strategy implementation, knowledge management, family business, crisis management, information technology, and network analysis. He has extensive experience supervising doctoral and master’s theses and has held multiple international visiting appointments. Professor Valeri is listed in Stanford University’s 2024 ranking of the World’s Top 2% Scientists. He serves as Editor-in-Chief and Associate Editor of several international journals in management, leadership, and tourism and is a member of numerous editorial boards. In 2021, he received the Emerald Literati Award for Outstanding Reviewer.



### **Catalina Franco**

Catalina Franco is a researcher at the Center for Applied Research (SNF) at NHH Norwegian School of Economics. She is affiliated with the Centre for Experimental Research on Fairness, Inequality and Rationality (FAIR) and the Development Learning Lab (DLL). She completed her PhD at the University of Michigan. Her research focuses on education challenges in both industrialized and developing countries, often using a behavioral economics approach. She works with administrative data and also designs her own randomized studies. Currently, her research centers on the implications of generative AI for education, as well as the role of stress in gender differences in performance on high-stakes exams.

# CONFERENCE TRACKS

Topics of interest include, but are not limited to the following:

<b>Track 1: Sustainability and Circular Economy</b>	<b>Track 2: Economics and Finance</b>	<b>Track 3: Entrepreneurship, Innovation, and Family Business</b>
<ul style="list-style-type: none"><li>□ Circular economy and energy crisis</li><li>□ Green economy and finance</li><li>□ Resource efficiency</li><li>□ Sharing economy</li><li>□ Environmental policy and management</li><li>□ Sustainable tourism practices</li><li>□ Community gardens and urban farming</li><li>□ Clean energy access for underserved communities</li><li>□ Other related topics</li></ul>	<ul style="list-style-type: none"><li>□ Behavioral finance</li><li>□ Financial auditing</li><li>□ Financial reporting</li><li>□ Investment banking</li><li>□ Macroeconomic stability</li><li>□ Challenges of monetary economics</li><li>□ Fiscal consolidation and effective public sector</li><li>□ Knowledge economy</li><li>□ Migration and labor markets</li><li>□ Other related topics</li></ul>	<ul style="list-style-type: none"><li>□ Entrepreneurship theory development</li><li>□ Entrepreneurial marketing</li><li>□ Entrepreneurial finance</li><li>□ Entrepreneurial education</li><li>□ Women entrepreneurship</li><li>□ Creativity and innovation</li><li>□ Open innovation</li><li>□ Knowledge spillover</li><li>□ Green entrepreneurship</li><li>□ Family business issue</li><li>□ Other related topics</li></ul>
<b>Track 4: Management and Marketing</b>	<b>Track 5: Information and Computer Systems, Data Science, and Artificial Intelligence</b>	<b>Track 6: Legal Aspects and Future-ready Economies</b>
<ul style="list-style-type: none"><li>□ Management and leadership</li><li>□ Operations management, business logistics and supply chain management</li><li>□ Corporate governance and corporate communications</li><li>□ Human resource management and organizational behavior</li><li>□ Competition in specific/different market(s)</li><li>□ Human resources and tourism labor market challenges</li><li>□ Societal marketing</li><li>□ Customer relationship marketing</li><li>□ Social media marketing and digital marketing</li><li>□ – Other related topics</li></ul>	<ul style="list-style-type: none"><li>□ Computer architectures &amp; embedded systems</li><li>□ Real-time &amp; distributed computing</li><li>□ Cloud computing &amp; IoT</li><li>□ Software engineering &amp; programming</li><li>□ Networks &amp; cybersecurity</li><li>□ Graphics, games &amp; HCI</li><li>□ E-learning &amp; intelligent interfaces</li><li>□ Databases &amp; data mining</li><li>□ NLP &amp; knowledge representation</li><li>□ Data fusion &amp; streaming</li><li>□ Visualization &amp; social analytics</li><li>□ Robotics &amp; optimization</li><li>□ AI &amp; active learning</li><li>□ Other related topics</li></ul>	<ul style="list-style-type: none"><li>□ Legal Frameworks for Innovation and Digital Economies</li><li>□ Competition Law and Antitrust Challenges in Digital Markets</li><li>□ Intellectual Property Rights in Innovation and Digital Entrepreneurship</li><li>□ Regulation of Digital Platforms, E-Commerce, and the Gig Economy</li><li>□ FinTech, Blockchain, and Legal Challenges of Digital Finance</li><li>□ Cybersecurity Law and Digital Resilience of Firms and Institutions</li><li>□ Regulatory Sandboxes and Adaptive Governance for Emerging Technologies</li><li>□ Other related topics</li></ul>

**All papers discussing other challenging issues related to the general topic of the conference will be considered as well.**

# PUBLICATION OPPORTUNITIES\*



## ESIC-Market

<https://revistasinvestigacion.esic.edu/esicmarket/index.php/esicm/index>



## Journal of Enterprising Communities

<http://www.emeraldgroupublishing.com/jec.htm>



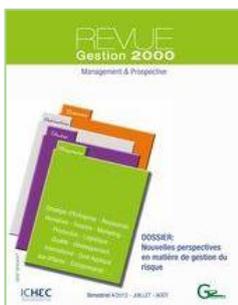
## International Journal of Globalisation and Small Business

<https://www.inderscience.com/jhome.php?jcode=ijgsb>



## International Journal of Technoentrepreneurship

<https://www.inderscience.com/jhome.php?jcode=ijte>

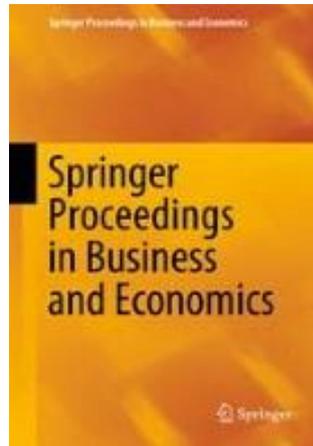


## Management and Prospective

<https://management-prospective.ichec.be/index.php/management-prospective>

**All submitted papers to the respective journals will undergo the review process according to the journals' policies. These journals are indexed in Scopus & ESCI Clarivate Analytics.**

The ISCBE 2026 qualified papers, after the peer review process, will be published in the *Springer ISCBE Proceedings Book*, without any publication fee. This Springer's proceedings series is indexed in *Scopus*.



For all **Ph.D. and master's students** who will participate in the conference, without any additional fee, special issues will be organized and published by:

**SEEU Review** (The Journal of South East European University)

<https://sciendo.com/journal/SEEUR>



**Green Economics**

<http://jomardpublishing.com/journals.aspx?lang=en&id=15>



**JoinEtech Journal**

<https://revistas.utamed.es/index.php/joinetech>



## IMPORTANT DATES

Full-paper submission deadline: **April 15, 2026**

Notification of acceptance of papers: **April 30, 2026**

Camera-ready (print version paper) submission deadline: **May 31, 2026**

Conference dates: **June 11-12, 2026**

## SUBMISSION POLICY

A unique author registration is required for each paper or extended abstract accepted for presentation and publication. An individual may be an author or co-author of up to three papers. If a person is an author or co-author of more than one accepted paper, each paper must have at least one uniquely registered author in order to be included in the conference program and published. In cases where multiple papers or extended abstracts are submitted and accepted under the same single author, a separate registration fee must be paid for each accepted submission to be scheduled for presentation and publication.

Authors who intend to further develop their work after the conference for submission to scientific journals (and not for inclusion in the Springer proceedings) may submit an extended abstract only. Authors seeking publication in the Springer proceedings are required to submit a full paper.

## REVIEW POLICY & PROCEEDINGS

Submitted papers are first evaluated through a double-blind peer-review process, which minimizes potential bias related to author identity or institutional affiliation, including name recognition, country, and gender. Papers are assessed according to their originality, methodological rigor, significance of findings, and clarity of presentation.

Based on the review outcomes, full-length papers that receive a positive evaluation may be accepted for inclusion in the conference proceedings. These proceedings will be published by Springer in both print and electronic formats and will meet all standards of an academic publication, including the assignment of an ISBN, thereby qualifying as fully refereed conference publications. Inclusion in the Springer proceedings is subject to final approval by subject matter experts and the editorial team.

For papers submitted for publication in sponsored journals, the double-blind peer-review process is conducted independently by the respective journals, and the final publication decision rests with the journal editors and reviewers.

## AUTHORS GUIDELINES

Authors are invited to submit their manuscripts to the 9th ISCBE 2026 via the Microsoft CMT submission system: <https://cmt3.research.microsoft.com/ISCBE2026>. Authors seeking inclusion in the Springer conference proceedings must submit a full paper of 4,000–6,000 words. Authors who intend to further develop their work after the conference for submission to scientific journals (and not for inclusion in the Springer proceedings) may submit an extended abstract of up to 2,000 words.

All submissions must be formatted in Times New Roman, 12-point font, single-spaced. The title page must include the author(s)' affiliation(s), email address(es), and a short biography of up to 100 words. The title page and the manuscript must be submitted as a single file..

## ONLINE PARTICIPATION OPPORTUNITY

For all participants who are unable to attend the conference in person, there will be an option for online participation. The conference link (Google Meet/ZOOM) will be sent to authors in advance.

## MEET THE EDITORS & PROJECT NETWORKING

"Meet the Editors" event will provide participants with insights into the publishing process, journal expectations, and best practices for academic publishing. "Project Networking" will serve as a platform for researchers and professionals to connect, explore collaboration opportunities, and discuss potential project partnerships.

## CONFERENCE FEES

Registration Fees	Early-Bird Registration (May 10, 2026)	Standard Registration (June 10, 2026)
Participants	250€	300€
Students	180€	250€
Accompanying co-author	100€	150€
Additional paper	100€	150€
Attendees without papers	50€	50€

### Registration fee covers:

- Conference materials upon confirmation of your registration
- Certificate of participation
- Conference e-proceedings
- Coffee breaks and cocktail
- Gala dinner

## PROGRAM COMMITTEE

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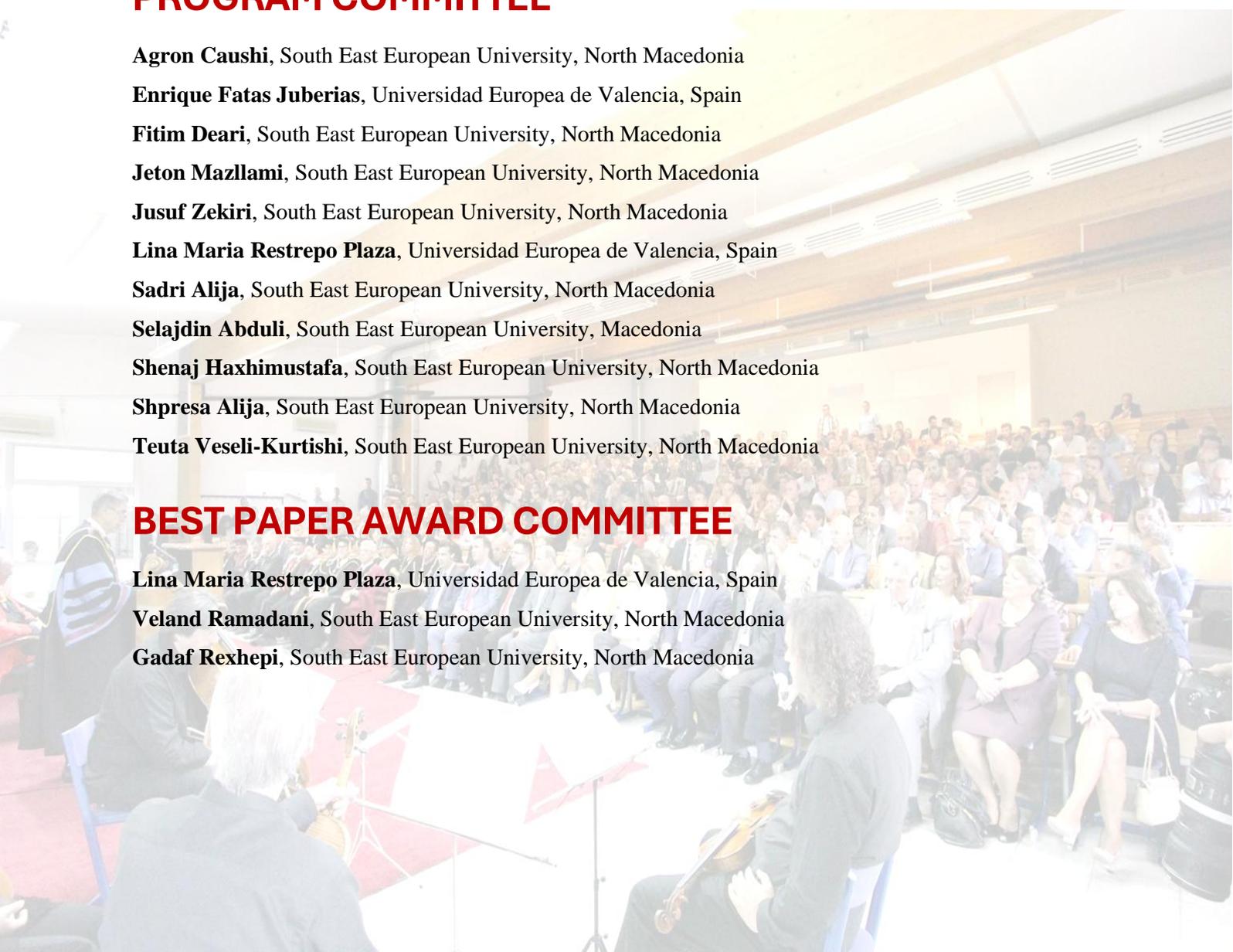
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**Veland Ramadani**, South East European University, North Macedonia

**Gadaf Rexhepi**, South East European University, North Macedonia



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**Blerta Abazi Caushi**  
**Lina Maria Restrepo Plaza**

Conference Secretaries:

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**Enrique Fatas Juberias**  
**Gadaf Rexhepi**

Conference Administration:

**Driton Asani**  
**Albinota Nuredini**

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**Tonin Kola**, University of Tirana, Albania  
**Veland Ramadani**, South East European University, Republic of North Macedonia

# PAYMENT DETAILS

## Payment details in Macedonian Denar:

<b>Institution:</b>	<b>South East European University</b>
<b>Address:</b>	Str.Ilindenska no.335, 1200 Tetovo, North Macedonia (RNM)
<b>Name of the Bank:</b>	STOPANSKA BANKA AD Skopje
<b>Address of the Bank:</b>	Str. 11 Oktomvri no.7, 1000 Skopje, North Macedonia (RNM)
<b>Tax ID number:</b>	4028003134292
<b>Account number:</b>	200001161622619

## Payment details in Euro:

<b>Institution:</b>	<b>South East European University</b>
<b>Address:</b>	Str.Ilindenska no.335, 1200 Tetovo, North Macedonia (RNM)
<b>Name of the Bank:</b>	STOPANSKA BANKA AD Skopje
<b>Address of the Bank:</b>	Str. 11 Oktomvri no.7, 1000 Skopje, North Macedonia (RNM)
<b>IBAN:</b>	MK07200000900914749
<b>Account number:</b>	0009009147
<b>SWIFT/BIC:</b>	STOBMK2X



## UNIVERSIDAD EUROPEA DE VALENCIA

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