UNIVERSITY OF NEW YORK TIRANA

EUROPEAN AND BALKAN RESEARCH INSTITUTE

2ND INTERNATIONAL E-CONFERENCE

ON SOCIAL AND APPLIED SCIENCES

MAY, 2021

Call for Abstracts

"Embracing change and transformation – breakthrough innovation and creativity."

Important Dates:

Deadline for abstracts: **12 March 2021**

Deadline for final paper: **23 April 2021**

Conference dates: **20-21 May 2021**

Fields and their topics:

I.   Computer Sciences
   1. The transformational role of technology nowadays.
   2. "Everything in an app": just download and subscribe: the role of science in everyday activity.
   3. Modern cryptocurrency development through Ethereum and Blockchain Technology.
   4. Cybersecurity and data protection trends and innovations.

II.   Economy and Finance
   1. Changing a flat economy into a circular one to deal with climate change and global warming.
   2. From classical currencies to cryptocurrencies: changes that affect the finance world.
   3. Technological advances on financial industry (e.g crowdfunding, digital currencies, new payment systems)
   4. Leveraging big data to support sustainable finance.

5. Future of Fintech.
6. The European Union integration process and its economic effects and implications for the Balkan candidate countries.

III. Management and Business
1. Transformation of management styles in an everchanging world of pandemic.
2. Technology: Revolutionizing business financing.
3. Industry Innovation and Creativity through a pandemic.
4. Transformation of Market Competitiveness.
5. Exploring new business opportunities and growth through the transformation of the society.

IV. Political, Social and Cultural Studies
1. Transformation of democracy.
2. Cultural changes and disparities that helped dealing with the world pandemic.
3. Times are changing: Cooperation under Fragmented Globalization.
4. Technologies of Empowerment: Citizen Participation goes Digital.
5. Leadership in light of recent political events and elections.
6. The European Union integration process and its social effects and implications for the Balkan candidate countries.

V. Education and Psychology
1. Transforming educational process towards digitalization: necessity or luxury.
2. The impact of EdTech in education systems and jobs.
3. EdTech: The positive and negative effects on student learning.
4. Re-Define Blended Learning to include On-Demand Coaching.
5. Psychological changes in human society following the pandemic experience.

VI. Law and Human Rights
1. Transformation of legal systems to ensure democracy.
2. The European Union integration process and its legal effects and implications for the Balkan candidate countries.
3. Freedom of expression and movement: a new transformed reality involving costs and benefits.

VII. Marketing and Media
1. Transformation of marketing into digital marketing: steps forward.
2. Omnichannel marketing strategies in the digital era.
3. The role of media in the transformation of the society.

INSTRUCTIONS FOR AUTHORS

All accepted papers will be published in the International Journal of Balkan Studies. Authors also have the option to present their research at the conference without publishing their paper (Publishing is optional).

ABSTRACT

The abstract must be in English and it must be written in doc or docx Format. The Abstract should be brief, indicating the purpose/significance of the research and must be between 150-250 words. Complete sentences, active verbs, and the third person should be used. Within one week of receiving your proposal/abstract, we will send you an email notification of acceptance or rejection. Please download the **Abstract Template.**

FULL PAPER

Authors of accepted abstracts are required to prepare and submit their full paper for review. The full paper must be sent as a Word document and must have a minimum length of 4 pages, including tables, figures, and references. All accepted papers will be peer-reviewed and must be original high-quality research that has not been previously published. The paper must be written in English in a clear and concise manner. Any author who is not fluent in English is encouraged to have their manuscript checked and edited by a native English speaker. The reviewing process does not include the correction of grammatical errors. Papers with a large number of grammatical and syntax errors may be rejected. Please download the **Paper Template**.

ORAL PRESENTATION

All presentations must be delivered in English – the official language of the conference. Each presentation, made by one or more speakers, must be prepared in English and should be no longer than 15 minutes. Afterwards we will have around five minutes for questions and answers. We recommend delivering a PowerPoint presentation of your research work on the conference day.

Your Presentation will be scheduled along with other oral presentations within the sessions. For the live Zoom Presentation, you should ensure that you have the video equipment and software set up well in advance of the actual presentation and do a test-drive.

Paper Title
(Times Roman 20 pt, template style: Paper Title)

First Author[1], Second Author[2], Last Author[3]
(12 pt, template style: Author)

[1]*First author Affiliation, University/Institute, Country, Email (10 pt, template style: Affiliation)*
[2]*Second author Affiliation, University/Institute, Country, Email*
[3]*Last author Affiliation, University/Institute, Country, Email*

ABSTRACT: The formatting of technical papers is important to those interested in seeing conference proceedings that have a consistent appearance. This template is used to format your paper and style the text. All margins, column widths, line spaces, and text fonts are prescribed, so please do not alter them. Please do not add page numbers, header or footer. After you have formatted your paper according to this guideline, your submission should have the same look as the paper template presented here. The **title** should be no more than 20 words in length. The **abstract** should be brief, indicating the purpose/significance of the research and must be between 150-250 words. Please, do not use symbols, special characters, footnotes, or math in the paper title or abstract. The title and abstract play an important role in the communication of the research. Without a proper title and abstract, most papers may not be read or found.

KEYWORDS: article, formatting, guidelines, Times Roman, style *(11 pt, template style: Abstract)*

Paper Title

(Times Roman 20 pt, template style: Paper Title)

First Author[1], Second Author[2], Last Author[3]

(12 pt, template style: Author)

[1]*First author Affiliation, University/Institute, Country, Email (10 pt, template style: Affiliation)*
[2]*Second author Affiliation, University/Institute, Country, Email*

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Introduction *(12 pt, template style: Heading 1)*

The first line of the first paragraph of each section is not indented, but the others paragraphs are indented by 1 cm. The paper must be written in English and carefully checked for spelling and grammar before submission. The font of the paper must be Times New Roman (12) as the font for all text with 'justified' alignment and single-line spacing. Full papers for conference proceedings must have a minimum *length of 4 pages and should not exceed 10 pages, including tables, figures, and references.* *(12 pt template style: Paragraph first)*

Document format

The paper size should be in A4 format and the values to set are these:
Top: 2.6 cm
Bottom: 1.6 cm
Left: 2,2 cm
Right: 2,2 cm
From Edge – Header: 1.27 cm and Footer: 1.27 cm
The authors should submit their original work in Microsoft Word format (.doc) by using our online submission form.

Conclusions

The conference organizers and the editors of the proceedings will appreciate it if you would follow these guidelines. If you do not conform to the required formatting, your paper will be return for correction.

Acknowledgments *(Optional)*

If any, should be placed before the references section without numbering.

The Reference list must be in alphabetical order according to the last name of the author in the list of references. In text place the Author's last name, the Year of publication, and Page number inside the parenthesis e.g., (Weinstein 2009, 25). The complete details of the references will appear in the list of references. Unless there are six authors or more give all authors' names, do not use "et al."

The notes should be avoided and all the information should be placed in the text. Please include in the References list only those references that were actually cited in the text of the paper. All work that is cited in the text also needs to be in the References. There must be a total agreement between the two. We recommend at least 20 quality references should be cited. References should follow the format in the below examples:

References

Last name, First name or Initials. Year. *Book title*. City: Publisher. *(Times Roman 10, Template style: References)*

Grazer, Brian, and Charles Fishman. 2015. *A Curious Mind: The Secret to a Bigger Life*. New York: Simon & Schuster.

Thoreau, Henry David. 2016. "Walking." In *The Making of the American Essay*, edited by John D'Agata, 167–95. Minneapolis: Graywolf Press.

Weinstein, Joshua I. 2009. "The Market in Plato's Republic." *Classical Philology* 104:439–58.

Kossinets, Gueorgi, and Duncan J. Watts. 2009. "Origins of Homophily in an Evolving Social Network."*American Journal of Sociology* 115:405–50. DOI:10.1086/599247.

Stolberg, Sheryl Gay, and Robert Pear. 2010. "Wary Centrists Posing Challenge in Health Care Vote." *New York Times*, February 27. http://www.nytimes.com/2010/02/28/us/politics/28health.html.

Rutz, Cynthia Lillian. 2013. "*King Lear* and Its Folktale Analogues." PhD diss., University of Chicago.

Yale University. n.d. "About Yale: Yale Facts." Accessed May 1, 2017. https://www.yale.edu/about-yale/yale-facts.

If you have any questions, please do not hesitate to contact us:
e-conference2020@unyt.edu.al