

გლობალიზაცია  
და ბიზნესი

GLOBALIZATION  
& BUSINESS

The 4<sup>th</sup> International Conference on  
Actual Economic and Social  
Problems in Modern Globalization

2019



EUROPEAN  
UNIVERSITY

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

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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"**

**The 4<sup>th</sup> International Conference**

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

**Program  
(June 29)**

**Tbilisi  
2019**

# INTERNATIONAL CONFERENCE GLOBALIZATION 2019

Conference Venue: Meeting Room 2. Courtyard Tbilisi Marriott  
Address: 4 Freedom Square, Tbilisi 0105

## 9:30-10:00

- Registration
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## 10:00

- Opening Conference
  - Welcome Speech
- 

## 10:30

- Plenary Session
- 

## 12:00

- Coffee Break 15 minutes
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## 12:15

- Continuation of the Plenary Session
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## 14:00

- Break (lunch)
- 

## 15:00

- Working in Sections - Discussion of Thematic Problems in Round Table Format
- 

## 17:30

- Summarizing and Closing Conference
-

## **ORGANIZATIONAL-ADMINISTRATIVE COMMITTEE**

Lasha Kandelakishvili (Chairman) - European University  
Gocha Tutberidze (Deputy Chairman) - European University  
Vakhtang Kavtaradze (Deputy Chairman) - European University  
Givi Bedianashvili (Deputy Chairman) - European University  
Tornike Khoshtaria (Deputy Chairman) - European University  
Tamar Zarginava - European University  
Maia Khurtsilava - European University  
Lasha Chakhvadze - European University  
Elene Jikia - European University

## **SCIENTIFIC COMMITTEE OF THE CONFERENCE**

Gocha Tutberidze, Professor (European University, Georgia)  
Givi Bedianashvili, Professor (European University, Georgia)  
Tornike Khoshtaria, (European University, Georgia)  
Eka Devidze, Professor (European University, Georgia, Georgia)  
Dimitri Abzianidze, Professor (European University, Georgia)  
Ramaz Abesadze, Professor (Ivane Javakhishvili Tbilisi State University Paata Gugushvili Institute of Economics, Georgia)  
Mikheil Tokmazishvili, Professor (Tbilisi Open University, Georgia)  
Moshe Barak, Professor (Ben-Gurion University of the Negev, Israel)  
Oleksandr Chernyak, Professor (Taras Shevchenko National University of Kyiv, Ukraine);  
Regina Demianiuk, PhD (Siedlce University of Natural Sciences and Humanities, Poland)  
Łukasz Ambroziak, PhD (Institute of Agricultural and Food Economics - National Research Institute, Poland)  
Ludmila Aleksejeva, Docent (Daugavpils University, Republic of Latvia)  
Inta Ostrovska, Docent (The Institute of Humanities and Social Sciences, Daugavpils University, Latvia)  
Dmitrijs Oļehnovičs, PhD (Daugavpils University, Latvia)  
Izet Zeqiri, Professor, Academician (South East European University, Macedonia)  
Fitim Deari, Associated Professor (South East European University, Macedonia)  
Liudmila Demydenko, Associated Professor, (Taras Shevchenko National University of Kyiv, Ukraine)

## **CONFERENCE ORGANIZING GROUP**

Nino Kuratashvili, Sofo Chilindrishvili, Vaja Kiladze

## PLENARY SESSION

Heads of the Plenary Session: **GOCHA TUTBERIDZE; GIVI BEDIANASHVILI**

**Moshe Barak** - PREPARING SCHOOL GRADUATES TO INTEGRATE INTO THE WORLD OF TECHNOLOGICAL INNOVATION, SOCIAL AND ECONOMIC CHANGES, AND GLOBALIZATION: THE ROLE OF TEACHING TECHNOLOGY AND ENGINEERING

**Tornike Khoshtaria, David Datuashvili** – THE IMPACT OF BRAND EQUITY DIMENSIONS ON UNIVERSITY REPUTATION: AN EMPIRICAL STUDY OF GEORGIAN HIGHER EDUCATION

**Gocha Tutberidze** – THE PROBLEM OF EXCESS DEBT AND NEW BANKING REGULATIONS

**Giorgi Gaganidze** - GROWTH OF EXPORT: THE NEED TO CREATE NEW EXPORT PRODUCTS

**Oksana Zhylynska, Oleksandr Chernyak, Olena Bajenova** - THE ROLE OF INNOVATIONS IN DRIVING ECONOMIC GROWTH: CASE OF ADVANCED ECONOMIES

**Nugzar Todua** - USING SOCIAL MEDIA MARKETING FOR ATTRACTING FOREIGN TOURISTS TO GEORGIAN DESTINATIONS

**Ioseb Archvadze** – TAX BURDEN OF EMPLOYED PERSONS

**Givi Bedianashvili** – THE BASICS FOR INCREASING COMPETITIVENESS OF COUNTRY'S REGIONS IN THE MODERN CONDITIONS OF GLOBALIZATION

**Mikheil Tokmazishvili** – THE PROBLEMS OF CAPITAL MARKET IN MODERN GLOBALIZATION

**Inta Ostrokovska, Ludmila Aleksejeva, Dmitrijs Olehnovics, Liene Leikuma, Janis Kudins** - SOCIETY'S INVOLVEMENT IN SOCIAL ENTREPRENEURSHIP TO PROMOTE SMART REGIONAL GROWTH

## FIRST SECTION

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**Theory, methodology, macroeconomics, finances and systemic problems**

First Section Handlers: **MIKHEIL TOKMAZISHVILI; OLENA BAJENOVA**

**Maia Azmaipharishvili** - PROTECTED AREAS - DEVELOPMENT SUSTAINABILITY, ECONOMIC BENEFIT AND INTEGRATION OF LOCAL CULTURE IN GEORGIA

**Lali Gigauri, Eka Devidze** - INTANGIBLE CULTURAL HERITAGE AS AN INNOVATIVE APPROACH FOR TOURISM DEVELOPMENT IN GEORGIA

**Varnalii Zakharii, Demydenko Liudmyla, Nkonechno Yuliia, Miedviekova Nataliia** - LESSONS FROM FISCAL DECENTRALIZATION IN UKRAINE

**Yusuf Esmer** - FINANCIAL STRATEGIC ANALYSIS IN SMES: THE CASE OF AMASYA PROVINCE

**David Sikharulidze** - COMPARATIVE ANALYSIS OF EXPORT COMPETITIVENESS OF GEORGIA

**Kristine Odishvili, Maia Nikvashvili** - MAIN CHALLENGES OF HUMAN RESOURCES MANAGEMENT IN EMPLOYEE CAREER DEVELOPMENT

**Irakli Danelia** - PROSPECTS OF DEVELOPMENT OF GEORGIA'S TRANSIT FUNCTION AND ITS IMPACT ON THE COUNTRY'S ECONOMY

**Nino Paresashvili, Kristine Odishvili** - COMMUNICATION AND EFFECTIVENESS OF HUMAN RESOURCES MANAGEMENT

**Lela Bakhtadze** - GEORGIA'S EXTERNAL TRADE PRIORITIES IN TERMS OF GLOBAL ECONOMY

**Farak Dayi** - FINANCIAL SECURITY MANAGEMENT IN FIRMS: AN APPLICATION IN TEXTILE INDUSTRY

**Medea Chelidze, Tamari Beridze, Bella Goderdzishvili** - MODERN CONDITION AND ROLE OF MICROFINANCE ORGANIZATIONS (ON EXAMPLE OF GEORGIA)

**Ana Tsitlidze** - THE PROBLEM OF THE POLITICAL AND FISCAL DECENTRALIZATION OF THE LOCAL GOVERNMENT IN 2012-2019

**Tengiz Verulava, Levan Kikilashvili** - HEALTH SUPPORT IN GEORGIA BY ECO-INFRASTRUCTURE AND DEVELOPMENT OF COMPLEMENTARY TECHNOLOGIES

**Demur Chomakhidze, Ketevan Tskhakaia** - THE LEVEL AND DYNAMICS OF DRAWING UP THE ELECTRICITY BALANCE OF GEORGIA

**Fitim Deari, Valeriya V. Lakshina** - WHAT ARE FINANCIAL PERFORMANCES DRIVERS? PRELIMINARY EVIDENCE FROM RUSSIAN FIRMS IN THE AGRICULTURAL SECTOR

**Nesterenko Olena** - LIBERALIZATION OF ECONOMIC DEVELOPMENT AS A DRIVER OF ECONOMIC GROWTH AND COMPETITIVENESS OF UKRAINE'S ECONOMY

**Ketino Pipia** – STUDY OF THE DISTRIBUTION OF WEALTH IN THE MIDDLE AND TOP SEGMENTS OF THE POPULATION OF GEORGIA REPUBLIC

**Amirani Maglakelidze** - CHALLENGES OF MIDDLE CLASS FORMATION IN THE CONTEXT OF ENTREPRENEURSHIP DEVELOPMENT IN GEORGIA

**Ramaz Putkaradze** - EUROPEAN UNION'S AND EASTERN PARTNERSHIP AND GEORGIAN ECONOMIC PERSPECTIVES

**Naira Galakhvaridze, Eldar Gugava** - NATURAL RESOURCES AND THEIR ASSESSMENT

**Nona Kavtaradze** - CHALLENGES OF SOCIO-ECONOMIC POLICY IN THE CONTEXT OF ECONOMIC GLOBALIZATION IN GEORGIA

**Tsitsino Dzotsenidze** - CRISIS OF CAPITALISM - GLOBALIZATION AND DE-GLOBALIZATION PROCESSES IN THE MODERN SOCIETY

**Nino Kavtaradze** - THE MAIN PROBLEMS AND PERSPECTIVES OF GEORGIAN CURRENCY SYSTEM

## SECOND SECTION

**Education, technology, information, communication and tourism in terms of globalization**

Second Section Handlers: **TORNIKE KHOSHTARIA; ALEKSANDRA KACZMAREK**

**Fitim Deari, Izet Zeqiri, Sadri Aliji** - SOME SIMULATIONS ON THE PORTFOLIO RISK AND RETURN: A METHODOLOGICAL NOTE

**Muhammed Kursad Oze kin** - GLOBALISATION AND ITS IMPACTS ON INTERNATIONAL DEVELOPMENT: A LONG-TERM HISTORICAL PERSPECTIVE

**Nugzar Paichadze, Natalia Kharadze, Nino Paresashvili, Dea Pirtskhalaishvili** - CAREER MANAGEMENT ANALYSIS IN TERMS OF AGE

**Nino Abesadze, Natalia Robitashvili, Otar Abesadze** - SOCIO-ECONOMIC-GENDER DISBALANCES IN GEORGIA

**Inna Ukhanova** - THE STATE AND PROSPECT OF INTERNATIONAL TRANSPORTATION DEVELOPMENT OF THE ODESSA REGION OF UKRAINE

**Vida Taherzadeh, Eka Devidze** - RESEARCH METHODOLOGY FOR REVEALING QUALITY AND SERVICE CHALLENGES IN HOTELS, CASE OF TBILISI

**Maria Jabłońska-Wołoszyn** - POST-MILLENNIAL GENERATION AS A CHALLENGE FOR THE PERSONNEL PROCESS IN THE ARMY

**Dorota Kurek** - THE IMPACT OF GLOBALIZATION ON THE SITUATION AND IMAGE OF UNIFORMED SERVICES AS EMPLOYERS ON THE POLISH LABOUR MARKET

**Aleksandra Kaczmarek** - DETERMINANTS OF STRESS AMONG POLICE OFFICERS

**Marzena Piotrowska-Trybull, Aranka Ignasiak-Szulc** - THE IMPACTS OF MILITARY BASE CLOSURES AND REALIGNMENTS WITH SOME EXAMPLES BASED ON LOCAL REVITALIZATION PROGRAMS IN POLAND



## PLENARY SESSION

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**Moshe Barak** – Professor, Department of Science and Technology Education  
Ben-Gurion University of the Negev, Israel

**Tornike Khoshtaria** – Professor, Dean of the Faculty of Business and Technology,  
European University, Georgia

**David Datuashvili** – Assistant Professor, International Black Sea University, Georgia

**Gocha Tutberidze** - Professor, Vice-Rector of European University, Georgia

**Giorgi Gaganidze** – Professor, Dean of faculty of economic and business, Ivane  
Javakhishvili Tbilisi State University, Georgia

**Oksana Zhylynska** - Taras Shevchenko National University of Kyiv, Ukraine

**Oleksandr Chernyak** – Professor, Taras Shevchenko National University of Kyiv,  
Ukraine

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

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

**Joseph Archvadze** - Professor of Kutaisi University, Georgia

**Givi Bedianashvili** - Professor; Director of the Institute for Research of Economic  
and Social Problems of Globalization, European University, Academician of the  
Academy of Economic Sciences of Georgia, Georgia

**Mikheil Tokmazishvili** - Professor of Tbilisi Open University, Associate Professor  
of Ivane Javakhishvili Tbilisi State University, Georgia

**Inta Ostrokovska** - Docent, Daugavpils University, Republic of Latvia

**Ludmila Aleksejeva** – Docent, Daugavpils University, Republic of Latvia

**Dmitrijs Olehnovics** - Deputy Dean, Daugavpils University, Republic of Latvia

**Liene Leikuma** - Daugavpils University, Republic of Latvia

**Janis Kudins** – Daugavpils University, Republic of Latvia

## FIRST SECTION

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**Maia Azmaiparashvili** - Associate Professor, European University, Georgia

**Lali Gigauri** – International Black Sea University, Georgia

**Eka Devidze** – Professor, European University, Georgia

**Varnalii Zakharii** - Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Liudmyla Demydenko** - Associated Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Nkonechno Yuliia** - Associated Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Miedviekova Nataliia** - Associated Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Yusuf Esmer** – Assistant-Professor Bayburt University, Turkey

**David Sikharulidze** - Associated Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Maia Nikvashvili** - Ivane Javakhishvili Tbilisi State University, Georgia

**Irakli Danelia** - Ivane Javakhishvili Tbilisi State University, Georgia

**Nino Paresashvili** – Associated professor, deputy dean, Ivane Javakhishvili Tbilisi State University, Georgia

**Kristine Odishvili** - Ivane Javakhishvili Tbilisi State University, Georgia

**Lela Bakhtadze** – Associated professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Farak Dayi** - Assistant Professor, Kastamonu University, Turkey

**Medea Chelidze** - Professor, Georgian Technical University, Georgia

**Tamari Beridze** - Professor, Georgian Technical University, Georgia

**Bella Goderdzishvili** - Associated Professor, Georgian Technical University, Georgia

**Ana Tsitlidze** - Ivane Javakhishvili Tbilisi State University, Georgia

**Tengiz Verulava** - Professor, Ilia State University, Georgia

**Levan Kikilashvili** - Ilia State University, Georgia

**Demur Chomakhidze** – Professor, Georgia Technical University, Academician of the Academy of Economic Sciences of Georgia, Georgia

**Ketevan Tskhakaia** – Associated Professor, Akaki Tsereteli State University, Georgia

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

**Valeriya V. Lakshina** - National Research University Higher School of Economics

**Nesterenko Olena** - Associate Professor, Taras Shevchenko National University of Kyiv, Ukraine

**Qetevan Pipia** - Samtskhe-Javakheti State University, Georgia

**Amirani Maglakelidze** - Ivane Javakhishvili Tbilisi State University, Georgia

**Ramaz Putkaradze** - Associate Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Naira Galakvaridze** – Professor, Georgian Technical University, Georgia

**Eldar Gugava** – Professor, Georgian Technical University, Georgia

**Nona Kavtaradze** – Associated professor, Georgian National University, Georgia

**Tsitsino Dzotsenidze** – Associated professor, Akaki Tsereteli State University, Georgia

**Nino Kavtaradze** - Associated professor, Georgian Technical University, Georgia

## SECOND SECTION

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

**Izet Zeqiri** - Professor, Academician, Dean of faculty of business and economic, South East European University, Faculty of Business and Economics, Tetovo, Republic of North Macedonia

**Sadri Aliji** - Associated Professor, South East European University, Tetovo, Republic of North Macedonia

**Muhammed Kursad Ozezin** - Doctor lecturer at the Department of Political Science and International Relations, Usak University, Turkey

**Nugzar Paichadze** - Associated Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Natalia Kharadze** - Associated Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Dea Pirtskhalaishvili** - Ivane Javakhishvili Tbilisi State University, Georgia

**Nino Abesadze** – Associated Professor, Ivane Javakhishvili Tbilisi State University, Georgia

**Natalia Robitashvili** - Assistant Professor Batumi Shota Rustaveli State University, Georgia

**Otar Abesadze** - Assistant Professor Caucasus University, Georgia

**Inna Ukhanova** – Docent, Deputy Head of the International Economic Relations Department Odessa National Economic University, Ukraine

**Vida Taherzadeh** - International Black Sea University, Georgia

**Eka Devidze** – Professor, European University, Georgia

**Maria Jabłońska-Wołoszyn** - War Studies Academy, Poland

**Dorota Kurek** - War Studies Academy, Poland

**Aleksandra Kaczmarek** - War Studies Academy, Poland

**Marzena Piotrowska** - Trybull - War Studies Academy, Poland

**Aranka Ignasiak-Szulc** - War Studies Academy, Poland

