

XV INTERNATIONAL SCIENTIFIC CONFERENCE “E-Governance and E-Communications”

25-29.06.2023 – Sozopol, Bulgaria

EGEC'23

MAIN THEMATIC AREAS

1. E-Governance and European e-Democratization

The prospects for innovative development of e-Governance within the framework of the Digital Decade by 2030 should be presented. To achieve EU's strategic goal of improving people's lives, helping businesses and achieving climate neutrality, papers should focus on thematic areas such as: methods and means of governance processes with "open" data and open-source software; methods of standardization of administrative and governance processes; techniques and tools for data security and protection (or personal data protection), etc. Research and studies on the various techniques and organization of e-Participation in governance processes through web-based forums, video conferencing, virtualization, cloud services, digitized systems, social network discussions of digital rights, philosophical and ethical principles and prospects, reintegration of older workers into the labor market, etc. are encouraged.

2. Sustainable development of regions and cities

The focus is on the sustainable development of human societies and organizations facing modern day environmental, technological, socio-economic, political and moral challenges. Papers are expected to focus on expanding and improving the concept of sustainable development in accordance with related criteria, indicators, principles and policies of governance, as well as on the main areas of its implementation. Research on the fundamental nature of sustainable development as a basis for achieving a balance between biological, socio-personal and economic principles of sustainability over time and in the perspective of *caring* for future generations is encouraged.

3. E-Education and E-Governance

The aim is to present different approaches, methods and tools for conducting a learning process as close to the living learning environment as possible. Papers are expected to present the results of ICT application by means of digital learning content, provision of training, software, communication and hardware, additional pedagogical training of staff,

virtual and augmented reality, modeling and simulating with **artificial intelligence** methods, etc.

4. E-Governance and digital marketing in the public and business sectors

Over the past decade, traditional marketing and traditional forms of business communications have been transformed into the direction of digitalization and increasing use of virtual platforms for the exchange of goods and services. This thematic area encourages papers related to the new processes of digitization of business relations, the emergence of innovative markets, products and practices. The main driver of this transformation is the continuous development of information technologies and their application in marketing and communications. This thematic area is closely related to “smart” methods and the tools for their modeling, unification, assessment, certification and integration based on digitization. Theoretical and practical research presenting solutions for improving the accountability, effectiveness and efficiency of public administration, as well as the competitiveness of business administration at all levels of governance is encouraged. Papers that focus on **artificial intelligence** for the benefit of business and society, governance infrastructure, collaboration models, risk assessment, climate sustainability, etc. will be of particular interest.

5. E-Communication and artificial intelligence

Artificial intelligence, cloud technologies, virtual and augmented reality, fake news, play an ever-increasing role in modern business relations. The thematic area aims to raise (or provoke) discussions about the benefits, risks, and growing uncertainty of artificial intelligence becoming part of people’s lives and livelihoods, as well as the forms and levels of conflict between humans and machines.

6. Educational and scientific seminar for PhD students and students