

## Annual Transform4Europe PhD Conference

# “Societies on the Move: Challenges of Today, Prospects for the Future”

**1-2 APRIL 2025**

Sofia, Bulgaria

Conference venue

UNITe Center of Excellence

5 James Bouchier Blvd

Day 1 Tuesday, April 1<sup>st</sup>, 2025, MORNING sessions, 5 James Bouchier Blvd, UNITe Center of Excellence

Time slot	Activity	Room
09.00- 09.30	Registration	Floor 1, Foyer
Session 1	PLENARY SESSION	

09.30–09.45	Opening	Floor 1, Room 111
09.45–10.15	Keynote speech Personal branding of young researchers through scholarly platforms Prof. DSc. Ivanka Mavrodieva, Sofia University St. Kliment Ohridski	
10.15–10.45	Keynote speech Learning from the PhD defense across university settings Assoc. Prof. Nikolina Tsvetkova, PhD, Sofia University St. Kliment Ohridski	
10.45–11.15	Coffee break	

Session 2	Panel discussions					
Timeslot	Panel S1 <i>Identities, international relations and civic participation</i>	Floor/Room	Panel D1 <i>Legal and business aspects of digital transformation</i>	Floor/Room	Panel E1 <i>Environmental issues in the heart of other disciplines</i>	Floor/Room
<b>Chair</b>	Assoc. Prof. Nikolina Tsvetkova, PhD		Ralitsa Stoycheva		Antoaneta Getova, PhD	
11.15–12.15	Nikol Karlukova, Sofia University St. Kliment Ohridski, Bulgaria <i>Imagined Connections: Social Media Usage and the</i>	1/111	Miłosz Bartóg, University of Silesia, Poland <i>Towards a Safe and Fair Future of Work in the Era of Artificial</i>	1/112	Zlatina Lyutova, Sofia University St. Kliment Ohridski, Bulgaria <i>Behavioral science and public policies: advancing</i>	1/114

	<p><i>Emergence of Hybrid Identities</i></p> <p>Heqi Sun, Vytautas Magnus University, Lithuania</p> <p><i>Constraints and Challenges in the Growth of International Relations as an Independent Field in China's Context</i></p> <p>Katarzyna Siwczyk, University of Silesia, Poland</p> <p><i>The future of ethnic minorities in the hands of journalists? Ethical considerations</i></p> <p>Adam Skowron, University of Silesia, Poland</p> <p><i>Can Urban Digital Applications Enhance Social Participation?</i></p>		<p><i>Intelligence: A European Union Law Perspective</i></p> <p>Lyuba Nikolova, Sofia University St. Kliment Ohridski, Bulgaria</p> <p><i>Perspectives of the VAT in the Digital Age package</i></p> <p>Angelina Boneva-Petrova, Sofia University St. Kliment Ohridski, Bulgaria</p> <p><i>The ever-adapting arbitration in times of Digital transformation and smart regions</i></p>		<p><i>environmental sustainability in Bulgaria though behavioral lenses</i></p> <p>Alexandra Tzvetkova, Sofia University St. Kliment Ohridski, Bulgaria</p> <p><i>Teacher Agency for the Integration of Environmental Themes in the High School Classroom</i></p> <p>Zhivko Dinev, Sofia University St. Kliment Ohridski, Bulgaria</p> <p><i>Climate change &amp; the "metamorphosis of the world": a perspective on Ulrich Beck's concept</i></p> <p>Iwona Marinov</p> <p><i>More-Than-Human. Terracentrism as a</i></p>	
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	<i>Panel discussion</i>				<i>narrative design tool in video games</i>	
12.15–13.15	Lunch					

**Day 1 Tuesday, April 1<sup>st</sup>, 2025, AFTERNOON plenary sessions**

Sofia University St. Kliment Ohridski, Rectorate

15 Tsar Osvoboditel Blvd

<b>Time slot</b>	<b>Activity</b>	<b>Room</b>
14.00–14.15	<b>Opening</b> Prof. Maria Stoicheva, PhD	Floor 1, Foyer
<b>Session 3</b>	<b>Stability and Resilience of Democracy</b> Chair: Prof. Svetoslav Malinov, PhD	Aula Magna
14:15 – 14:35	Assoc. Prof. Daniel Smilov, PhD <i>Centrist and Radical Populism: Reasons for Radicalisation</i>	
14:35 – 14:55	Prof. Martin Belov, PhD <i>Crisis, Emergency, and Normalcy – Legal, Socio-Legal, and Imaginary Perspectives</i>	
14:55 – 15:15	Assoc. Prof. Milen Lyubenov, PhD	

	<i>The pro-Russian far right and party system polarization. Bulgaria, Slovakia and Romania in comparative perspective</i>	
15:15 – 16:00	<i>Discussion</i>	
16:00 – 16:30	Coffee break	
<b>Session 4</b>	<b>Values and Interests in Contemporary Politics</b> Chair: Assoc. Prof. Daniel Smilov, PhD	
16:30 – 16:50	Prof. Svetoslav Malinov, PhD <i>Changing Paradigms in Contemporary Politics</i>	
16:50 – 17:10	Prof. Eirikur Bergmann <i>The Value of Truth: Populism and Conspiracy Theories</i>	
17:10 – 17:30	Mila Moshelova, PhD <i>The Radical Right: Values and Interests</i>	
17:30 – 18:00	Discussion	
17:30 – 18:00	Guided tour of the Rectorate and Sofia University Museums	Meeting point Central Foyer

Day 2 Wednesday, April 2nd, 2025, 5 James Bouchier Blvd, UNITe Center of Excellence

Time slot	Activity	Floor/Room
<b>Session 5</b>	<b>PLENARY SESSION</b>	
09.00–09.30	Keynote speech  Prof. Eirikur Bergmann, Bifröst University Reykjavík, Island	1/111
09.30–10.00	Keynote speech The Bright Future of Retro Populism Prof. Svetoslav Malinov, PhD, Sofia University St. Kliment Ohridski	

Session 6		Panel discussions				
Time slot	Panel S2 <i>Identities, performativeness, group cultures</i>	Floor/Room	Panel D2 <i>AI perspectives and digital contexts</i>	Floor/Room	Panel E1 <i>Environmental transformation</i>	Floor/Room
<b>Chair</b>	Antoaneta Getova, PhD		Albena Antonova, PhD		Radoslava Kuneva	
10.00–11.00	Preslava Peneva, Sofia University St. Kliment Ohridski, Bulgaria <i>“The Cult of Facelessness”: Blaga Dimitrova’s “Face” – Identities in a Time of Totalitarianism</i>	1/111	Mityo Marinov, Sofia University St. Kliment Ohridski, Bulgaria <i>The miracle of the 21st century or the fool in our time – opportunities and</i>	1/112	Sara A. Cunha, Universidade Catolica Portuguesa, Portugal <i>Sustainable valorization of aquatic resources: A zero-waste approach for the production of bioactive ingredients</i>	1/114

	<p>Ekaterina Kaleva, Sofia University St. Kliment Ohridski, Bulgaria <i>From Socialism to Corporate Culture: organizational excellence through Social insights in "The White Lizard" („Белият зъщер") by Pavel Vezhinov</i></p> <p>Klaudia Żubryk, University of Silesia, Poland <i>Who is The "Freak Fighter"? Anatomy of Polish Freak Fighters throughout Erving Goffman's dramaturgy theory</i></p> <p>Panel discussion</p>		<p><i>limitations for artificial intelligence</i></p> <p>Aneta Landrat-Kańtoch, University of Silesia, Poland <i>A Few words about your personal data in the digital world</i></p> <p>Michał Wiktor Gębicki, University of Silesia, Poland <i>Cross-border acquisition of digital data in criminal proceedings. Current shortcomings and feasible solutions</i></p> <p>Hristo Hristov, Sofia University St. Kliment Ohridski, Bulgaria <i>Operational risk management and digital transformation in the banking sector in the context of changes</i></p>		<p><i>and alternative protein sources</i></p> <p>Riccardo Zuanetto, University of Trieste <i>Inorganic perovskites doping for accessing higher down-conversion on silicon-based solar cells</i></p> <p>Syed Abdul Basit Shah, University of Trieste <i>Nanotechnology-A pathway for green energy and sustainability</i></p> <p>Tetiana Kalinichenko <i>Spatial distribution of particulate matter in urban area of Katowice conurbation</i></p> <p>Panel discussion</p>	
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			<i>in the EU regulatory framework</i>			
			<i>Panel discussion</i>			
11.00-11.30	Coffee break					
<b>Session 7</b>	<b>Panel discussions</b>					
<b>Time slot</b>	<b>Panel S3</b>	<b>Floor/Room</b>	<b>Panel D3</b>	<b>Floor/Room</b>	<b>Panel E2</b>	<b>Floor/Room</b>
	<i>Politics and Policies in the Digital Era</i>		<i>AI communication challenges</i>		Environment, business and society	
<b>Chair</b>	Martin Milanov, PhD		Albena Antonova, PhD		Radoslava Kuneva	
11.30-12.45	Gergana Ilcheva, Sofia University St. Kliment Ohridski, Bulgaria <i>Reshaping the ranking – exploring how participation of the Higher education institutions in EU Alliances affects their international position</i>  Todor Petrov, Sofia University St. Kliment Ohridski, Bulgaria <i>Echoes of Freedom: The Influence of Africa's Decolonization on</i>	1/111	Tihomira Doncheva, Sofia University St. Kliment Ohridski, Bulgaria <i>AI and Strategic Communications: a game changer or an overhyped trend?</i>  Lika Pishtalova, Sofia University St. Kliment Ohridski, Bulgaria <i>Digitalization and Cultural Adaptation in Global Business Communication: Pragmatic Strategies in</i>	1/112	Sylwia Zazulak <i>A Remedy for Grayness: Transforming the Narrative of Transformations in Filip Springer's Reportages</i>  Antoaneta Petrova, Sofia University St. Kliment Ohridski, Bulgaria <i>Impact of Ecotourism on Community Development: Evaluating how ecotourism initiatives in the Eastern Rhodopes contribute to economic</i>	1/114



	<p><i>European Colonial Policies</i></p> <p>Irena Aleksieva, Sofia University St. Kliment Ohridski, Bulgaria <i>The Polarization of Political Debate in Public Discourse: Effects of the Unchecked Reins of Political (In)Correctness in the Case of the USA</i></p> <p>Elisabetta Pozzetto, University of Trieste <i>Communicating the Circular economy in the public sector: a constitutive approach inspired by private sector practices</i> Panel discussion</p>		<p><i>Business English as Lingua Franca (BELF)</i></p> <p>Ralitsa Stoycheva, Sofia University St. Kliment Ohridski, Bulgaria <i>Connectivity Gap, Digital Cohesion, Digital Infrastructure</i></p> <p>Magdalena Nowacka—Flakiewicz, University of Silesia, Poland <i>Transformtheater and spaces of community: from stage experiment to digital transformation</i> Panel discussion</p>		<p><i>growth and social inclusion</i></p> <p>Martina Bojanska, Sofia University St. Kliment Ohridski, Bulgaria <i>Management of Bulgaria as a Congress Destination and the Role of the Bulgarian Congress Bureau</i></p> <p>Irina Shepeleva, University of Primorska, Slovenia <i>Sustainable construction and circular economy</i> Panel discussion</p>	
12.45–14.00	Lunch					
Session 8	Panel discussions					
Time slot	Panel S4	Floor/Room	Panel D4 <i>AI and the future of work</i>	Floor/Room		

	<i>Societal transformation, community building and inclusion</i>					
<b>Chair</b>	Assoc. Prof. Nikolina Tsvetkova, PhD		Albena Antonova, PhD			
14.00–15.00	<p>Vallentina Mileva, Sofia University St. Kliment Ohridski, Bulgaria <i>The role of school in supporting children from separated families</i></p> <p>Elmira Nesheva, Sofia University St. Kliment Ohridski, Bulgaria <i>The potential for community building and inclusion through harm reduction. Social work with people who use drugs</i></p> <p>Krzysztof Kasperek, University of Silesia, Poland <i>Propaedeutics of Self-Governance in Primary School as a Foundation</i></p>	1/ 111	<p>Georgi Demirev, Sofia University St. Kliment Ohridski, Bulgaria <i>Generative AI and Job Displacement - Initial Evidence from EU Online Job Markets</i></p> <p>Dobrin Dobrev, Sofia University St. Kliment Ohridski, Bulgaria <i>AI deployment and innovative work behavior: contemporary challenges and path forward</i></p> <p>Yoana Stoimenova, Sofia University St. Kliment Ohridski, Bulgaria</p>	1/112		

	<p><i>for Social Transformation</i></p> <p>Deyan Petroff, Sofia University St. Kliment Ohridski, Bulgaria</p> <p><i>Mercy in Crisis: Spiritual Care for the Sick in Eastern Europe Amid Economic, Political, and Digital Turmoil</i></p> <p>Panel discussion</p>		<p><i>Building inclusive workplaces</i></p> <p>Panel discussion</p>			
15.00–15.30	<b>Coffee break</b>					
15.30	<b>Closing</b>					<b>111</b>