



**INTERNATIONAL ACADEMIC INSTITUTE**

**Draft Program**

**Barcelona International Academic Conference**

**Education and Social Sciences  
Business and Economics**

**University of Barcelona, Spain  
25 October 2023**

**25 October 2023**

**11.20 Registration of participants (Zoom link will be sent for online participants)**

**Time Zone: Central European Time (GMT +1)**

**11.30- 11.35 Welcome and Opening Remarks**

**Associate prof. Hristina Runcheva Tasev, IAI Vice President**

**11.35- 13.30 Panel 1**

**Moderators: Associate Prof. Milena Apostolovska-Stepanoska, IAI President**

**Associate prof. Hristina Runcheva Tasev, IAI Vice President**

### **EVALUATION OF TOURIST-RECREATIONAL RESOURCE IN THE BACKGROUND OF CLIMATE CHANGE IN GEORGIA**

**L. Kartvelishvili<sup>1</sup>, L. Megrelidze<sup>2</sup>, L. Kurdashvili<sup>3</sup>**

<sup>1</sup>*Doctor of Geographical Sciences, Georgian Technical University, Institute of Hydrometeorology, National Environmental Agency of Georgia*

<sup>2</sup>*Doctor of Geographical Sciences; National Environmental Agency of Georgia*

<sup>3</sup>*Doctor of business administration; Georgian-European University*

### **NEWSPAPER ADVERTISING AS SOURCE FOR ALBANIAN ECONOMIC HISTORY DURING THE MONARCHY PERIOD**

**Mirdaim Axhami<sup>1</sup>, Loreta Axhami<sup>2</sup>**

<sup>1</sup>*Department of Marketing and Tourism, Faculty of Economy, Albania*

<sup>2</sup>*Department of Journalism and Communication, Faculty of History and Philology, Albania*

### **DANCE AND TOURISM. A CASE STUDY IN GREEK IONIAN ISLAND OF ZAKYNTHOS**

**Eleni Filippidou<sup>1</sup>, Dimitrios Goulimaris<sup>2</sup>**

<sup>1\*</sup>*School of Physical Education and Sport Science, National and Kapodistrian University of Athens*

<sup>2</sup>*School of Physical Education and Sport Science, Democritus University of Thrace, Greece*

### **IFRS 17'S IMPACT ON PRICING AND PROFITABILITY: A COMPARATIVE ANALYSIS IN LIFE INSURANCE**

**Esmeralda Yryku<sup>1</sup>, Diana Lamani<sup>2</sup>**

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### **CYBER-BULLYING AND CYBER-STALKING IN THE DIGITAL AREA**

**Iv Rokaj**

*PhD, Faculty of Law, University of Tirana, Milto Tutulani Street, 1001, Tirana, Albania*

### **VARIABILITY OF P53, PRB GENES AND RIBOSOMAL CISTRONES ACTIVITY DURING COLON CANCER**

**Chigvinadze N<sup>1</sup>., Buadze T<sup>1</sup>., Gaiozishvili M<sup>1</sup>., Mikaia N<sup>1</sup>., Sigua T<sup>1</sup>., Khujadze I<sup>1</sup>., Gogidze K<sup>1</sup>.**

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