

CALL FOR PAPERS

ECONOMICUS 22

issue 2

FRONTLINE: GOING DIGITAL

This Issue invites for theoretical, professional and empirical contributions in the field of Digital aspects in the field of economics, finance, management, marketing and IT, related to economy.

Digitalization is becoming a ubiquitous element and aspect of the everyday society and professional life in the world, and also in Albania. The full development of Web 2.0 and the proliferation of social media use, as its uttermost innovation has already revolutionized the way stakeholders interact with each other within society, economy and the way of conducting and running business. Furthermore, the transition to Web 3.0 will also have profound implications in all relations, be they P-2-P, P-2-B and B-2B.

Albania is catching up the advantageous use of technology and is experiencing a boom in utilizing social media and other digital tools in exploring new ways of doing business and implementing various business opportunities in this regard.

We do hope that new research and studies will bring valuable contributions towards

the most recent developments and relevant proposals about the vast opportunities the digitalization process has already brought and is assumed to create for all stakeholders in the national society, economy and business universe.

Contributions could focus on one or more of the following questions:

- **Digitalization – Pros and Cons about going fully digital,**
- **The transition from Web 2.0 to Web 3.0 – A revolution or evolution?**
- **Digital marketing,**
- **Digital transformation in the Albanian banking sector,**
- **The Digital Approach for the Albanian Economy,**
- **From Conventional to Digital Economy**

Deadline: 18 SEPTEMBER 2023

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