



Westsächsische Hochschule Zwickau
University of Applied Sciences



ARMENIAN STATE
UNIVERSITY OF
ECONOMICS

18th International Silkroad Conference

The South Caucasus and Neighboring Regions and the War in Ukraine:

Chances and Risks for Trans-Caspian Transport Routes between China and Europe

October 18-19, 2023 - Tbilisi

Organized by: International Black Sea University (IBSU); Tbilisi/Georgia

Zwickau University of Applied Sciences (WHZ); Faculty of Business and Economics;
Zwickau/Germany

Co-Organized by: Armenian State University of Economics;

(<https://asue.am/>)

East Asia Centre of the Zwickau University of Applied Sciences (HWZ);
(<https://www.ostasien-zwickau.de/>)

College of Applied Psychology; Czech Republic

<https://www.vsaps.cz/>

Research Center for International Studies, International Black Sea University;
<https://centers.ibsu.edu.ge/index.php/en/>

Multidisciplinary Research Center, International Black Sea University;
<https://centers.ibsu.edu.ge/index.php/en/>

AMBERD Research Center of the Armenian State University of Economics;
(<https://asue.am/amberd>)



Partner Universities

Caucasus University



Georgian National University



College of Applied Psychology; Czech Republic



East Asia Centre of the Zwickau University of Applied Sciences (HWZ)



Westsächsische Hochschule Zwickau
University of Applied Sciences

Armenian State University of Economics





About International Black Sea University (IBSU)

International Black Sea University (IBSU) has been operating in educational and scientific activities since 1995; The university is the first English-language educational institution in Georgia, which offers programs in both, English and Georgian languages at all three levels of education;

IBSU focuses on professionally-oriented high-quality education and applied research emphasizing innovation, internationalization and lifelong learning. IBSU strives to promote intercultural dialogue, sustain a high employment rate of graduates in domestic and international labor market and contribute to the development of a democratic civil society;

Mission: IBSU focuses on professionally-oriented high-quality education and applied research emphasizing innovation, internationalization and lifelong learning; IBSU strives to promote intercultural dialogue, sustain a high employment rate of graduates in domestic and international labor market and contribute to the development of a democratic civil society;

Vision: IBSU will be an internationally recognized university for its educational excellence, management efficiency, research output, and societal engagement, having the necessary environment for its students and staff to be advocates of global human values, and lifelong learning;

Values: Integrity, justice, respect, responsibility & accountability, social responsibility, trustworthiness, academic freedom & critical thinking, academic honesty, interculturalism, continual improvement.

The Scope and Structure of Research Policy of the university:

- To promote, develop and support scientific research activities and innovation;
- To search for grant opportunities/projects, help academic and invited staff as well as young scientists and students prepare project proposals;
- To support academic and invited staff as well as young scientists and students to raise the awareness in terms of scientific activities;
- Support the university community in its' strategic goal to advance research of the highest quality;
- To promote, Lead, develop, coordinate and facilitate research activities within the University;
- To Promote domestic and international research excellence/collaboration;
- To Provide modern Library/Data-bases and IT facilities for research opportunities;
- To Widen Networks, contacts, international links for more research opportunities;



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- To Organize trainings, seminars, workshops for staff involved in research;
- To Provide support in the administration and development of research grants.





International Silk Road Conference

Silk Road International Conference has been traditionally organized by the International Black Sea University (IBSU) since 2003 and it has been bringing together scholars, young scientists, practitioners and policy makers from around the world to share their knowledge and insights. Since its inception, the conference has hosted scholars from 30 countries, including USA, United Kingdom, Germany, Turkey, France, Poland, Hungary, Lithuania, Czech Republic, Iran, Iraq, Pakistan, South Korea, India, Azerbaijan, Armenia, Kazakhstan, Uzbekistan, Russia, Ukraine, Slovakia, etc.

Conference Sessions

- Journalism
- Economics
- Politics
- Law
- Marketing
- Finance
- Security
- History
- Literature
- Culture



Keynote Speakers



Prof. Wrobel was born in Bremen in 1968, is married and has three children. After training in banking, he studied economics at the Christian Albrechts University in Kiel from 1990 to 1996 and received his doctorate between 1996 and 1999. sc.pol. (PhD scholarship from the Konrad Adenauer Foundation). The dissertation dealt with the transformation process in Estonia. From 1999 to 2001 he worked as a lecturer for economic policy at the University of Tartu in Estonia, then as a dean's officer at the Faculty of Political Science at the University of Erfurt. In 2004 he was appointed to the West Saxon University of Zwickau. In December 2019 he received his doctorate.



Abdulmelik Alkan, Head of International Relations office at International Black Sea University, teaching International Relations courses. Mr. Alkan is PhD.c in the University of Georgia, does research on Turkey and South Caucasus. He founded www.caucasusreference.net first Modern Political Dictionary of South Caucasus. Mr. Alkan is currently working on the book titled as Turkey and Georgian Diplomacy corpus analysis.



Vice-rector and associate professor of the University of Applied Psychology in Prague and Terezín, Czech Republic, long-term project manager and business consultant in development, investment, educational, and R&D&I projects. In the years 2017 – 2022, he worked as the Chief coordinator of the National Business Center (NPC) Nitra under the management of the Slovak Business Agency (SBA) and before that as an expert guarantor for cooperation between universities and the business sector at the Center for Scientific and Technical Information of the Slovak Republic under the management of the Ministry of Education, Science, research and sport of the Slovak Republic.



Fulbright Scholar at Illinois State University in Normal, Illinois (USA). After the honors in 1993 he became a research assistant at the Department of Economics at the Technical University of Zittau (now University of Applied Sciences Zittau-Görlitz) and the Department of Business Administration at the International Graduate School Zittau (now Technical University Dresden). In the winter semester 2013/2014 he accepted an appointment as Professor of Managerial Accounting and Internal Audit at WHZ Zwickau University of Applied Sciences. He is also managing partner of a consulting firm. His international experience, engagement and efforts were awarded by an honorary professorship and doctorate of the Tajik Technical University of Khujand in Feb. 2012-2019 he was honored with the honorary professorship of the KAFU due to the intensive project, research and teaching cooperation.



SILK ROAD CONFERENCE AGENDA

18-19 October, 2023

Conference Opening Ceremony

09:00-10:00	Registration
	Welcome and Opening Speeches
10:00-11:00	Dr. Kakha Shengelia; Rector, International Black Sea University
	Prof. Hans-Christian Brauweiler, Zwickau University of Applied Sciences, Zwickau, Germany
	Dr. Sos Khachikyan, Head of the Chair of Macroeconomics at the Armenian State University of Economics.
	Milan Fífa, Vice-rector for foreign affair, College of Applied Psychology, Terezín, Czech Republic
	Keynote Speeches/Discussion
11:00-11:20	Ralph Wrobel (WHZ Zwickau, Germany): "The Changing Geopolitics in the South Caucasus during the War in Ukraine: Chances and Risks for the Region"



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11:20-11:40	Abdumelik Alkan (IBSU, Tbilisi/Georgia): “Discourse and Identity in Turkey and Georgia Diplomatic Relations 2002-2023: Corpus Analysis”
11:40-12:00	Milan Fiřa (College of Applied Psychology, Tereziń, Czech Republic), Veronika Tóthová (Newton University, Economic Centre, Bratislava, Slovak republic): “Start-ups and innovations as an important part of economic development” (online)
12:00-12:20	Prof. Hans-Christian Brauweiler (Zwickau University of Applied Sciences, Zwickau, Germany) / Prof. Dr. Aida Yerimpasheva (Al-Farabi Kazakh National University): “The Impact of Logistics on Economic Cooperation In Central Asia”
	Q & A Session/Discussion
	Group Photo
30 minutes	Lunch Break



October 18-19, 2023

Plenary Sessions

October 18 - Day 1 Welcome and Opening Speeches 10:00-11:00	
Session 1 Economy-Business-Management-Marketing-Finance (English) Room: Block B, Floor III, Conference Hall 13:00-15:45	Moderator: Tamta Tskhovrebadze IBSU
Session 2 Finances-Marketing (Georgian) Room: Block B, Floor IV, Library 13:00-13:50	Moderator Teona Maisuradze IBSU
Session 3 Politics-Security-Law (English) Room: Block A, Floor II, A 214 13:00-14:50	Moderator: Nick Chitadze IBSU
Session 4 Politics-Security-Law (Georgian) Room: Block A, Floor I, A 101 13:00-14:20	Moderator: Givi Amaglobeli IBSU
October 19 - Day 2	
Session 5: Culture-Literature-History-Education Room: Block B, Floor III, Conference Hall 09:00-12:35	Moderator Abdulmelik Alkan IBSU
Session 6: Culture-Literature-History-Education (Georgian) Room: Block A, Floor I, A 101 09:00-12:30	Moderator Gulnara Diasamidze IBSU



October 18
Day 1

Session 1: Economy-Business-Management-Marketing-Finance
Room: Block B, Floor III, Conference Hall

Moderator: Tamta Tskhovrebadze, International Black Sea University (IBSU)

TIME	PRESENTER	PRESENTATION TITLE
13:00	Sos Khachikyan	Geo-Economic Perspectives for Armenia: Cross-Border Solutions within Europe-Asia Infrastructures
13:15	Atom Margaryan, Haroutyun Terzyan, Emil Grigoryan	The Impact Of War Factors On The Armenian High-Tech Industries: Regional Context
13:30	Emilia Alaverdov	The Impact of Silk Road on South and Central Asian Regional Security (on the Example of Pakistan and Afghanistan)
13:45	Artur Avetisyan	Ensuring Energy Security of Armenia in Current Geopolitical and Regional Relations
14:00	Ana Kazaishvili, Lia Khmiadashvili, Rusudan Beriashvili	Communication and teamwork; Ensuring employee motivation through effective information flow within the organization
14:15	Nato Bebiashvili, Teimuraz Berdzenishvili, Archil Grigalashvili,	Issues of business process reengineering and implementation of ERP systems



	Ekaterine Gobejishvili	
14:30	Seyed Mohammad bagher Jafari, Faezeh Farhoodi	Application of value engineering process in organizational development of libraries
14:45	Mate Ivaniadze	E-Commerce Marketing Trends In South Caucasus Region During the Russia-Ukraine War
15:00	Anupriya Bhardwaj	A Study Of Post- Purchase Behavior Of Indian Mutual Fund Investors
15:15	Tamar Ekvtimishvili, Manana Vasadze	Crisis Management Strategy For Georgia's Tourism Industry Recovery (online)
15:30	Maryna Bilynska, Hzybovska Tetyana	Improving The Instruments Of State Anti-Crisis Policy In Ukraine After The War
15:45	Discussion (15 Minutes)	



სექცია 2: ფინანსები-მარკეტინგი (ქართული)
აუდიტორია: ბლოკი B, სართული IV, ბიბლიოთეკა

მოდერატორი: თეონა მაისურაძე

TIME	PRESENTER	PRESENTATION TITLE
13:00	თოიძე თინათინ, ჯღამაძე ნინო	საბანკო ციფრული ინდუსტრიის განვითარება კოვიდისა და პოსტ-კოვიდურ გარემოში
13:15	თეა კასრაძე, პაპუნა გიქორაშვილი	საბრუნავი კაპიტალის მართვის გავლენა საქართველოს ღვინის მწარმოებელი კომპანიების მომგებიანობაზე
13:30	უჩა გოგიძე	ციფრული სარეკლამო საქმიანობები საქართველოში - დასაქმების გამოწვევები და შესაძლებლობები
13:50	დისკუსია (30 წუთი)	



Session 3: Politics-Security-Law (English)

Room: Block A, Floor II, A214

Moderator: Nick Chitadze

TIME	PRESENTER	PRESENTATION TITLE
13:00	Nika Chitadze	Neurotechnology, artificial intelligence and the future of Cognitive Warfare
13:15	Levan Makhashvili, Emil Avdaliani	Europeanization as an Instrument for Georgia's Democratization
13:30	Oleg Mironov	Re-institutionalization of polities: networked consensus totality of disorder?
13:45	Tea Kasradze, Tornike Shermadini, Irakli Petriashvili	Corruption and Sustainable Development: Georgian Perspective
14:00	Lela Abdushelishvili	Using Instruments of Positive Psychology to Resolve Conflict
14:15	Sophio Demetrashvili	Impeachment of the president of Georgia - Politics versus Law
14:30	Tamar Karazanishvili	China's Belt and Road Initiative: Georgia's Role as a Partner Country in Economy and Politics
14:50	Discussion (20 Minutes)	



**სექცია 4: პოლიტიკა - უსაფრთხოება - სამართალი (ქართული)
აუდიტორია: ბლოკი A, სართული I, A101**

მოდერატორი: გივი ამაღლობელი

TIME	PRESENTER	PRESENTATION TITLE
13:00	თამარ ჩარკვიანი	კანონშემოქმედებითი პროცესის გამოწვევები საქართველოში
13:15	ლაშა ბრეგვაძე	კრიმინალური სუბკულტურა „კანონიერი ქურდების“ სახით, როგორც ასიმეტრიული საფრთხის ფენომენი და მისი გავლენა, პოლიტიკური სისტემის განვითარებაზე
13:30	თინათინ მშვიდლობაძე	შავი ზღვის რეგიონის "კიბერუსაფრთხოების გამოწვევები
13:45	ემზარ მაკარაძე	„ლაიციზმისა“ და „სეკულარიზმის“ პრობლემები თანამედროვე თურქეთში
14:00	ოსეფაშვილი	პოლონეთში საქართველოს საპატიო საკონსულოს როლი ევროინტეგრაციის პროცესში (სოციალური მედიის კონტენტანალიზი)
14:20	დისკუსია (20 წუთი)	



October 19
Day 2

Panel 5: Culture-Literature-History-Education
Room: Block B, Floor III, Conference Hall

Moderator: Tamta Tskhovrebadze

TIME	PRESENTER	PRESENTATION TITLE
09:00	Khatuna Jokhadze	Socio-cultural aspects of English language teaching
09:15	Hedieh Eskandari	Investigating the characteristics of the Achaemenid Royal Road in Iran to the Silk Road in China (online)
09:30	Vikram Bhardwaj, Bhardwaj Usha Sharma	Enchanting Enigmas Supernatural Traditions and Folk Beliefs in Shimla Hills (online)
09:45	Emil Avdaliani	Georgia and Silk Roads in 13th-17th centuries
10:00	Manisha Gangahar	Rhizomatic Selves and Liminal Politics in Siddhartha Gigoo's Mehr
10:15	Madhu Sharma	Space and Identity: Mapping the Nation in Khaled Hussein's And the Mountains Echo
10:30	Babür Mehmet Akarsu	Maritime Transportation, Maritime Trade And Shipbuilding In Anatolia In The 2nd Millennium Bc



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10:45	Miamlina Antonina	Steimatzy creative advertising of books and reading promotion
11:00	Muhammad Arif	Exploring Channels of Cultural Communication between Pakistan and China
11:15	Barnali Chetia, Dharti Sharma, Dharna Bhatt	The Silk Road and Marco Polo - A Journey from Real to Reel
11:30	Sarah Hosseini Dehkordi	Analyzing motifs in Qajar's silk fabrics exported via Tabriz-Tbilisi and the Caspian Sea
11:45	Giorgi Tsanatskenishvili Daria Kieraszewicz	Tbilisi Architecture as a Tourist Destination
12:00	Alina Chesca	“Shadow of the Silk Road” by Colin Thubron or Millenia of Enchantment (online)
12:15	Teona Maisuradze	Applied Business Models: Educational Programs Collaborating with Industry as Viable System
12:35	Discussion (20 Minutes)	



სექცია 6: კულტურა - ლიტერატურა - ისტორია - განათლება (ქართული)
აუდიტორია: ბლოკი A, სართული I, A 101

მოდერატორი: გულნარა დიასამიძე

TIME	PRESENTER	PRESENTATION TITLE
09:00	მარიამ იზორია, მაია იზორია	ქვევრის ფორმის გენეზისი ქართულ კერამიკაში
09:15	ნინო გელოვანი, კატერინე ჭელიძე	რთული ბავშვის “ ინდულგენცია ფრანსუა ტრიუფოს ფილმში ოთხასი დარტყმა”
09:30	მერაბ ლაღანიძე	სამღვდელო პირი ცხოვრებასა და ლიტერატურაში მეცხრამეტე-მეოცე საუკუნეთა მიჯნაზე
09:45	მაია ქვრივიშვილი	სატელევიზიო სივრცე და „სამოქალაქო ომი“ 1991-1993 წლების მოვლენები კულტურული ტრავმის ჭრილში
10:00	მაია კვიციანი	ტკივილის მხატვრული ასახვა ლია სტურუას პოეზიაში და ლიტერატურული პარალელები უცხოელ ავტორებთან
10:15	მარიამ ზაქარიაშვილი	ვიზუალური ბლოკური პროგრამირება ღრუბლოვან სივრცეში Code.org ტექნოლოგია



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10:30	თამთა ლონლაძე	გმირები და თხრობის სტრატეგიები არჩილ ქიქოძის რომანში — „ხვლიკი საფლავის ქვაზე“
10:45	მადონა ქებაძე, ნესტანი ყაზარაშვილი, ლანდა ჩოხელიშვილი	1924 წლის აჯანყება და პარტიზანული რაზმის ჩამოყალიბება
11:00	თამარ გოგოლაძე	დარიანული“ ლექსების ავტორობის საკითხისათვის
11:15	გიორგი ყიფიანი	ქართული სუფრა ანთროპოლოგიურ ენციკლოპედიებში
11:30	გულნარა დიასამიძე ხათუნა ტაბატაძე	უცხო ენების საკვანძო როლი ეკონომიკის სფეროში
11:45	მარიამ ზაკურიძე	ისტორიული სინამდვილის ასახვა ქართულ ფოლკლორში (თუშური მასალების მიხედვით)
12:00	ნიკოლოზ ოთინაშვილი	ლექსიკურ-ეტიმოლოგიური ძიებანი შიდა ქართლიდან
12:20	დისკუსია (20 წუთი)	
12:30	დახურვის ცერემონია / Closing Ceremony	