

MBE Faculty
Research Strategy
2026 – 2031

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RESEARCH INSTITUTES OF UBT

UBT institutional research strategy objectives relate to establishing centers of research, stimulate the development of research and cluster activities to maximize opportunities for research groups to create appropriate critical mass. The main goal is to enhance and build relationships and partnerships with stakeholders in the industry, academia and the public sector to increase combined research capacity and foster mechanisms of technology and knowledge transfer both out of an into the College, create an integrated research and studies quality assurance framework compliant with international best practice, support programs in delivering on research element and strengthen the link between research and teaching.

UBT has a number of institutes and research centers, while the faculty of MBE aims at benefiting from these institutes' infrastructure and helping them with the human and professional capacities of its own team:

I	Institutes	<ul style="list-style-type: none"> • IEME Institute for STEM Research and Innovation • IDEAA Institute for the Development of Education and Academic Affairs • IFL Institute of Foreign Languages and Intercultural Competence • Institute of Politics and International Relations • Institute of Life Sciences and Innovation • Institute of Rule of Law and Justice • Institute of Media and Communication • Institute for Urban Studies and Spatial Planning
II	Centres of Excellence	<ul style="list-style-type: none"> • Centre of Tourism and Hospitality • Centre for Statistics, Data Processing and Forecasting • Centre for Modelling and Simulation

		<ul style="list-style-type: none"> • Centre for Software Development and Innovation • Centre for Incubator and Start-Ups • Centre for Professional Development and Life Long Learning • Centre for Technology Transfer, IPR and Innovation • Centre for Knowledge Management and Innovation • Centre for UBT SAP Alliance • Centre of UBT-UNICEF for Social Innovation – Colibri • Centre for Medical Training
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FACULTY OF MBE - RESEARCH VISION

Mission of faculty MBE: The mission of the Faculty of MBE is to apply excellence in teaching, learning and research within an inclusive student-centered environment to foster graduates focused on intellectual interaction, creativity, skills, teamwork and governance that are ready to take or enhance their leadership role in business, professions, industry, public/private services and society.

MBE Research Vision: To be leading research, application and teaching center in the field of Management, Business and Economics that are recognized nationally and internationally with value-creating works.

RESEARCH GOALS

- To further strengthen and enhance research excellence, improving the quality and impact of research outputs in order to position the Faculty of Management, Business and Economics among the leading faculties in economics, management, business informatics and digital economy in the region.
- To promote research activities that contribute to the achievement of the United Nations Sustainable Development Goals (SDGs) at local, national, and international levels.

- To recruit and support high-quality academic staff capable of producing internationally recognized research outputs, while continuously enhancing the research competencies of existing academic staff through professional development and collaborative research activities.
- To significantly increase the acquisition of external research funding, including national and international research grants, in order to ensure a sustainable financial foundation for research development.
- To attract a growing number of high-quality postgraduate research students and provide them with a stimulating, supportive, and research-oriented academic environment that fosters innovation, critical thinking, and academic excellence.

RESEARCH AREAS

MBE Interdisciplinary studies being a crucial aspect of Research in general at UBT, MBE academic and research staff members are encouraged to participate in the research activities of other disciplines. This also coheres with the previously stated UBT mission for research.

MBE Faculty have identified the following research areas that are also explicitly provided in the Institutional report of the organization. Below are presented the study program research areas.

- General Economics;
- Macroeconomic Policies and their Impact on Economics
- Growth; Informal Economy and Its Effects on Institutions;
- Economic Growth
- Econometrics and Applied Economics;
- Insurance and Pensions, Multinational Finance;
- Banking, Finance and Investment;
- Accounting, Auditing and Taxation;
- Competition, Entrepreneurship and Economic Growth;
- Marketing Management;
- Income Inequality; Poverty;
- Digital Economy

- Financial Technologies (FinTech)
- Innovation Management
- Brand Management;
- Consumer-Oriented New Product Development;
- Strategies for International Business Management;
- Strategic Management and Entrepreneurship;
- Innovation and Technological Change Management;
- International Trade;
- Management and Corporate Governance;
- Impact of Education on Business and Management;
- Business Intelligence and Knowledge Management;
- Advanced Human Resource Management;
- Quality Management in Public Sector;
- Process and Project Management;
- Operations Research;
- Tourism Management;
- Food and Hospitality Services;
- Transportation and Freight Services;
- Agro-Business and Subsidy Management;
- European Union policies;
- Multi-Cultural Management;
- South East European Economy and Management;
- Logistics and Value Chain Management;
- Industry Economics and Industrial Organization;
- Immigration and Border Studies;
- Management Information Systems;
- Public Policy and Management

These research areas were identified by the MBE research committee and approved by the Faculty Council, but this does not necessarily mean that MBE staff cannot research in the other research areas. Interdisciplinary studies being a crucial aspect of Research in general at UBT, MBE

academic and research staff members are encouraged to participate in the research activities of other disciplines.

RESEARCH PRIORITIES 2026-2031

Priorities in the field of research within the Faculty are:

- Global Economics, Finance and Financial Technologies - Trade, banking, financial markets, financial regulation, FinTech, financial innovation
- Entrepreneurship and Innovation - SMEs, startups, innovation ecosystems
- Digital Business and Analytics - Digital transformation, marketing, data-driven decision making
- Sustainable Economy and Governance - ESG, corporate governance, sustainable finance

RESEARCH CLUSTERS

Research clusters of the faculty of MBE are defined according to the research priorities. Each research cluster consists of the minimum one academic staff who is also the head of the research cluster and other members who are involved in the research cluster. Other members can be academic staff, master's and bachelor's students, and also industrial partners. The below are given some of the research clusters for each research priority with research groups.

Some of the research topics and research group for each research clusters are given in the below:

Research Focus	International Business and Global Markets
Actions:	To support research activities related to international business, globalization, and cross-border trade. The cluster encourages academic publications, collaborative research projects, and theses development in global business environments.

Research Groups and Topics:	Academic Staff, industry partners and students participating in the cluster explore research topics including; international trade and globalization, multinational enterprise strategies, global supply chains, international market entry strategies, cross-border investments, international competitiveness, and global business management.
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Research Focus	Sustainable Economy, ESG and Responsible Governance
Actions:	To promote research addressing sustainability, responsible governance, and ESG-related transformation in business and economic systems. The cluster supports academic research, publications, industry collaboration, theses and interdisciplinary sustainability projects.
Research Groups and Topics:	Academic staff, industry partners, external researches and students participating in the cluster explore research topics including: environmental, social and governance practices, sustainable finance, responsible corporate governance, ethical leadership, sustainability reporting, green transition in business, and governance frameworks for sustainable development.

Research Focus	Business Intelligence and Data-Driven Decision Making
Actions:	To develop research and collaboration in business intelligence, analytics, and decision-support systems. The cluster supports interdisciplinary research integrating data analytics and business strategy.
Research Groups and Topics:	Staff, industry partners and students participating in the cluster explore research topics including; business intelligence systems, data-driven decision-making processes, predictive analytics for business performance, decision support systems in management, data visualization for strategic planning, and analytics for organizational efficiency.

Research Focus	Sustainable Economic Growth
Actions:	The cluster will provide a platform for researchers, industry partners, and students to collaborate on academic publications, research projects, reports, conference papers, and theses related to sustainable economic growth and policy development.
Research Groups and Topics:	The cluster brings together academic staff, students, stakeholders and researchers working on topics such as; sustainable economic development, employment and labour market inclusion, productivity and long-term economic resilience, entrepreneurship and SME contribution to sustainable growth, and policy frameworks supporting inclusive and sustainable economic development.

Research Focus	ICT, Digital Transformation and Income Inequality
Actions:	To support interdisciplinary research examining the relationship between information and communication technologies (ICT) and socio-economic inequalities. The cluster promotes collaborative research projects, academic publications, conference papers, and theses addressing the role of digital technologies in economic inclusion and development.
Research Groups and Topics:	Academic staff, students and industry collaborators within this cluster focus on research areas including; digital inequality and the digital divide, the impact of ICT on income distribution, technology adoption and economic inclusion, digital skills and labour market opportunities, ICT-driven economic development, access to digital infrastructure in developing economies, and the role of digital transformation in reducing socio-economic inequalities.

Research Focus	Innovation Management and Technology Adoption
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Actions:	To promote interdisciplinary research, publication on conference and reports on innovation processes and technology adoption within organizations and economies. The cluster encourages developing research projects, academic publications, conference papers and theses related to innovation management and technology adaption.
Research Groups and Topics:	Academic Staff, industry partners and students participating in the cluster explore research topics including; innovation strategies in firms, technology adoption and diffusion, research and development management, innovation ecosystems, digital transformation strategies, and productivity through technological innovation

Research Focus	Climate Change, Green Economy and Sustainable Finance
Actions:	To develop interdisciplinary research addressing climate change, green finance, and sustainable economic development. The cluster provides a platform for research papers, conference paper, policy reports, theses and collaborative research projects.
Research Groups and Topics:	The cluster engages academic staff, students and industry partners in research topics including; climate economics, green investment strategies, environmental policy and economic growth, carbon markets and climate finance, sustainable finance frameworks, energy transition policies, and economic impacts of climate change.

Research Focus	FinTech, Blockchain and Financial Innovation
Actions:	To support interdisciplinary research on emerging financial technologies and digital financial systems. The cluster encourages developing research projects, academic publications, conference papers, and postgraduate theses related to financial innovation and technological transformation in financial markets.
Research Groups and Topics:	Researchers, students and industry stakeholders participating in this cluster examine topics such as; financial technologies and digital

	financial services, blockchain applications in financial systems, cryptocurrency markets and regulation, digital banking and payment systems, decentralized finance (DeFi), financial innovation and financial market transformation, and regulatory frameworks for emerging financial technologies.
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Research Focus	Digital Marketing, Consumer Behaviour and Market Innovation
Actions:	To encourage interdisciplinary research on modern marketing strategies, digital consumer behaviour, and market innovation in the digital economy. The cluster aims to develop research projects, theses and academic publications addressing digital marketing trends.
Research Groups and Topics:	This cluster brings together academic staff, students and industry partners to explore research topics including; digital marketing strategies, consumer behaviour in digital environments, social media marketing and influencer marketing, marketing analytics and customer data insights, brand management in digital markets, e-commerce and online consumer decision-making, and innovation in marketing strategies.

Research Focus	Cybersecurity, Risk and Digital Governance
Actions:	Working on research on cybersecurity, digital risk, and governance challenges in technology-driven organizations and economies. The cluster supports publications, conference papers, and collaborative projects with industry and public institutions.
Research Groups and Topics:	Academic staff, students and external collaborators work together in this cluster on research topics including; cybersecurity governance, digital risk management, information security in organizations, privacy and data protection, cyber resilience, digital trust, and governance challenges in data-driven systems.

Research Focus	Socio-Economic Development in Kosovo and the Western Balkans
Actions:	To advance research on socio-economic development challenges and opportunities in Kosovo and the Western Balkans. The cluster encourages research, academic publications, theses and collaborative projects addressing socio-economic development in Kosovo and the Western Balkans.
Research Groups and Topics:	This cluster brings together academic staff, students and industry partners to explore research topics including; economic development in Kosovo and the Western Balkans, labour market dynamics and unemployment, poverty and income inequality, migration and demographic changes, regional economic integration, social inclusion and economic opportunities, and policy frameworks supporting sustainable and inclusive development.

Research Focus	Entrepreneurship and Startup Development
Actions:	To encourage research activities related to entrepreneurship, startup development, and innovation-driven business creation. The cluster supports collaborative research projects, academic publications, conference papers, and thesis development focusing on entrepreneurial ecosystems and business creation in emerging economies.
Research Groups and Topics:	Academic staff, students, industry partners, and external researchers participating in the cluster explore research topics including; entrepreneurship and startup development, SME growth and competitiveness, entrepreneurial ecosystems, innovation and technology-based entrepreneurship, access to finance for startups, entrepreneurial education and skills development, digital entrepreneurship, and the role of innovation in business creation.

RESEARCH PLAN

Research Project	Digital Transformation of SMEs in Kosovo
Research activities:	<p>Small and medium-sized enterprises (SMEs) play an important role in the economic development of Kosovo. However, many SMEs face difficulties in adopting digital technologies and integrating digital tools into their business operations. Limited digital skills, lack of technological infrastructure, and financial constraints often slow down the process of digital transformation.</p> <p>This research will analyze the level of digital transformation among SMEs in Kosovo and identify the main barriers to adopting digital technologies such as e-commerce, digital marketing, data analytics, and online payment systems. A survey will be conducted with SMEs across Kosovo to understand their level of digital readiness and the challenges they face.</p> <p>Based on the results, the research will provide recommendations for improving digital adoption and strengthening the competitiveness of SMEs in the digital economy. The study will be carried out by MBE students under the supervision of academic staff.</p>
Implementation period:	March 2026 – March 2027
Number students involved:	7 master students
Research group:	Dr. Muhamet Gërvalla, Dr. Afërina Skeja, Dr. Agim Zuzaku, Dr. Albulena Jahja
Planned Budget	€ 8,000
Other activities	Research will be published and discussed with small business and finance providers. The recommending will be given to all the parties included. Policy reports, conference presentations, and industry workshops also constitute other academic and professional activities.

Research Project	FinTech Adoption and Financial Inclusion in the Region
Research activities:	Financial technologies are transforming financial services and improving access to financial products. However, the level of FinTech adoption in the Region is still developing. This research will examine how digital financial technologies such as mobile banking, digital payments, and blockchain solutions contribute to financial inclusion in Kosovo and neighboring countries. A survey will be conducted with financial institutions, businesses and consumers to analyze the adoption of FinTech services and identify the main challenges and opportunities in the region. The study will provide recommendations for improving financial innovation and expanding financial inclusion.
Implementation period:	May 2026 – December 2028
Number students involved:	16 master students
Research group:	Dr. Amir Imeri, Dr. Ardian Uka , Dr. Blerto Abazi, Dr. Florin Aliu, Dr. Vehbi Neziri
Planned Budget	€ 16,000
Other activities	The research findings will be published and shared with financial institutions, policymakers, and businesses in the region. Recommendations will be provided to relevant stakeholders to support the development of FinTech and financial inclusion. Policy reports, conference presentations, and industry workshops will also be organized to discuss the results and promote knowledge exchange between academia and the financial sector.

Research Project	Artificial Intelligence and Data Analytics in Business Decision Making
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<p>Research activities:</p>	<p>Artificial intelligence and data analytics are increasingly transforming business decision-making processes. Organizations are using advanced technologies to analyze large volumes of data and improve strategic and operational decisions. The MBE Faculty will conduct research to examine how businesses in Kosovo and the region use artificial intelligence and data analytics in decision-making processes. The study will analyze the level of adoption of AI tools, business intelligence systems, and data analytics in organizations.</p> <p>Surveys and interviews will be conducted with businesses to identify how data-driven technologies influence management decisions, productivity, and business performance. The research will also explore the challenges organizations face in implementing AI and analytics solutions. Based on the findings, recommendations will be provided for improving the use of artificial intelligence and data analytics in business management.</p>
<p>Implementation period:</p>	<p>January 2026 – December 2030</p>
<p>Number students involved:</p>	<p>12 master students</p>
<p>Research group:</p>	<p>Dr. Edmond Hajrizi, Dr. Muhamet Gërvalla, Dr. Bertan Karahoda, Dr. Blerton Abazi, Dr. Aferin Skeja</p>
<p>Planned Budget</p>	<p>€ 21,000</p>
<p>Other activities</p>	<p>Research findings will be disseminated through academic publications and presentations at international conferences. In addition, workshops and seminars will be organized with businesses, industry representatives, and policymakers to discuss the practical applications of artificial intelligence and data analytics in business decision-making. Training sessions and collaborative meetings with industry partners will also be conducted to promote knowledge transfer and strengthen cooperation between academia and the business sector.</p>

Research Project	ICT, Income Inequality and Economic Development: A Global Perspective
Research activities:	<p>Information and Communication Technologies (ICT) have become an important driver of economic development and innovation across the world. However, unequal access to digital technologies and digital skills may increase income inequality between countries and social groups. The MBE Faculty will conduct research to examine the relationship between ICT development, income inequality, and economic growth at the global level.</p> <p>The research will analyze how access to digital infrastructure, internet usage, and technological innovation influence productivity, employment opportunities, and income distribution in different countries. Data from international organizations such as the World Bank, IMF, and OECD will be used to evaluate global trends in ICT development and income inequality. Econometric and comparative analyses will be conducted to better understand how digital technologies affect economic development and inequality across countries.</p> <p>Based on the findings, the research will provide recommendations for policymakers and institutions on strategies to reduce digital inequality and promote inclusive economic development through ICT worldwide.</p>
Implementation period:	January 2026 – March 2029
Number students involved:	8 master students
Research group:	Dr. Sema Kazazi, Dr. Kestrim Avdimetaj, Dr. Arta Mulliqi
Planned Budget	€ 16,000

Other activities	Research findings will be disseminated through academic publications and presentations at international conferences. The recommending will be given to all the parties included. Policy reports, conference and industry workshops also constitute other academic and professional activities.
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Research Project	Digital Marketing Strategies and Consumer Behaviour in the Digital Economy
Research activities:	<p>Digital technologies have significantly transformed marketing strategies and consumer behaviour in modern markets. Businesses increasingly use digital platforms, social media, and online advertising to reach consumers and improve their competitiveness. The MBE Faculty will conduct research to examine how digital marketing strategies influence consumer behaviour and purchasing decisions.</p> <p>The research will analyze the use of digital marketing tools such as social media marketing, online advertising, and e-commerce platforms. Surveys will be conducted with businesses and consumers to understand how digital marketing strategies affect brand perception, customer engagement, and purchasing behaviour. The study will also examine how companies adapt their marketing strategies in response to the rapid growth of the digital economy.</p> <p>Based on the findings, the research will provide recommendations for businesses on how to improve digital marketing strategies and enhance customer engagement.</p>
Implementation period:	February 2026 - May 2028
Number students involved:	10 students from master program
Research group:	Dr. Gonxhe Beqiri, Dr. Hamëz Rama, Dr. Rajan Arapi, Dr. Bekim Marmullaku,

Planned Budget	€ 22,000
Other activities	Research findings will be disseminated through academic publications and presentations at international conferences. Workshops and seminars will be organized with businesses, marketing professionals, and industry stakeholders to discuss effective digital marketing strategies and consumer trends in the digital economy. In addition, training sessions and roundtable discussions will be held with small and medium-sized enterprises (SMEs) to support the practical application of digital marketing tools and strengthen collaboration between academia and the business sector.

Research Project	Innovation Ecosystems and Startup Development in Kosovo and the Western Balkans
Research activities:	<p>Innovation ecosystems play an important role in supporting entrepreneurship, startup development, and economic growth. This research project aims to examine how innovation ecosystems contribute to the development and growth of startups and innovative businesses in Kosovo and the Western Balkans.</p> <p>The research will analyze the role of innovation hubs, business incubators, universities, and financial institutions in supporting entrepreneurial activities and innovation. Surveys and interviews will be conducted with entrepreneurs, startup founders, and business support institutions in order to identify the main factors that influence startup success and innovation development.</p> <p>The study will also examine the challenges startups face in accessing finance, technology, and markets. In addition, the research will analyze how public policies and institutional support mechanisms influence the development of innovation ecosystems in the region.</p>

	Based on the findings, the research will provide recommendations for strengthening innovation ecosystems, supporting startup development, and improving the environment for innovative businesses.
Implementation period:	September 2026 - December 2031
Number students involved:	22 students from master program
Research group:	Dr. Ermira Shehu, Dr. Kujtim Zylfijaj, Dr. Ermal Lubishtani, Dr. Afërina Skeja, Dr. Ylber Limani
Planned Budget	€ 24,000
Other activities	Research findings will be published in academic journals and presented at conferences. Workshops and seminars with entrepreneurs, startup communities, and innovation support institutions will also be organized.

Research Project	The Impact of Inflation on Economic Stability and Household Welfare in Kosovo
Research activities:	<p>Inflation has a significant impact on economic stability, purchasing power, and living standards. In recent years, many countries have experienced increased inflation rates due to global economic shocks, supply chain disruptions, and energy price increases. This research project aims to examine the impact of inflation on economic stability and household welfare in Kosovo.</p> <p>The study will analyze key macroeconomic indicators such as inflation rates, household consumption, wage dynamics, and price developments in essential goods and services. Statistical and econometric analysis will be used to evaluate how inflation affects purchasing power, income distribution, and economic well-being.</p>

	<p>The research will also examine how inflation influences business activities, investment decisions, and economic growth. Surveys may be conducted with households and businesses to better understand the perceived impact of inflation on daily economic activities.</p> <p>Based on the findings, the research will provide recommendations for policymakers and economic institutions on strategies to manage inflation and protect household welfare.</p>
Implementation period:	May 2026 – September 2027
Number students involved:	22 students from all the branches of UBT.
Research group:	Dr. Kestrim Avdimetaj, Dr. Arta Mulliqi, Dr. Sema Kazazi
Planned Budget:	€ 15,000
Other activities	Research findings will be published in academic journals and presented at conferences. Policy reports and workshops with economic institutions and policymakers will also be organized.

Research Project	Digital Economy and Labour Market Transformation
Research activities:	<p>The rapid development of digital technologies is transforming labour markets, employment structures, and the demand for skills across economies. The expansion of digital platforms, automation, and information technologies is changing the nature of work and creating new opportunities as well as challenges for workers and businesses. This research project aims to examine the impact of the digital economy on labour market transformation in Kosovo and the Western Balkans.</p> <p>The study will analyze how digitalization, automation, and technological innovation influence employment patterns, job creation, and skills demand. Particular attention will be given to the emergence of new forms of work such as remote work, digital platforms, and gig</p>

	<p>economy jobs. The research will also investigate how businesses adapt to technological change and how digital transformation influences productivity and competitiveness.</p> <p>The project will use labour market data, surveys with businesses and employees, and econometric analysis to evaluate the relationship between digital technologies and employment dynamics. The study will also examine the role of education systems, training programs, and public policies in preparing the workforce for the digital economy.</p> <p>Based on the findings, the research will provide recommendations for policymakers, businesses, and educational institutions on strategies to support workforce development and promote inclusive labour market transformation in the digital era.</p>
Implementation period:	November 2026 – December 2030
Number students involved:	5 master students
Research group:	Dr. Albulena Jahja, Dr. Arta Mulliqi, Dr. Mentor Shaqiri, Dr. Nazmi Zeqiri, Dr. Valdrin Krasniqi.
Planned Budget:	€ 18,000
Other activities	Research findings will be published in academic journals and presented at international conferences. Policy reports and workshops with labour market institutions, businesses, and policymakers will also be organized to discuss strategies for adapting to labour market changes in the digital economy.

RESEARCH BUDGET

The research coordinator, together with the MBE research committee, provides the dean with the proposal for financing. The extent of financial sources for research is determined through the College's budget, approved by the UBT.

The Dean of the respective department and the Institution director are responsible for follow-up and check-up on the project progress being carried out within the department and institution.

Below has been presented the financial allocation for the implemented projects:

N0.	Activity
1.	Administrative cost: 10% from the project budget, for project management and coordination
2.	Staff costs: up to 40% as a temporary duty from the project budget goes to the researchers or academic staff involved in the project.
3.	Cost of equipment: up to 5% of the project budget, refers to the purchase of any software, computers, scanners, etc.
4.	General costs: up to 5% of the project budget refers to the cost of office supplies and similar expenditures.
5.	Distribution cost: up to 10% of the project budget refers to various activities such as: publications, roundtables, conferences.
6.	Mobility cost: Up to 20% refers to travel, food and stay costs
7.	Cost of proofreading: up to 5% refers to translation, proofreading, delivery of results
8.	Other costs: refers to other expenditures necessary for the implementation of the project but not foreseen in the above mentioned categories.

The financial part of the realization of the research projects is realized according to the dynamics of the implementation of the project and in the 3 (three) phases.

- 30% in advance from after the approval of the project;
- 40% after the completion of the first phase of the project;
- 30% after submission of the final report.

RESEARCH OUTPUT

Research and scientific output represent an essential component of the academic mission of UBT and the Faculty of Management, Business and Economics (MBE). Academic staff are actively

engaged in research activities that contribute to the advancement of knowledge in the fields of management, business, economics, and digital innovation.

UBT supports and disseminates research results through several academic publication channels, including:

- International Journal of Business and Technology (ISSN: 2223-8387)
- Proceedings of the UBT Annual International Conferences
- Academic books, professional reviews, reports, and theses

The Faculty of MBE regularly organizes international scientific events that promote academic exchange and collaboration. One of the most important events is the International Conference on Management, Business and Economics (ICMBE), which is part of the broader UBT International Conference for Business, Technology and Innovation.

The aim of these conferences is to facilitate the exchange of knowledge among academics, doctoral candidates, postgraduate students, young researchers, industry experts, and practitioners. These events provide a platform for discussing recent developments and sharing research findings in the areas of management, business, economics, digital transformation, and related interdisciplinary fields.

All papers accepted for presentation are published in peer-reviewed conference proceedings and made available online through the official conference platform. Selected papers may be further considered for publication in partner and affiliated journals such as:

- International Journal of Business and Technology (ISSN: 2223-8387)
- Simulation Notes Europe (ISSN: 2306-0271)
- other international partner journals.

All published articles are assigned Digital Object Identifiers (DOI), ensuring international visibility, traceability, and accessibility of research outputs.

The Faculty of MBE recognizes and evaluates all scientific activities of academic staff in accordance with the regulations and evaluation criteria defined by the Ministry of Education, Science, Technology and Innovation (MESTI). Research outputs are officially recognized when at least one of the authors lists UBT as their institutional affiliation.

To ensure continuous research productivity, academic staff are expected to publish in peer-reviewed journals on a regular basis. Individual research productivity is evaluated in relation to the proportion of working time allocated to research activities according to the terms of employment.

In addition, UBT maintains the UBT Knowledge Center, a digital platform established in 2017, which serves as a central system for tracking, managing, and promoting the research outputs of academic staff. The Knowledge Center plays a key role in strengthening research visibility and collaboration by integrating:

- a digital environment for increasing the visibility of local and international research,
- an organizational environment supporting interdisciplinary and cross-institutional collaboration, and
- a digital academic library environment enabling access to scholarly publications and research databases.

RESEARCH INFRASTRUCTURE

UBT provides a well-developed research infrastructure that supports the teaching and research activities of students and academic staff.

The UBT Library consists of two dedicated areas:

- a book storage and archive area, and
- a reading and study area designed to provide a quiet and comfortable learning environment.

This structure enables efficient access to academic resources while ensuring an appropriate study environment for students and researchers.

The library contains over 300,000 physical books, making it one of the largest academic libraries in the region. In addition to printed materials, the library provides access to a wide range of electronic books, scientific journals, and international academic databases.

UBT students and staff have access to several international digital libraries and research databases, including:

- BIONE
- EBSCO Host
- IMF eLibrary
- Cambridge Journals
- JSTOR

These databases provide access to thousands of peer-reviewed journals, books, and research materials that support both teaching and academic research.

Furthermore, UBT IT laboratories provide students and researchers with access to specialized software and digital tools required for research, data analysis, and academic work. These resources support research activities in areas such as data analytics, digital technologies, business informatics, and financial technologies.