



MANAGEMENT  
IN ECONOMY 4.0



FACULTY OF MANAGEMENT  
University of Białystok



## Biography



Giorgi Katamadze	Name and surname
Batumi Shota Rustaveli State University	University/company/unit represented
<p>Scientific Interests: Strategic Management, SME Competitiveness, Crisis Management, Organizational Resilience, Innovation Management, Digital Transformation, Artificial Intelligence in Business, Entrepreneurship, Regional Economic Development, and Sustainable Business Development.</p> <p>Non-Scientific Interests: Higher Education Development, Academic Leadership, International Cooperation, Entrepreneurship Promotion, Regional Development, and Capacity Building.</p>	Scientific and non-scientific interests
	Memberships (optional with information on which years)
<ol style="list-style-type: none"> <li>1) Katamadze, G. (2022). Business Entity's Preventive-Anti-Crisis Strategy Model and Possibilities of Its Implementation in Georgia. <i>Economics. Ecology. Socium</i>, 6(2), 38–45. <a href="https://doi.org/10.31520/2616-7107/2022.6.2-4">https://doi.org/10.31520/2616-7107/2022.6.2-4</a></li> <li>2) Katamadze, G. (2025). The Role of Digital Management and Artificial Intelligence in Post-pandemic Period in Georgian Business Entities. In: <i>Digital Management and Artificial Intelligence</i>. Springer.</li> <li>3) Katamadze, G., Tsiklashvili, N., &amp; Varshanidze, N. (2025). Small and Medium-sized enterprises (SMEs) in Georgia: Institutional Challenges and Prospects for EU Market Integration. <i>European Journal of Sustainable Development</i>, 14(2), 173-173.</li> </ol>	Selected publications (2-3 most important)



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leadership and vision

**A sentence about Economy 4.0 and/or the conference:**

I am pleased to participate in this conference, which brings together researchers and practitioners to address the challenges of Economy 4.0. I look forward to sharing insights from my research on strategic management and SME competitiveness, while learning from international experiences and perspectives.