



ESTONIAN
ENTREPRENEURSHIP UNIVERSITY
OF APPLIED SCIENCES

2nd of October 2025

ENTREPRENEURSHIP & INNOVATION CONFERENCE

SKILLS for FUTURE



Abstracts of the
13th annual Entrepreneurship
and Innovation Conference
(October 2, 2025)



Tallinn
2025

SKILLS FOR FUTURE: Conference Proceedings / Gen. edit. Olha Prokopenko, Anne Neroda, Tallinn: Teadmus OÜ, 2025, 47 p.

ISBN 978-9916-752-35-7

Editors:

Ph.D. in Economics, Dr. **Olha Prokopenko**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

MA, **Anne Neroda**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

Reviewers:

Ph.D. in Strategic Management **Bulent Akkaya**, Department of Business and Administration, Manisa Celal Bayar University, Manisa, Turkey

Ph.D. in Energy Systems **Rurik Holmberg**, Linköping University, Sweden; Swedish Energy Agency, Sweden

Ph.D. in Bioprocess Engineering, Dr. **Manuel Ibañez**, Laboratory of Chemical Process Engineering, Technical University of Munich, Straubing, Germany

Ph.D. in Economics **Marina Järvis**, Department of Business Administration, Tallinn University of Technology, Tallinn, Estonia

The Conference Proceedings encompasses interdisciplinary research on the notion of future skills and their place in educational, economic, political, labor, and entrepreneurial processes in the digital age. The contributions emphasize the ways in which artificial intelligence (AI), innovative technologies, and sustainable development practices are redefining not just the competencies of professionals but also the ways in which societies adjust to uncertainty and the global challenges.

The former part looks into how education has changed with the adoption of AI and gamification, the development of adaptive learning experiences, and establishing lifelong learning as a cornerstone of human growth and economic stability. The second part deals with the cognitive and social elements of the technological change by examining the risks of disinformation, automation bias, and mental overload, and also by introducing AI-based tools that can assist in migrant integration and social inclusion.

The third part is devoted to finance, marketing, and digital business which shows how AI allows improving in a systematic manner the payment systems, risk management and personalization plans, but also provokes crucial questions of ethics, regulation, and security. The fourth section focuses on governance, policy and sustainability where innovative auditing, predictive analytics and corporate responsibility are addressed as some of the ways of enhancing accountability and resource efficiency.

The fifth part examines the transformation of the workforce, focusing on the increase in the significance of soft skills, cross-cultural communication, and digital literacy and the universal applicability of reskilling and upskilling in times of crisis, war, and ecological transition. The last part focuses on innovation and entrepreneurship and discusses digital communication in clusters, creative export-import strategies, and biotechnological solutions that highlight how different innovation practices can be.

In general, the events underscore that technology advancement should be extended in line with humanistic strategies. Future skills are not only efficiency tools, but also resiliency, inclusiveness and sustainable development bases.

Keywords: Future Skills; Artificial Intelligence; Education; Resilience; Finance; Governance; Workforce; Innovation; Sustainability; Lifelong Learning; Digital Transformation; Entrepreneurship Ecosystems; Cognitive Resilience; Disinformation; Soft Skills; Green Transition

ISBN 978-9916-752-35-7

@ Authors

Section 3. Future Skills for Finance, Marketing, and Digital Business

Artem Koldovskyi, Kateryna Shafranova ARTIFICIAL INTELLIGENCE AS THE CORNERSTONE OF FUTURE FINANCIAL INFRASTRUCTURE	22
Viktoria Nabok, Viktoria Khmurova ARTIFICIAL INTELLIGENCE AS A TOOL FOR TRANSFORMING MODERN MARKETING	24
Svitlana Breus, Mykola Denysenko, Oleksandr Siruk LEADERSHIP AS A FACTOR INFLUENCING THE FORMATION OF COMPETITIVE ADVANTAGES IN BUSINESS DIGITALIZATION	25
Oleg Tomashivskuj, Matviy Tomashivskuj, Yuriy Tomashevskyi STRATEGY AND COMPETITIVE PRIORITIES OF THE ENTERPRISE IN CURRENT MARKET CONDITIONS	26
Marta Olikhovska, Volodymyr Olikhovsky COACHING AS A TOOL FOR ENHANCING PERSONNEL MANAGEMENT IN ORGANIZATIONS ..	27
Svitlana Zhukevych FINANCIAL ANALYSIS AND FUTURE SKILLS: INNOVATIVE LEARNING AND COMPETENCIES FOR SUSTAINABLE DEVELOPMENT	28

Section 4. Future Skills for Governance, Policy, and Sustainability

Lyazzat Sembiyeva, Zamira Bashu INNOVATIVE APPROACHES TO PUBLIC AUDIT AND STRATEGIC PLANNING FOR IMPROVING GOVERNANCE QUALITY AND DEVELOPING NATIONAL RESOURCES	29
Aliya Shakharova, Anar Zhumatayeva PREDICTIVE ANALYTICS IN THE ASSESSMENT OF GOVERNANCE QUALITY AND EFFECTIVE USE OF NATIONAL RESOURCES IN THE CONTEXT OF DIGITAL TRANSFORMATION	30
Vita Andrieieva THE AGE OF SUSTAINABLE DEVELOPMENT	31
Vasyl Pyvovarov INNOVATIVE TREND OF SUPPORTING EDUCATION IN CORPORATE SUSTAINABILITY REPORTS	32
Oleksandr Pyvovarov AN INNOVATIVE APPROACH TO ASSESSING INTEREST IN HEALTHCARE	33

Section 5. Workforce and Future Skills for Market Transformation

Kotko Ya.M., Levkina R.V., Levkin A.V. THE ROLE OF SOFT SKILLS IN ENSURING THE COMPETITIVENESS OF FUTURE ECONOMICS GRADUATES IN THE LABOR MARKET	34
Maria Kldiashvili, Ia Nadirashvili, Irina Aleksishvili WORKFORCE TRANSFORMATION AND FUTURE SKILLS IN DIGITAL SUPPLY CHAINS: UPSKILLING AND RESKILLING IN GEORGIA'S FMCG RETAIL SECTOR	35

INNOVATIVE TREND OF SUPPORTING EDUCATION IN CORPORATE SUSTAINABILITY REPORTS

Vasyl Pyvovarov

Yaroslav Mudryi National Law University

Ukraine

v.pyvovarov@ukr.net

Abstract

Objectives:

The assessment of sustainable development reports of enterprises (corporations) of Ukraine on education issues in accordance with the goals of sustainable development is an innovative trend. In Ukraine, requirements for sustainable development reports of enterprises are being strengthened with the criterion of the number of employees, which will become mandatory in the coming years. 2025, some enterprises did this for the first time.

Methodology:

The analysis of public sustainable development reports of enterprises was carried out through content analysis with determination of the density of reporting on the topic of education support per page of the report and qualitative analysis of priority issues of the results of supporting the quality of education in the context of the SDGs.

Key Findings and Results:

The preparation of the first annual Report on the achievement of the SDGs by the large agricultural group "Nibulon" (Report, 2024) is an affirmative result of the innovative trend of supporting education as part of ESG aspects. For 2025-2027, educational events on inclusion for personnel and cooperation with partner organizations are planned. The priority goal is to attract young people to the agricultural sector and form responsible leadership. The large telecommunications group Vodafone Ukraine already has experience in compiling Sustainable Development Reports for 5 years from 2020 to 2024, of which there were four. One year of martial law was missed, but in the meantime, taking into account the density of mentions of the topic of education, it was 2023 that had the best result in terms of the innovative trend in supporting education. In conditions of martial law, the group continues to develop digital infrastructure, which is the main element of access to information, medicine, education and digital services. It provides free Wi-Fi coverage in bomb shelters and shelters. In partnership with KSE, it helps to form an innovative educational ecosystem that provides higher education students with access to the most modern knowledge and technologies and is aimed at creating a strong scientific and technological potential of Ukraine. Achieving SDG 4 is part of the areas that complement the systemic innovative contribution of both Groups to the formation of a responsible and sustainable business environment in Ukraine.

Conclusions:

Analysis of public reports has shown that the tasks set by both the «Nibulon» Group and the Vodafone Ukraine Group are innovative in nature, which indicates a responsible attitude towards the implementation of tasks to achieve the SDGs, in particular, SDG 4 on innovative and high-quality education. These Groups are purposefully engaged in the formation of solutions to achieve the SDGs, and their sustainable development reports can be an important experience for other enterprises that will have to do this for the first time in the coming years.

Keywords: Content Analysis; Education; Innovation; Sustainable Development Report

Scientific edition

Skills for Future

Conference Proceedings

ISBN 978-9916-752-35-7

Editors:

Ph.D. in Economics, Dr. **Olha Prokopenko**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

MA, **Anne Neroda**, Estonian Entrepreneurship University of Applied Sciences, Tallinn, Estonia

Reviewers:

Ph.D. in Strategic Management **Bulent Akkaya**, Department of Business and Administration, Manisa Celal Bayar University, Manisa, Turkey

Ph.D. in Energy Systems **Rurik Holmberg**, Linköping University, Sweden; Swedish Energy Agency, Sweden

Ph.D. in Bioprocess Engineering, Dr. **Manuel Ibañez**, Laboratory of Chemical Process Engineering, Technical University of Munich, Straubing, Germany

Ph.D. in Economics **Marina Järvis**, Department of Business Administration, Tallinn University of Technology, Tallinn, Estonia

Technical editor:

Ph.D. in Economics, Associate Professor **Artem Koldovskiy**, Department of Management and Tourism, Zhytomyr Economic and Humanitarian Institute of the University “Ukraine”, Zhytomyr, Ukraine; Department of International Management and Marketing, WSB Merito University, Warsaw, Poland.

The editorial board and Teadmus OÜ are not responsible for the content of the materials provided.

Publisher:

Teadmus OÜ
Punane tänav 31-152
Tallinn 13611, Estonia
info.teadmus@gmail.com
<https://teadmus.org>

