



## International Scientific Conference

# Emerging Trends in Economics, Culture and Humanities (etECH2024)

APRIL 24-25, 2024, RIGA

PROGRAMME

Dear conference participants - partners and friends! Welcome to **etECH2024!**

The year, etECH conference celebrates its 8<sup>th</sup> birthday!

In 2024, participants from the Germany, Lithuania, Poland, Slovenia, Ukraine, Czech Republic, Finland, Italy, Slovak Republic, Denmark, Hungary, Malta, Georgia, Kazakhstan, Romania, North Macedonia, Bulgaria, Cyprus, Croatia, USA, Portugal and Latvia will present their research results in nine parallel sessions.

I wish you successful communication and cooperation during the conference!

WELCOME TO RIGA, WELCOME TO ETECH2024!

Sincerely yours,  
Dr. Professor Jelena Titko

## CONFERENCE SCIENTIFIC BOARD

*Dr.oec. Professor **Jelena Titko**, EKA University of Applied Sciences /Latvia/  
Dr. **Michael Levens**, Ferris State University /USA/  
Dr., Associate Professor **Oleksii Lyulyov**, Sumy State University /Ukraine/  
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r.phil. Professor **Velga Vevere**, EKA University of Applied Sciences /Latvia/  
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PhD., Professor **Felicity Kelliher**, South East Technological University /Ireland/  
Dr.oec. Professor **Primoz Pevcin**, University of Ljubljana, Faculty of Administration /Slovenia/  
Dipl.-Inform., Professor **Uwe Busbach**, University of Applied Sciences Kehl /Germany/  
Dr.-Ing. Professor **Antje Dietrich**, University of Applied Sciences Kehl /Germany/  
Dr., Professor **Jürgen Gemeinhardt**, Schmalkalden University of Applied Sciences/Germany/  
Dr., Professor **Pedro Fernandes Anunciacao**, Polytechnic Insitute of Setubal /Portugal/  
Dr.oec. Professor **Elina Gaile-Sarkane**, Riga Technical University /Latvia/  
Dr.oec. Professor **Tatjana Tambovceva**, Riga Technical University /Latvia/  
Dr., Professor **Ljupco Sotiroski**, European University /North Macedonia/  
Dr., Professor **Akzhan Abdykhalykova** L.N.Gumilyov Eurasian National University /Republic of Kazakhstan/  
Dr., Professor **Daiva Jureviciene**, Vilnius Gediminas Technical University /Lithuania/  
Dr hab., Professor **Marcin Komanda**, Opole University of Technology /Poland/  
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Dr., Professor **Anatolijs Prohorovs**, RISEBA University /Latvia/  
Dr., Professor **Viktorija Skvarciany**, Vilnius Gediminas Technical University /Lithuania/  
Ph.D, Associate Professor **Bohumil Stadnik**, University of Economics in Prague /Czech Republic/  
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Dr.oec. Associate Professor **Oksana Lentjusenкова**, EKA University of Applied Sciences /Latvia/  
Dr.oec. Associate Professor **Anna Abeltina**, EKA University of Applied Sciences /Latvia/  
Dr.oec. Associate Professor **Julija Bistрова**, Riga Technical University /Latvia/  
Dr.iur. Associate Professor **Karina Zalcmane**, EKA University of Applied Sciences /Latvia/  
Dr.iur. Associate Professor **Marina Kamenecka-Usova**, EKA University of Applied Sciences /Latvia/  
Dr.psyh. Associate Professor **Kristine Uzule**, EKA University of Applied Sciences /Latvia/  
Dr.oec. Assistant Professor **Jevgenija Dehtjare**, EKA University of Applied Sciences /Latvia/  
Ing. **Renata Skýpalová**, Ph.D., Ambis College /Czech Republic/  
Ing. **Radka Vaničková**, Ph.D., University of Economics and Management /Czech Republic/*

## CONFERENCE EXECUTIVE BOARD

**Jelena Titko**, EKA University of Applied Sciences /Latvia/  
**Oksana Lentjusenкова**, EKA University of Applied Sciences /Latvia/  
**Vita Zarina**, EKA University of Applied Sciences /Latvia/  
**Edgars Cerkovskis**, EKA University of Applied Sciences /Latvia/  
**Inga Shina**, EKA University of Applied Sciences /Latvia/  
**Velga Vevere**, EKA University of Applied Sciences /Latvia/  
**Jelena Budanceva**, EKA University of Applied Sciences /Latvia/  
**Karina Zalcmane**, EKA University of Applied Sciences /Latvia/  
**Marina Kamenecka-Usova**, EKA University of Applied Sciences /Latvia/  
**Uwe Busbach-Richard**, University of Applied Sciences Kehl /Germany/  
**Kristine Uzule**, EKA University of Applied Sciences /Latvia/  
**Kaspars Šteinbergs**, EKA University of Applied Sciences /Latvia/  
**Natalja Verina**, EKA University of Applied Sciences /Latvia/  
**Diana Lapkis**, NewDoor /Latvia/  
**Zane Veidenberga**, EKA University of Applied Sciences /Latvia/  
**Larisa Turusheva**, EKA University of Applied Sciences /Latvia/

## AGENDA

### WEDNESDAY, APRIL 24

17:00	Meeting at EKA, Pernavas 62, Riga. Bus trip to Jurmala
18:30 –	<b>ETECH2024 WELCOME PARTY</b> , <i>Lielupe Hotel by Semarah, Bulduru Avenue 64/68, Jurmala. Hall</i>
21:30	PANORAMA
22:00	Bus trip to Riga

### THURSDAY, APRIL 25

*Venue: Lielupe Hotel by Semarah, Bulduru Avenue 64/68, Jurmala*

**9.00 – 10.00 REGISTRATION and MORNING COFFEE**, Lielupe hotel by Semarah, lobby and by the hall DZINTARI

**10.00 – 12.00 OPENING CEREMONY / PLENARY SESSION**, Lielupe hotel, Hall DZINTARI, 1<sup>st</sup> floor

❖ *Welcome speech*

**Dr. OKSANA LENTJUSHENKOVA**, Rector / EKA University of Applied Sciences

**Dr. JELENA TITKO**, Vice-Rector for Science and International Cooperation / EKA University of Applied Sciences

❖ *Greetings from etECH strategic partners and special guests:*

**Embassy of Finland in Latvia. JAAKKO KOIVUSAARI**, Deputy Head of Mission

**Embassy of Hungary in Latvia H.E. MR GYÖRGY URKUTI.**

**Latvian Academy of Science. NINA LINDE**, Chairperson of The Institute of Economics

**Association of Latvian Economists. IEVA BRUKSLE**, Chairperson of the Board, **Latvia**

**DEHORA Consultancy Group. EDUARD HEGR**, Managing Director, **Czech Republic**

**Alberta College. EVITA KRASMANE**, Deputy Director for Study Quality, **Latvia**

**Sumy State University. Dr. TETYANA PIMONENKO**, Associate Professor, **Ukraine** (online)

**Ferris State University. Dr. MICHAEL LEVENS**, Professor, **USA** (online)

❖ *Key note speakers*

**MIKKEL TRYM**, International consultant, founder of entrepreneurial organisations and programs, including the Incubator at Copenhagen University and the Copenhagen Innovation and Entrepreneurship Lab (CIEL) / **Denmark**

***HOW CAN HIGHER EDUCATION INSTITUTIONS (HEIs) DEVELOP RESPONSIVE STRATEGIES THAT ARE IMPACTFUL AND MEET THE SOCIETAL NEEDS?***

**Dr. CLAUDIO RIVERA**. Associate Professor and Director at Riga Business School/ **Latvia**

***MAKING UNIVERSITIES THE CORE OF AN INNOVATION-DRIVEN SOCIETY. THE CASE OF EDUCATION INNOVATION LABORATORY AT RTU RIGA BUSINESS SCHOOL***

**GIANLUCA COPPOLA**, President of the European Digital Learning Network (Dlearn), **Italy**

***ARTIFICIAL INTELLIGENCE IN EDUCATION: A CRITICAL ANALYSIS WITHIN THE EUROPEAN UNION CONTEXT***

❖ *Special guests of etECH2024*

**YURII ZAKHARCHUK.** Counsellor/Deputy Head of Mission, Embassy of Ukraine in the Republic of Latvia

**H.E. MR GYÖRGY URKUTI.** Embassy of Hungary in the Republic of Latvia

**JAAKKO KOIVUSAARI.** Deputy Head of Mission, Embassy of Finland in the Republic of Latvia

**ARNIS POOKS.** Adviser on Business and Country image issues Embassy of Finland in the Republic of Latvia

**MIKHEIL SULABERIDZE.** Senior Counsellor, Embassy of Georgia in the Republic of Latvia

**JURIS CEBULIS.** Ministry of Welfare of Latvia, Department for Labour Market Policy, Senior Expert of the project "Support to Social Entrepreneurship"

**EGILS RUPEKS.** Expert at European Anti Poverty Network (EAPN) - Latvia

**LIKA KILADZE.** Chair Of The Board Of Directors Education Development and Employment Center (Georgia)

**REGITA ZEILA.** Executive Director at Social Entrepreneurship Association of Latvia

**DIANA LAPKIS.** CEO and Co-founder, NewDoor - Social Innovation Accelerator

**12.00 – 13:30** PARALLEL SESSIONS (links to each session – see in the session)

**13:30 – 14:30** LUNCH BREAK

**14.30 – 17.30** PARALLEL SESSIONS

**19:00 – 23:00** etECH2024 GALA DINNER, Semarah Hotel, HALL MAJORI, 1<sup>st</sup> floor

**23:00** bus to Riga

## PARALLEL SESSIONS

❖ <i>ECONOMICS</i>	hall <b>BULDURI</b>	<a href="https://open.augstskola.lv/rooms/kjf-6z0-fuh-syn">https://open.augstskola.lv/rooms/kjf-6z0-fuh-syn</a>
❖ <i>SUSTAINABILITY</i>	hall <b>DUBULTI</b>	<a href="https://open.augstskola.lv/rooms/edg-o4i-gbk-a7h">https://open.augstskola.lv/rooms/edg-o4i-gbk-a7h</a>
❖ <i>MANAGEMENT</i>	hall <b>DZINTARI</b>	<a href="https://open.augstskola.lv/rooms/nat-a8t-npd-wsc">https://open.augstskola.lv/rooms/nat-a8t-npd-wsc</a>
❖ <i>MARKETING</i>	hall <b>ASARI I</b>	<a href="https://open.augstskola.lv/rooms/ing-wsh-pbh-1ib">https://open.augstskola.lv/rooms/ing-wsh-pbh-1ib</a>
❖ <i>SOCIAL ENTREPRENEURSHIP</i>	hall <b>KEMERI</b>	<a href="https://open.augstskola.lv/rooms/jev-aid-agr-cis">https://open.augstskola.lv/rooms/jev-aid-agr-cis</a>
❖ <i>INFORMATION TECHNOLOGIES</i>	hall <b>PUMPURI II</b>	<a href="https://open.augstskola.lv/rooms/jur-rvl-aiw-phk">https://open.augstskola.lv/rooms/jur-rvl-aiw-phk</a>
❖ <i>LAW</i>	hall <b>ASARI II</b>	<a href="https://open.augstskola.lv/rooms/kar-dos-vxc-djk">https://open.augstskola.lv/rooms/kar-dos-vxc-djk</a>
❖ <i>PEDAGOGY AND EDUCATION</i>	hall <b>PUMPURI I</b>	<a href="https://open.augstskola.lv/rooms/zan-pun-xkp-jro">https://open.augstskola.lv/rooms/zan-pun-xkp-jro</a>
❖ <i>CULTURE AND ART</i>	hall <b>MELLUŽI</b>	<a href="https://open.augstskola.lv/rooms/jel-zpn-us0-aeu">https://open.augstskola.lv/rooms/jel-zpn-us0-aeu</a>

# ECONOMICS

Macroeconomics, International Economics, Public Economics and Financial Economics

Chairpersons: Dr. , Professor VITA ZARINA, Dr., Associate Professor KRISTINE UZULE

12.00 – 13.30 14.30 – 17.30

*Lielupe by Semarah, hall BULDURI*

<https://open.augstskola.lv/rooms/kjf-6z0-fuh-syn>

Michał Bernard Pietrzak. ANALYSIS OF REGIONAL POTENTIAL USING THE POTENTIAL QUOTIENT MODEL

Magdalena Szyszko, Aleksandra Rutkowska, Olena Motuzka. CENTRAL BANK COMMUNICATION DURING THE WAR. THE CASE OF THE NATIONAL BANK OF UKRAINE

*Žaneta Karazijienė, Miglė Eleonora Černikovaitė. THE IMPACT OF THE PANDEMIC ON INTERNATIONAL TRADE IN THE NORDIC COUNTRIES*

Maria Magdalena Golec. INFLATION RATE AND SUPERVISION BUFFERS AS THE EXTERNAL CONDITIONS OF MORTGAGE LOANS AVAILABILITY IN POLAND

*Elina Petrovska, Gundars Berzins. OVERNANCE FRAMEWORK OF THE CENTER OF GOVERNMENT*

Lyazzat Sembiyeva, Česlovas Christauskas, Madina Serikova. ISSUES OF ASSESSMENT OF THE EFFECTIVENESS, EFFICIENCY AND ECONOMY OF THE USE OF PUBLIC RESOURCES IN THE FIELD OF PUBLIC AUDIT

Rasa Mažrimienė, Daiva Jurevičienė. FACTORS DETERMINING THE ATTRACTION OF INVESTMENTS TO THE REGIONS OF THE COUNTRY

Gyöngyi Csongrádi, Péter Miskolczi, Beáta Kádár, Anita Kolnhofer-Derecskei. THE IMPACT OF FEEDBACK UNDER INFORMATION ASYMMETRY ON MARKET DYNAMICS A CLASSROOM EXPERIMENTAL MODEL

*Monika Hudáková, Viera Papcunová, Jarmila Hudáková, Michal Levický. CAUSAL ANALYSIS OF LOCAL SELF-GOVERNMENT DEBT INDICATORS (CASE STUDY)*

*Monika Hudáková, Judita Táncošová. FOREIGN DIRECT INVESTMENT AND REGIONAL DISPARITIES IN SLOVAKIA*

Algirdas Justinas Staugaitis, Česlovas Christauskas. EVALUATING THE FACTORS AFFECTING DAIRY COMMODITY RETURNS: THE CASE OF EUROPEAN DAIRY MARKETS

*Etian Boress KEMGOU VOPTIA, Yulia STUKALINA. FINANCIAL INCLUSION IN SUB-SAHARAN AFRICA: THE CASE OF MOBILE MONEY*

Ivana Malá. EMPLOYMENT SPELL DURATION IN EUROPEAN COUNTRIES BASED ON SHARE DATA

Inese Sluka. KEY COMPETENCES FOR PUBLIC SECTOR PROJECT MANAGERS IN LATVIA

# SUSTAINABILITY

## Sustainable Development and Circular Economy

Chairpersons: Mg., PhD cand. EDGARS CERKOVSKIS, Dr., Assistant Professor KASPARS STEINBERGS

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall DUBULTI*

<https://open.augstskola.lv/rooms/edg-o4i-gbk-a7h>

Kaspars Steinbergs, Edgars Cerkovskis. IMPLEMENTATION OF CIRCULAR ECONOMY PRINCIPLES IN STEM SUBJECTS

Tatyana Odintsova. TRANSPARENCY FOR SUSTAINABILITY: THE FRESH VIEW FOR INFORMATIONAL AND CONTROL PRACTICES

*Ilvija Pikturnaitė, Jurgita Paužuolienė, Foivos Anastasiadis, Giannis T. Tsoulfas. BALTIC SEA REGION COUNTRIES PROGRESS IN LEAVE NO ONE BEHIND*

Dzintra Atstāja, Natālija Cudečka-Puriņa, Līga Avena, Tatjana Tambovceva. CIRCULARITY OF HOUSEHOLD-GENERATED CONSTRUCTION AND DEMOLITION WASTE

Anne Pimiä, Anniina Urponen, Annaleena Kolehmainen. GREEN HORIZONS AHEAD: NAVIGATING CARBON NEUTRALITY IN EUROPEAN TRANSPORTATION BY SKY AND SEA

*Danguole Ozeliene. THE IMPACT OF GREENWASHING ON CONSUMER PURCHASING DECISIONS*

Milena Serzante, Viktoriia Stankevych. EXPERIMENTAL EVALUATION OF MOST SUSTAINABLE COMPANIES: IMPACT ON ECONOMIC GROWTH, RETURN ON EQUITY (ROE) AND METHODOLOGICAL COMPARISON

*Gintarė Pauliukevičienė, Jelena Stankevičienė. TRENDS IN CURRENT INTERFACES BETWEEN FINTECH, SUSTAINABLE DEVELOPMENT AND METHODS: A SCIENTIFIC REVIEW*

*Eglė Norgren, Jelena Stankevičienė. SYSTEMATIC LITERATURE REVIEW ON THE METHODOLOGICAL APPROACHES OF EFFICIENCY OF GREEN INVESTMENT INTO RENEWABLE ENERGY-BASED DEVELOPMENT*

Anita Kolnhofer-Derecskei, Regina Zsuzsánna Reicher, Mihály Dombi, Zsuzsanna Győri. HOW THE SMEs ARE COMMITTED WITH THEIR LOCAL COMMUNITIES IN TERM OF SUSTAINABILITY?

Vilma Tamošauskaitė-Rimydienė, Laima Jesevičiūtė-Ufartienė. FOOD WASTE MANAGEMENT: OBSERVING SITUATION IN BALTIC COUNTRIES

*Tetyana Pimonenko, Oleksii Lyulyov. GREEN BEHAVIOUR: EMOTIONAL AND COGNITIVE INTELLIGENCE*

Ilona Lejniece, Helmutš Lejniēks. HOW TO LIMIT THE SPREAD OF CARBON BLACK IN ENVIRONMENT? TYPES OF PROCESSING, EFFICIENCY, ECONOMIC BASIS IN EUROPE

Angelė Lileikienė. SUSTAINABILITY OF THE BANKING SYSTEM: CHANGES FOR BUSINESS

Ugnius Jakubelskas, Viktorija Skvarciany. EVALUATION OF CIRCULAR ECONOMY INDICATORS SEEKING SUSTAINABLE DEVELOPMENT GOALS

Uwe Busbach, Jürgen Fischer, Brian J. Gerber. MEASURES TO COMBAT DROUGHT AND HEAT - FRAMEWORK FOR ADAPTATION TO CLIMATE CHANGE AT LOCAL LEVEL

*Līga Sileniece, Dzintra Atstāja. GREEN BUSINESS TRANSITION AND NEGOTIATION COMPLEXITY: A LITERATURE REVIEW*

# SOCIAL ENTREPRENEURSHIP

## Emerging Trends in Social Entrepreneurship

Chairpersons: DIANA LAPKIS, NewDoor Social Entrepreneurship Accelerator

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall KEMERI*

<https://open.augstskola.lv/rooms/jev-aid-agr-cis>

Diana Lapkis. INTRODUCTION TO THE 1<sup>ST</sup> PART OF THE SESSION - "EMERGING TRENDS IN SOCIAL ENTREPRENEURSHIP" - EKA&NEWDOOR

Regita Zeiļa. NAVIGATING THE SOCIAL ENTERPRISE LANDSCAPE IN LATVIA: AN OVERVIEW OF TRENDS AND INSIGHTS

Aija Sannikova, Janis Kudins. SOCIAL ENTREPRENEURS' COMPETENCE FRAMEWORK AS A COMPONENT OF SOCIAL ECOSYSTEM DEVELOPMENT

Anzelika Zorina. *CROSS SECTORAL PARTNERSHIP CHALLENGES IN SOCIAL ENTREPRENEURSHIP FIELD*

Lika Kiladze. UNDERSTANDING SOCIAL ENTREPRENEURS' VIEWS ON STRATEGIES FOR ENSURING SOCIAL ECONOMY SUSTAINABILITY

Diana Lapkis. REFLECTIONS/Q&A

#### ***Lunch break***

Diana Lapkis. INTRODUCTION TO THE 2<sup>ND</sup> PART OF THE SESSION - "EMERGING TRENDS IN SOCIAL ENTREPRENEURSHIP" - EKA&NEWDOOR

Kristīne Tarvida. INVESTING WITH IMPACT: EVALUATING VALUE IN SOCIAL ENTERPRISE STARTUPS

Andrejs Konstantins. "HAPPY OTTO" SOCIAL ENTERPRISE - BETTER LIFE FOR GOLDEN AGE

Kristīne Casno. COOPERATION BETWEEN SOCIAL ENTERPRISES AND ECOSYSTEM ACTORS

#### ***Panel discussion: Emerging Trends in Social Entrepreneurship - EKA&NewDoor***

Moderator: Diana Lapkis. CEO and Co-founder, NewDoor - Social Innovation Accelerator

Regita Zeiļa. Executive Director at Social Entrepreneurship Association of Latvia

Lika Kiladze. Chair Of The Board Of Directors Chair Of The Board Of Directors Education Development and Employment Center (Georgia)

Juris Cebulis. Ministry of Welfare of Latvia, Department for Labour Market Policy, Senior Expert of the project "Support to Social Entrepreneurship"

Egils Rupeks. Expert at European Anti Poverty Network (EAPN) - Latvia

Kristīne Casno. Researcher with a mission to promote social entrepreneurship in Latvi

Kristīne Tarvida. Social & sustainable startup mentor, Impact investor advisor, DarkHorse Vida CEO

# MANAGEMENT

## Emerging Trends in Business Administration, Management and Corporate Finance

Chairpersons: Dr., Associate Professor OKSANA LENTJUSENKOVA  
PhD cand., Assistant Professor NATALJA VERINA

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall DZINTARI*

<https://open.augstskola.lv/rooms/nat-a8t-npd-wsc>

Jana Kozáková, Renata Skýpalová, Tomáš Jeřábek. EFFECTS AND IMPACTS OF CSR ACTIVITIES AS PART OF CULTURAL DIFFERENCES - A COMPARATIVE STUDY CZECH AND SLOVAK SUBSIDIARIES OF FOREIGN MULTINATIONALS

Renata Skýpalová, Martin Šikýř, Jana Vávrová. WHAT ISSUES ARE ADDRESSED BY CONTEMPORARY HR PROFESSIONALS? A SURVEY EVIDENCE FROM THE CZECH REPUBLIC

*Katarina Valaskova, Marek Nagy. THE ROLE OF INDUSTRY 4.0 IN FINANCIAL PERFORMANCE OF ENTERPRISES IN THE CONTEXT OF CENTRAL EUROPEAN COUNTRIES: A LITERATURE REVIEW*

*Katarina Valaskova, Dominika Gajdosikova. ANALYZING CORPORATE SOCIAL RESPONSIBILITY IMPACT ON CORPORATE PERFORMANCE IN CENTRAL EUROPEAN COUNTRIES*

Jana Hroncová Vicianová, Janka Beresecká, Štefan Hronec, Martin Hronec. COMPARISON OF THE PERCEPTION OF SELECTED AREAS OF BUSINESS IN START-UPS AND CORPORATIONS BY GENERATION Z

Nellija Titova, Biruta Sloka. IMPACT ANALYSIS IN INTELLECTUAL CAPITAL RESEARCH: BALTIC CASE

Nellija Titova, Biruta Sloka. MARKETING, SALES AND INNOVATIONS' IMPACT ON BUSINESS PERFORMANCE ANALYSIS IN INTELLECTUAL CAPITAL RESEARCH: LATVIA, ESTONIA AND LITHUANIA

Inga Shina, Velga Vevere, Vita Zarina. SUSTAINABILITY REPORTING OF LATVIAN BANKS

Aleksejs Vesjolijs, Kristine Uzule. THE INTEGRATED REPORTING FRAMEWORK FOR DESIGNING A HYPERLOOP-DRIVEN MATURITY MANAGEMENT MODEL, EMPOWERING WORKFORCE ENTREPRENEURSHIP

Oksana Lentjushenkova, Julija Surikova, Natalja Verina, Aurelija Ulbinaite, Kaspars Karasevskis. DRIVERS INFLUENCING TRUST BUILDING IN DIGITAL ECONOMY OF SMALL AND MEDIUM ENTERPRISES

*Jelena Sobanova, Marina Kudinska. MANAGEMENT RESPONSE TO HUMAN ERRORS AND KEY CONTROLS IN BANKS*

Jan Musil, Alena Kocmanova. STICKY COSTS IN RELATION TO GEOGRAPHICAL, SECTORAL AND PANDEMIC FACTORS IN SMES IN CENTRAL EUROPEAN COUNTRIES

Aušrinė Tamulevičiūtė, Kristina Rudžionienė, Aurelija Kustienė. DOES MORE SUSTAINABLE LISTED LITHUANIAN COMPANIES LESS MANAGE THEIR EARNINGS?

Aurelija Kustienė. NAVIGATING ETHICAL CHALLENGES IN AI-DRIVEN AUDITING: A FRAMEWORK FOR RESPONSIBLE PRACTICE

Mikus Dubickis, Agnese Zarina, Romans Putans. FACTORS AFFECTING KNOWLEDGE TRANSFER: DESIGN OF A METHOD FOR ASSESSING MANUFACTURING COMPANY'S READINESS FOR KNOWLEDGE TRANSFER PROJECTS

Mikus Dubickis, Agnese Zarina, Romans Putans. FACTORS AFFECTING KNOWLEDGE TRANSFER: A SYSTEMATIC LITERATURE REVIEW AND MAPPING

*Laura Rivero, Solveiga Blumberga. THE ROLE OF LEADERSHIP AUTHORITY AND TRUST IN THE BUSINESS DEVELOPMENT OF HOSPITALITY MANAGEMENT COMPANY*

Laima Jesevičiūtė-Ufartienė, Emilija Krukauskaitė. REMOTE TEAMWORK MANAGEMENT: SPECIFICS OF HUMAN MANAGEMENT IN THE FINANCIAL SECTOR

Oļegs Ņikadimovs. SOCIAL DEVELOPMENT AND CORPORATE SOCIAL RESPONSIBILITY: RECIPROCAL RELATIONSHIPS BETWEEN COMMUNITY WELFARE, EMPLOYEE ENGAGEMENT, AND CORPORATE PERFORMANCE



# LAW

Chairpersons: Dr., Associate Professor KARINA ZALCMANE  
Dr., Associate Professor MARINA KAMENECKA-USOVA

12.00 – 13.30 14.30 – 17.30

## *Lielupe by Semarah, hall ASARI II*

<https://open.augstskola.lv/b/kar-dos-vxc-djk>

Elvis Dibanins, Ilona Lejniece. CHALLENGES AND INNOVATION TO DIGITAL TRANSFORMATION IN THE LEGAL SYSTEM OF LATVIA

Andrejs Nīkiforovs. *OBJECTIVE REASONS FOR INITIATING OF PROCEEDINGS REGARDING CRIMINALLY ACQUIRED PROPERTY*

Laine Donane. RESTRICTIONS ON THE HUMAN RIGHTS OF A PROFESSIONAL ATHLETE

Marina Kamenecka-Usova, Karina Zalcmane. THE EMERGENCE OF THE BALTIC FOOTBALL LEAGUE AND LEGAL ANALYSIS OF OPTIMAL GOVERNANCE PRACTICES FOR SUCCESS

Tatjana Jukna, Jolanta Dinsberga. *THIRD PARTIES IN REPO TRANSACTIONS (REPOS)*

Elena Stavrova. *ACADEMIC PUBLISHING AND INTELLECTUAL PROPERTY RIGHTS – REALITIES AND CHALLENGES*

# MARKETING

## Emerging Trends in Marketing, Communication and Branding

Chairpersons: Dr., Professor INGA SHINA  
Dr., Professor VELGA VEVERE

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall ASARI I*

<https://open.augstskola.lv/rooms/ing-wsh-pbh-1ib>

Janka Beresecká, Denisa Jánošová, Alexandra Ďurovová, Jana Hroncová Vicianová, Tamás Darázs. HETEROGENEITY AND EMOTIONAL PERCEPTIONS OF LABELLING OF ACCOMMODATION SERVICES IN TOURISM

Agnė Leonavičiūtė, Beata, Šeinauskienė, Jūratė Maščinskienė, Laima Jesevičiūtė-Ufartienė. BRANDS AS HUMANS: HOW BRAND VIRTUOUSNESS RELATES TO BRAND AUTHENTICITY AND BRAND ATTACHMENT

*Adam Janiszewski, Agnieszka Dziubińska. LEGITIMACY STRATEGIES FOR COMMUNICATING CORPORATE ACTIVITIES USING SYMBOLIC VALUE*

*Agnieszka Dziubińska, Adam Janiszewski. BUILDING THE LEGITIMACY OF AN ENTERPRISE BASED ON SYMBOLS - CONCEPTUALIZATION OF THE PROBLEM*

Jūlija Surikova. THE APPLICATION OF GENERATIVE AI IN MARKETING COMMUNICATIONS: THE BIBLIOMETRIC ANALYSIS OF THE EMERGING TREND

Regina Zsuzsánna Reicher, Krisztina Pecze, Beáta Kádár. METHODOLOGICAL ISSUES IN THE STUDY OF PLACE MARKETING

Janka Beresecká, Denisa Jánošová, Štefan Hronec, Alexandra Ďurovová. ATTRACTIVENESS AND EFFECTIVENESS OF LOCAL GOVERNMENT WEBSITES AS A TOOL TO SERVE THE CITIZEN

Sandra France, Maija Zakrizevska-Belogradova, Lūcija Rutka. PERSONALITY TRAITS CORRELATION WITH PROFESSIONAL BURNOUT IN ADVERTISING INDUSTRY IN LATVIA

# EDUCATION

## Emerging Trends in Education and Pedagogy

Chairpersons: Dr., Assistant Professor LARISA TURUSHEVA  
PhD. Cand. Assistant Professor ZANE VEIDENBERGA

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall PUMPURI I*

<https://open.augstskola.lv/rooms/zan-pun-xkp-jro>

Urszula Widelska, Urszula Kobylińska. THE QUALITY OF RELATIONS BETWEEN UNIVERSITIES AND THE BUSINESS SPHERE – DETERMINANTS AND CONDITIONS

Primož Pevcin. *THE IMPLEMENTATION OF RESEARCH-BASED EDUCATION: THE CASE STUDY OF INTERVENTION IN TEACHING PUBLIC MANAGEMENT*

Dileta Jatautaitė, Vaiva Zuzevičiūtė. FOREIGN LANGUAGE TEACHING AND LEARNING FOR SPECIFIC PURPOSE WITHIN THE FRAMEWORK OF SUSTAINABLE DEVELOPMENT

Jevgenija Dehtjare, Galina Berjozskina, Julija Mironova, Igor Mogila. IMPROVING QUALITY OF ADMINISTRATION PROCESS IN HEIs: PROFESSIONAL COMPETENCE PERCEIVED BY ACADEMIC STAFF IN UKRAINE

Nino Gvaramadze. READINESS OF CITIZENSHIP TEACHERS/FUTURE TEACHERS TO USE TECHNOLOGY IN THE LEARNING PROCESS

Jevgenija Dehtjare, Remigijus Kinderis, Liudmyla Hanushchak-Yefimenko, Kristine Uzule, Julija Mironova. INVESTIGATING STAFF'S VIEWS REGARDING THE SUSTAINABILITY OF HIGHER EDUCATION: A PILOT STUDY

Piotr Urbanek. UNIVERSITY GOVERNANCE FROM THE PERSPECTIVE OF ACADEMIC CODES OF CONDUCT

Ann L. Saurbier, D.M. WHAT'S IN A NAME? EXPLORING THE PERCEPTIONS OF EMPLOYMENT AS A MEASURE OF HIGHER EDUCATION VALUE IN ACADEMIC AND POPULAR LITERATURE

Santa Mijalche, Kristine Uzule, Martin Kiselicki, Nikolay Sterev, Bojan Kitanovikj, Jevgenija Dehtjare, Edgars Cerkovskis, Diana Kopeva . ENHANCING SUSTAINABILITY OF HIGHER EDUCATION INSTITUTIONS IN EUROPE: A CONTINGENCY MANAGEMENT MODEL FOR BRIDGING A GAP BETWEEN THE LEGISLATION AND IMPLEMENTATION LEVELS OF INCLUSIVITY FOR PEOPLE WITH DISABILITIES

Nataliia Fastovets, Anna Sinilkina. OVERCOMING EDUCATIONAL LOSSES IN QUALITY OF EDUCATION

# INFORMATION TECHNOLOGIES

## Emerging Trends in ICT Solutions for Business, Management and Education

Chairpersons: Dr., Professor UWE BUSBACH  
Mg. JURIJS RADIONOVS

12.00 – 13.30 14.30 – 17.30

### *Lielupe by Semarah, hall PUMPURI II*

<https://open.augstskola.lv/rooms/jur-rvl-aiw-phk>

*Rebekka Fix, Antje Dietrich. OZG - CURSE OR BLESSING? - THE EFFECTS OF THE 31.12.2022 DEADLINE AND EXPECTATIONS OF THE OZG 2.0 IN THE ORTENAU DISTRICT*

Anatolijs Prohorovs, Regina Veckalne, Levs Fainglozs. WHAT ARE THE REASONS WHY SOME UNIVERSITY STUDENTS DO NOT APPLY GENERATIVE AI

Maksims Zigunovs, Eugenijus Macerauskas, Eivin Laukhammer. MUSHROOM COMMUNICATION SIGNAL TEMPLATES USAGE IN OPTICAL CHARACTER RECOGNITION

Galina Robertsons, Eduards Lapiņš, Janne Heilala. EXPLORING RELATIONS BETWEEN METHODS OF ASSURING QUALITY, CERTIFIED MANAGEMENT SYSTEMS, ADOPTION OF TECHNOLOGIES AND COMPANY PERFORMANCE

Anna Sołtysik-Piorunkiewicz, Witold Chmielarz. CHANGES IN IT PROJECT MANAGEMENT ACCORDING TO EXPERTS' OPINION

Daniil Kulikov, Pavel Kulikov. A NOVEL APPROACH TO DIGITAL LANGUAGE LEARNING THROUGH THE STRATEGIC COLOR CODED SYSTEM / KULIKOV'S METHOD

Daniil Kulikov, Irina Kuzmina-Merlino, Guillaume Bodet. DIGITAL TOOLS IN STRATEGIC GLOBAL SPORTS BRAND MANAGEMENT

*Olimkhon Askarov, Tatjana Tambovceva. DIGITALISATION AND SMART TECHNOLOGIES IN CONSTRUCTION INDUSTRY*

Kristine Uzule, Natalja Verina, Aurelija Ulbinaite, Jevgenija Dehtjare. RELEVANCE OF AI SKILLS FOR THE DEVELOPMENT OF ENTREPRENEURIAL COMPETENCES

Jegors Fjodorovs, Murali Krishna Rao Podishetti. OPTIMIZATION OF INVENTORY MANAGEMENT IN THE GURUJI FIBERS INDUSTRIAL COMPANY BY USING STATISTICAL MODELLING

# CULTURE AND ART

## *Emerging Trends in Culture Studies and International Culture Project Management / Creative Industries, Art and Design*

**Chairpersons: MBA, Assistant Professor JELENA BUDANCEVA  
Dr., Researcher NADIJA LOLINA**

**11.30 – 13.30 14.30 – 16.00**

### ***Lielupe by Semarah, hall MELLUZI***

<https://open.augstskola.lv/rooms/jel-zpn-us0-aue>

*Introduction. Adam Mayes. A LUDIC CENTURY? CAN WE EMBRACE GAMES, AND GAME DESIGN TO BUILD A BETTER FUTURE?*

Nadija Lolina. FROM STREETS TO CITY'S LABEL: STREET ART METAMORPHOSE

Inga Milevica. ON NAIVE LINGUISTICS AND PRESCRIPTIVISM IN PUBLIC DISCUSSIONS OF ACADEMIC NON-LINGUISTS

Anna Adamus-Matuszyńska, Piotr Dzik. VOLATILITY OF THE VISUAL IDENTITY OF POLISH LOCAL GOVERNMENTS

Marcin Komańda. THE PARTICIPATION OF POLES IN ORGANIZED FORMS OF CULTURAL ACTIVITIES: A PERSPECTIVE BEFORE AND AFTER THE STATE OF EPIDEMIC

Jelena Budanceva, Ludmila Briede. PARTICIPANTS AND ORGANIZERS PERSPECTIVES OF RISKS ASSOCIATED WITH SONG AND DANCE FESTIVAL 2023

Elizabete Grinblate. EMERGING IMMERSIVE TECHNOLOGIES FOR DIFFICULT HERITAGE: REALITY-VIRTUALITY CONTINUUM

Jazeps Rutkis. REVIEW OF THE LATVIAN GAME INDUSTRY IN THE BALTIC CONTEXT

Kristina Astikè, Ana Pinto Borges, Viktorija Skvarciany, Elvira Vieira. DOES CULTURAL ACTIVITIES AND HAPPINESS MATTER TO THE TOURISM SECTOR?

Emna Boudaya, Velga Vevere. ISSUES OF INTERCULTURAL COMMUNICATION IN THE INTERNATIONAL STUDENT INTEGRATION PROGRAM

*Tiziana Contino. CLASSIC DARK WORDS*

Inese Boša, Kaspars Šteinbergs. RISK MANAGEMENT IN AN INTERNATIONAL ALTERNATIVE CHAMBER MUSIC FESTIVAL "SANSUSI"

Elvita Ērgle, Velga Vēvere. RISK MANAGEMENT PROCESSES IN INTERNATIONAL PROJECT EXPEDITIONS

Larissa Turusheva. THE IMPORTANCE OF CROSS-CULTURAL COMMUNICATION TRAINING FOR EKA STUDENTS

Ran Qiu. POSSIBILITIES OF PRESENTATION OF CHINESE TRADITIONAL CULTURE IN LATVIA

# ETECH2024 INVITED SPEAKERS

## KEY NOTE SPEAKERS



### **Mikkel TRYM**

- Co-founder & Partner at the Impact Business Modeling System (Denmark)
- Impact Investor and Business Advisor at TRYM (Denmark)
- Certified trainer in Impact Forecasting (<https://impact-forecast.com/>) and Impact Business Modelling System (<https://impactbusinessmodeling.org/>)
- Founder of the Copenhagen Innovation and Entrepreneurship Lab
- Member of the HEInnovate EC/OECD expert group ([www.HEInnovate.eu](http://www.HEInnovate.eu))
- Member the EC expert group for Higher Education for Smart Specialisation (HESS)
- Expert at the Technopolis Consulting Group Belgium SPRL

<https://www.linkedin.com/in/mikkeltrym>



**Claudio RIVERA** is a Director of RTU Riga Business School, an Assistant professor in Leadership, and an educational innovator and leadership expert with more than 15 years of experience in senior executive positions in higher education institutions. For 20 years, he has worked in higher education around the world with leading institutions, companies, and organizations. He has designed and implemented formal and non-formal education programs in various countries. As a consultant, Claudio Rivera has worked primarily for startups and international companies, such as LIDL and Luminor. He has participated in training, valorization, and research projects related to education, where companies, state administrative institutions, and educational institutions have participated. During the last few years, he has been one of the drivers of Latvian higher education reform.

<https://www.linkedin.com/in/claudiorigerabaiocchi/>



**Gianluca COPPOLA** is an entrepreneur, partner and general manager at **Eurocrea Merchant**, chartered accountant and chartered auditor specialized in management and reporting of EU' s projects. Expert in education and training policies, funds and actions at European level by 20 years now have been dealing with projects and initiatives on education at Eu level. He is also founder and president of the **"European Digital Learning Network" Dlearn** [www.dlearn.eu](http://www.dlearn.eu) an EU network made of organizations from all over Europe aiming at fostering the opportunities brought by the digital means in the educational paths in 4 sector: Schools, Higher education, Adult education and Vocational training.

Moreover, Gianluca is external evaluator for the European Commission, several agencies of it as well as for several Erasmus+ National Agencies'. Gianluca is a trainer on European projects and financial reporting.

He is a researcher expert in digital education and on the future of education in general, both for the students that of the teachers. He is a former member of the Board at EBN (European Business Incubator Network) the international network of more than [150 quality-certified EU|BICs](#) (business and innovation centres) and 100 other organisations that support the development and growth of innovative entrepreneurs, start-ups and SMEs. The author of several articles on Vocational and Educational training has recently published a book "How to write, manage and report EU projects".

<https://it.linkedin.com/in/gianluca-coppola-4024b358>