International Scientific Conference

EMERGING TRENDS IN ECONOMICS, CULTURE AND HUMANITIES (etECH2023)

Abstracts Proceedings

Riga 2023

International Scientific Conference „Emerging Trends in Economics, Culture and Humanities (etECH2023)'' – Conference abstracts proceedings. – EKA University of Applied Sciences/ Alberta College, 2023.

The proceedings contain abstracts from the conference sections. The style and language were not edited.

Chief editor: Dr. oec., Professor Jelena Titko, Vice-rector for Science at EKA University of Applied Sciences

SIA EKONOMIKAS UN KULTŪRAS AUGSTSKOLA / SIA ALBERTA KOLEDŽA

ISBN 978-9984-24-251-4 (pdf) / 978-9934-9004-3-3 (pdf)

CONTENT

EMERGING TRENDS IN

MACROECONOMICS, INTERNATIONAL ECONOMICS, PUBLIC ECONOMICS AND FINANCIAL ECONOMICS

Vita Zariņa[1], Inga Shina[2], Anna Svirina[3], Kristine Uzule[4]. THE RELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND HUMAN DEVELOPMENT IN LATVIA

[1]EKA University of Applied Sciences, Riga, Latvia, vita.zarina@eka.edu.lv, ORCID: orcid.org/0000-
[2]EKA University of Applied Sciences, Riga, Latvia, inga.shina@gmail.com, ORCID: orcid.org/0000-0001-6362-6383
[3]EKA University of Applied Sciences, Riga, Latvia, ORCID: orcid.org/0000-0001-8598-558X
[4]EKA University of Applied Sciences, Riga, Latvia, kristine.uzule@eka.edu.lv, ORCID: orcid.org/0000-0002-2633-6069

Abstract

Research purpose. There is an empirical evidence on relationship between economic and human development at a country level. Human development is most frequently proxied by the Human Development Index (HDI). Considering the fact that HDI is a measure covering the fields of several Sustainable Development Goals (SDG), the overwhelming idea of the research is to determine the impact of sector economic development on achievement of SDGs. The research goal is to evaluate the relationship between economic development, using Latvian sector statistics, and human development of Latvia.

Design / Methodology / Approach. The paper uses regression analysis of the longitudinal data on Latvia to define the possibility that national human development index is influenced by economic development in different sectors of economy. The sample includes industry-level data on eight industries, collected within 2010-2020, and human development index throughout this period. Regression analysis is applied to human development index as a dependent variable, and a set of industry variables assessed as a group of independent variables (both individual for industries and aggregated on the country level)

Findings. Regression analysis have identified the priority financial indicators concerning specific industries which can be assessed as predictors for Human Development Index. Based on performed regression analysis we have also identified the sets of related factors which predict development of human capital in Latvia throughout 2010-2020 time period, as well as limitations for such development.

Originality / Value / Practical implications. There is an obvious research gap in the investigated field in Latvia, and even in Baltics. The current paper contributes to the knowledge base about factors affecting human development and enlarges the statistical data basis. Besides, this study contributes to the development of the national strategic plans by determining which sectors and which indicators have a significant impact on HDI. Research information will be useful for the NAP report after 2027 for assessing the level of achievement of strategic goals, especially in the priorities "Strong families, healthy and active people", "Knowledge and skills for personal and national growth" and “Competitiveness and material well-being of companies".

Keywords: economic development, human development.

JEL codes: O10; O15.

Ammar Z-Alwrekiat[1], Antonio Mihi-Ramírez[2]. ECONOMIC EFECTS OF FORCED MIGRATION IN HOST COUNTRIES. A THEORETICAL REVIEW

[1]University of Granada, Granada, Spain, e.ammarziad@go.ugr.es ORCID: orcid.org / 0000-0003-3683-4886
[2] University of Granada, Granada, Spain, amihi@ugr.es ORCID: orcid.org/0000-0003-3801-9906

Abstract

Research purpose. Migration is a movement of people across borders looking for better prospects, but also it includes forced migration, mainly refugees running from persecution and war, and trafficking victims. It is one of the most controversial but growing political and socio-economic issues, especially in a time of population ageing and the prospect of a shrinking labour force and global economic situation. Unfortunately, literature is dispersed

regarding the effects of forced migration, because, as usual in migration studies, there are different analyses and perspectives. Therefore, this paper looks for reviewing the effects of forced migration on host countries, in particular the growing studies that address the relevance of economic effects.

Design / Methodology / Approach.

Based on a systematic analysis we selected the most relevant sources to better understand the effects of massive refugee inflows on socioeconomic indicators in host countries. In addition, we study relationships and connections with the different migration approaches. We analysed 542 selected papers in the field of economics that deal with the refugee topic from the Scopus database from the period 1976 to 2022.

Findings. There are relevant different theoretical approaches when analyzing international migratory movements and although an attempt is made to explain the same, no consensus is reached on the consequences of forced migration. After an exhaustive analysis and reviewing the literature, this work studies key socio-economic indicators that are considered critical and which are studied with emphasis to understand the consequences of forced migration on the host countries: Labour market, GDP Growth, Foreign Direct Investment, Gross Domestic Savings, General Government net lending\borrowing, Gross National Expenditure, Inflation and Consumer Prices, Trade, Current Account Balance, General Government Gross Debit.

Originality / Value / Practical implications.

This study attempts to clarify and show the most relevant socio-economic effects of forced migration to facilitate research and provide scholars with a starting point for their research on the topic. In terms of practical implications, policymakers have also at their disposal a set of relevant variables in the design of migration policies.

Keywords: refugees; forced migration; economic effects, host countries, systematic analysis.

JEL codes: F2; O1; R23

Jari Kaivo-oja[1], Tony Kinder[2] and Jari Stenvall[3]. KEY TRENDS OF TANGIBLE AND INTANGIBLE PRODUCTS IN PUBLIC SECTOR PRODUCTION IN KEY OECD COUNTRIES: INTANGIBILITY AND THE OBFUSCATION OF PUBLIC SERVICE PRODUCTIVITY

[1]Finland Futures Research Centre, Turku School of Economics, University of Turku, Turku, Finland, jari.kaivo-oja@utu.fi and Kazimieras Simonavičius University (KSU), Vilnius, Lithuania, ORCID: orcid.org/ 0000-0002-2401-6299

[2] Tampere University, Faculty of Management and Business, Administrative Studies, Tampere, Finland, t.kinder@icloud.com , ORCID: orcid.org/0000-0003-2769-3655

[2]Tampere University, Faculty of Management and Business, Administrative Studies,Tampere, Finland jari.stenvall@tuni.fi ORCID: orcid.org/0000-0003-4809-6614

Abstract

Research purpose. As we know obfuscation is the obscuring of the intended meaning of communication by making the message difficult to understand, usually with confusing and ambiguous language. The actual meaning of tangible and intangible assets is not always clear to the decision-makers of the public economy and public services. In this article, we want to discuss these basic concepts of public service production and public service economy. The purpose of the research is to analyse key trends of tangible fixed assets and intellectual property products in some key OECD countries and link these trend analyses to the general discussion about Baumol´s cost disease theory of public economy and public productions.

Design / Methodology / Approach. The research design of the trend study is linked to the OECD statistical system of BSFNFA: 9B--Balance sheets for non-financial assets, which reports tangible fixed assets (TFA) and intellectual property product (IPP). The empirical trend study relies on these statistical official OECD measures and variables. The time period of trend analysis is 20 years, from 2000 to 2019/2020. The study includes also two theoretical scenario frameworks which link tangible and intangible production to low cost – high cost dimension and tangible and intangible production low benefit – high benefit dimension. These two scenario frameworks and empirical trends analyses help researchers to discuss more analytically about Baumol´s cost disease theory.

Findings. The main findings of the study are the following. Theoretically, we conclude that Norman (2002) and others over-emphasise the contingent element of intangibility in services and wrongly ascribe it as a necessary condition of public services since the person-to-person element remains pervasive and important in public services. In the case of Vargo and Lusch (2004, 2007), we further conclude that ascribing logics to services, including their intangibility suggests an uncontested meaning of services that do not exist, and in doing so subsumes agency and leadership of services by imputing a deterministic trajectory. Empirically we show that tangible assets (tangible fixed assets, TFA) still play an important role in the OECD economies and these tangibility trends are still very powerful and actually increasing in key OECD countries. Secondly, we show that the role of intangible intellectual property products (IPP) is increasing in major OECD countries. Thirdly, we report quite stable trends of IPP/TFA -relationships in key OECD countries indicating that intangible/tangible assets relationship (IPP/TFA) is not changing dramatically, although there are some small variations. Fourthly, we report expenditure of health per capita index analyses of some key OECD and BRICS countries, which show upward-sloping trends. This study has presented the following arguments. Firstly, that public services are not usefully characterised as intangible; the Doctor, Nurse, Teacher, and Porter perform physical tasks, without which there is no service; even e-prescribing, e-learning, and alarm technology require artifacts and physical actions. Both processes creating public services and service outcomes prominently feature tangible elements. Secondly, we challenge Baumol's (2012) argument that public services necessarily have lower productivity than other sectors, disputing his suggestion that cost alone, not quality, constitutes public service productivity. However, we argue that Baumol's economistic and quantitative-only view of productivity hides more than it reveals: public services are not all intangible. Seeking efficiency and pushing costs onto public service users is misguided when the real issues are a long-term investment to create new service models, exploit intangible information flows, and to integrate services more closely, in short, to seek new effectivenesses and new governances.

Originality/Value/Practical implications. The empirical trend study is highly relevant for further discussion of the public sector´s productivity and Baumol´s cost disease discussion.

Keywords: Tangible fixed assets; intellectual property products; Baumol´s cost disease; Public production; Health care expenditures

JEL codes: H00, H20, H30, H51, I12, I15, J38, O10, O34, O38, O40, O50, O57, P43, P51, R10, Z10

Roland Böhmer[1], Uwe Busbach[2], Britta Kiesel[3]. THE KEHLER MANAGEMENT SYSTEM: INTEGRATION OF EXTERNAL STAKEHOLDERS IN THE QUALITY ASSESSMENTS OF MUNICIPAL ADMINISTRATIONS

[1] *College of Public Administration; University of Applied Sciences Kehl; Kehl, Germany; {Böhmer, Busbach, Kiesel}@hs-kehl.de ORCID: orcid.org/0000-0003-0959-3431*

[2] *College of Public Administration; University of Applied Sciences Kehl, Germany; ORCID: orcid.org/0000-0001-5845-242X*

[3]*College of Public Administration; University of Applied Sciences Kehl; Kehl, Germany*

Abstract

Research purpose: Due to technological advancements, globalization, greater market dynamics, changing values and demographic change, municipalities find themselves in a complex and dynamic field of tension. The diversity and complexity of these fields of activity and relationship structures continues to increase, making it difficult for municipalities to adapt their processes. In order to be able to detect or even avoid weak points at an early stage, a quality assessment of processes and products tailored to the public sector is required. The Kehler Management System (KMS) was developed for this purpose. However, in the first stage, the focus was on the internal perspective of the municipal administration. In terms of an initially necessary reduction of complexity, this was coherent, but in terms of a holistic view, this is insufficient. Following the successful introduction of the KMS for quality assessment in the internal structure of public administration, the concept is being expanded to include the external perspective of stakeholders.

Design / Methodology / Approach: The basis for developing the external perspective is to determine the stakeholder groups that interact with a municipality. Six stakeholder groups can be identified: Residents, local businesses, business partners of the administration, capital providers of the administration, civil society actors such as

associations and interest groups, and corporations and institutions under public law, e.g., neighbouring municipalities. In analogy to the approach of the KMS for the internal perspective of the municipal administration, the first step is to identify impact factors that are grouped into success clusters. To assess the impact factors, questions relevant to the impact factors are developed. In addition, for a resident's questionnaire, demographic questions have to be integrated to further validate and contextualize the answers.

Findings: The questionnaire developed was tested for the stakeholder group of residents in various municipalities. In some cases, however, the participation of residents was low, so that conclusions about the quality of municipal services can only be drawn to a limited extent. In a revision of the questionnaire, the number of questions was reduced by 33% in order to increase its acceptance, among other things. In addition, a paper-based questionnaire was added to the digital survey. The newly developed questionnaire was tested in the municipality of Ottersweier. The response rate increased significantly in relation to the number of residents. Approximately 10% of the questionnaires were paper-based.

Originality / Value / Practical implications: The new survey not only confirmed the validity of the revised questionnaire, but the municipality of Ottersweier was also able to draw relevant conclusions about its service quality towards the stakeholder group of residents. The impact factors "Involvement of residents" and "Public facilities of the municipality" were only rated at 58% and 55%, respectively. This is far below the KMS target of 80%. Based on the quantitative evaluation in the questionnaire, interviews were then conducted with individual residents to determine the qualitative background for the suboptimal evaluation for these two impact factors. It emerged that the rating was primarily due to inadequate implementation of digitization. On this basis, a recommendation for action was developed and presented to the municipal council to improve services in the area of digitization in particular.

Keywords: performance and impact analysis of municipalities; impact-oriented management

JEL codes: H72; H83

Elena Stavrova. INFLATIONARY EXPECTATIONS, HEALTHCARE COSTS AND QUALITY OF LIVE INBULGARIA IN THE PERIOD OF POSTCRISIS

SWU „Neofit Rilski", Blagoevgrad, Bulgaria, ORCID: orcid.org/0000-0003-0162-7916

Abstract

Research purpose. The research' aims is to analyze the direct and indirect relationships between expectations of changes in inflation, health care costs, and access to them in the conditions of the post-crisis period, as well as income and the above-mentioned factors, which are an important prerequisite for determining the formation of the quality of life of the individual.

Design / Methodology / Approach. There is a qquantitative research fj statistical numerical data base , such as for the measurements most important macroeconomics variable, , to investigate the links and repentance on the quality of life.

The research paper is composed of parts: Introduction or actuality of the problem, review of the related literature on the problem, research questions and scientific hypotheses, description of the econometric methods used, research part and analysis of the obtained results, conclusions, conclusions and a list of the literature used.

The results are presented in tables or graphs.

Findings. The scientific development is the independent work and contribution of the author, his independent project and was not financed by funds of the Government of the Republic of Bulgaria or European projects for research work.

Originality / Value / Practical implications. This scientific development is an original part of a cycle of a series of studies by the author, which have as their subject to study the influence of dynamic inflationary processes on the state of the financial well-being of households, formed under the impact of the post-covid recovery of the Bulgarian economy and disturbances in the world economy in the result is the war of the Ukrainian people against external aggression.

In order to obtain the necessary reasoning, thoroughness and adequacy of the research, econometric methods with econometric software have been applied on a database of time series with a source national statistical institution, international databases and a survey of the opinion of the population of a city of 80,000 inhabitants in a country that is a member of The European Union.

Keywords: Inflation expectations, Quality of Life, Indicators of Quality of Life, health care costs, household savings.

JEL codes: 011; P47, P48

Marco Carradore[1], Giorgio Gosetti[2], Cristina Lonardi[3]. EMERGING TREND IN SOCIAL WORK EXPENDITURE IN A LOCAL AREA WITHIN NORTHEAST ITALY

[1] University of Verona, Verona, Italy, marco.carradore@univr.it, ORCID: orcid.org/0000-0001-7200-8595
[2] University of Verona, Verona, Italy, giorgio.gosetti@univr.it, ORCID: orcid.org/0000-0002-8830-2585
[3] University of Verona, Verona, Italy, cristina.lonardi@univr.it, ORCID: orcid.org/0000-0001-8829-3458

Abstract

Research purpose. This study investigates trends in social work expenditure in a local area within Northeast Italy, namely the province of Verona. In Italy, municipalities are responsible for the management and delivery of social services and organizing citizens' access to them. Law 328/2000 requires that local municipalities handle four key intervention areas, namely those related to supporting families and children, individuals with disabilities, vulnerable and marginalized adults, and the elderly. Although the economic resources allocated by the National Fund for Social Policies (FNPS) to address these concerns had been cut in the years preceding 2020 and the COVID-19 pandemic, they have since started to rise, positively impacting social services at the local level. Analysing the past trends in social expenditure may also help us predict and prepare for future variations.

Design / Methodology / Approach. The research constitutes a quantitative analysis of panel data on expenditure for professional social work. The units of analysis are the 98 municipalities of the Province of Verona (Italy). The data come from the National Institute of Statistics and cover the period from 2013 to 2019. The adjusted Mazziota-Pareto method was adopted to calculate a composite indicator using the indicators that measure expenditure, at the municipality level, in the following sectors: a) family and children; b) persons with disability; c) addictions; d) the elderly (65 years and over); e) immigrants, Rom, Sinti, and Caminant (wayfarers); and f) poverty, social exclusion, and homelessness.

Findings. The initial results show that the trends in expenditure for social work services have remained stable in the majority of municipalities. The municipality with the highest level of expenditure in the province, compared with all other municipalities, was that of the city of Verona. Furthermore, the trend analysis revealed that in the most populated municipalities the expenditure fluctuated over the years, whereas in the least populated it appears to maintain a more constant plateau.

Originality / Value / Practical implications. This empirical research, which is part of a larger research project, is one of the first studies to focus on this specific geographic area. It benefits from the use of a partially compensatory approach to calculate the composite indicator – a method not widely used in this area of research. This approach performs better than the majority of the more commonly used aggregation methods, such as the simple arithmetic mean, since it introduces a penalty for the units with unbalanced indicator values. The results will be combined with those obtained from a qualitative study which also involved the interviewing of social workers. All the final outputs will be used to enhance the study program for the Degree in Social Work provided by the University of Verona. Furthermore, the results will be shared with research partners and local stakeholders to help plan specific interventions to increase the quality of social services and the quality of the work life of professional social workers.

Keywords: social work services; social work expenditure; composite index; municipalities, Italy.

JEL codes: A14; Z13

Ivana Malá. CHANGES IN BEHAVIOR OF PEOPLE IN THE LABOR MARKET BASED ON JOB EPISODE PANEL FROM SHARE SURVEY

Prague University of Economics and Business, Prague, Czech Republic, malai@vse.cz, ORCID: orcid.org/0000- 0002-8043-847X

Abstract

Research purpose. In the nineties of the twentieth century, there have been deep changes in the labor markets due to the transition from a socialist to a capitalist system in Central European former members of the socialist bloc of countries. People began to take a different approach to employment (or unemployment and non-activity) in connection with challenges and possibilities, but also new conditions and requirements. In the contribution, a data-driven approach is used to analyse the development of the number of jobs and length of stay in one job in old and new European Union countries for respondents born before 1967 (in 1990 aged 23 and more). For this limitation, our results reflect the job history of the current silver generation during the turbulent twenties century.

Design / Methodology / Approach. The European Survey of Health, Ageing and Retirement in Europe provides a huge database of data connected to the European population aged over 50. The Job Episode Panel describes the whole life history of respondents from their birth through education and active economic life to retirement and end of life in a yearly panel data. Deep information is included in the data concerning family live or incomes. The number of jobs and their median length in European Union countries is shown using descriptive statistics and graphical methods in 5 years long groups for birth and in time. Moreover, for former socialist countries, values before and after 1990 are given and old and new countries are compared in development.

Findings. The mean number of jobs is increasing and their length tends to be decreasing with more relatively short spells and some longer ones. For this reason, we show the minimum and maximum length of the spell and the median length. The situation in old and new European countries is the situation is getting closer.

Originality / Value / Practical implications. We illustrate common theoretical and empirical reasoning included in a huge literature. The analysis uses data from the survey to quantify differences in behaviour in the labor market through the second half of the twentieth century. The data-driven study illustrates economic theoretical findings and provides a quantification of changes based on descriptive statistics. The mean number of jobs and median employment spell are given together with standard errors and quartile deviations.

Keywords: ageing; sample surveys; SHARE survey; job episodes; employment spell

JEL codes: J21; C33

Wojciech Gizicki. SOCIAL SECURITY AND CRISIS MANAGEMNET IN THE TIME OF WAR. THE CASE OF POLAND AND UKRAINE

The John Paul II Catholic University of Lublin, Lublin, Poland, wgizicki@kul.pl,, ORCID: orcid.org/0000-0002-1323-5912

Abstract

Research purpose. The proximity between Poland and Ukraine, a strategic neighborhood with a 535 km border, is a natural area for cooperation. Multiple economic and social contacts, including migratory and tourist movements, constitute both an opportunity and a barrier to development. The specificity of the border area, a state border, poses threats and challenges that contribute to the constant need to search for optimal competencies and skills in the field of social security and crisis management. This is especially relevant in the context of Russia's large-scale military aggression on Ukraine that started on February 24, 2022.

Design / Methodology / Approach. Several research methods: a review of the literature, the case study

Findings. The research goal is an innovative approach to the issues raised in area of social securiy and crisis management. This mainly concerns the practical application of selected analyses for public institutions, especially in Ukraine. The in-depth analytical ranges show the usefulness of the conclusions formulated in the theoretical and practical spheres.

Originality / Value / Practical implications. Employees of services and institutions of administration bodies undertake several activities in the changing socio-political conditions for a large number of people. Hence, it is necessary to improve knowledge, management skills and institutional solutions. These activities must be strengthened by undertaking scientific research with applicable significance.

Keywords: Central Europe, Poland, Ukraine, social security, migration

JEL codes: F51; Z18

Anatolijs Prohorovs[1], Julija Bistrova[2]. LABOUR SHARE CONVERGENCE IN THE EUROPEAN UNION: SECTOR VIEW

[1]RISEBA University of Applied Sciences, Faculty of Business and Economics, Economics and Finance Department, , Riga, Latvia, ORCID: orcid.org/0000-0002-7688-0775
[2] Riga Technical University, Faculty of Engineering Economics and Management, Department of Corporate Finance and Economics, Riga, Latvia

Abstract

Research purpose. The accession to the European Union (EU) of the countries of Central and Eastern Europe (CEE) contributed to the acceleration of the growth of their economies due, inter alia, to access to the single market for goods and financing from EU structural funds, which contributed in turn to the convergence of the economies of the EU11 and EU15 countries. Though economy convergence has been thoroughly studied, labour share convergence was largely ignored, particularly if we speak about sectoral view. So, in the present research we examine labour share convergence between Western European and Central and Eastern European countries, which happened during the period of 2009–2018.

Design / Methodology / Approach. We look at the convergence on the country level as well as on sector level and in detailed way consider service sector, analysing service industries separately. Additionally, we employ regression analysis to see if there is a relationship between labour share growth and its initial level.

Findings. Convergence of labour share between Western Europe and Central and Eastern Europe occur in three of the four main sectors—manufacturing, services, and construction—while there was a divergence in the trade sector. The highest level of convergence occurred in manufacturing - 90%. In the service sector, the convergence of labour share was 45%, which was mainly due to the fact that in the information and communication industry, a constituent of service industry showed the convergence of 88%. We have determined that for a number of sectors and industries there is a statistically significant inverse relationship between the level of labour share and its dynamics, which influences the convergence of labour share between Western Europe and Central and Eastern Europe.

Originality / Value / Practical implications. Present research provides a broad overview of the labour share convergence between Western European and Central and Eastern European countries, which can be used by policymakers to address the issues of the new members integration.

Keywords: labour share convergence; personnel cost; Central and Eastern Europe; Western Europe

JEL codes: J30; J31; R11

EMERGING TRENDS IN
SUSTAINABILITY AND CIRCULAR ECONOMY

Ugnius Jakubelskas[1], Viktorija Skvarciany[2]. ASSESSMENT OF CIRCULAR ECONOMY IN THE BALTICS

[1]Vilnius Gediminas Technical University, Vilnius, Lithuania, ugnius.jakubelskas@vilniustech.lt, ORCID: orcid.org/0000-0000-0001-6068-4537
[2]Vilnius Gediminas Technical University, Vilnius, Lithuania, viktorija.skvarciany@vilniustech.lt, ORCID: orcid.org/0000-0001-8022-4124

Abstract

Research purpose. The purpose of the current research is to determine the factors of a circular economy and assess their importance in the Baltic States. In other words, the main aim of the article is to highlight the factors of a circular economy and evaluate their significance.

Design / Methodology / Approach. In order to achieve the research goal, panel regression modelling was employed. Panel regression was used in order to assess the importance of the circular economy indicators.

Findings. The research revealed that the waste of electrical and electronic equipment has the most significant potential for increased circular material use rate in the Baltic States. All electrical and electronic equipment should be designed so that it would be possible to repair and reuse it to extend the product life cycle and reduce the carbon footprint. Reducing greenhouse gas emissions in conjunction with increasing the usage of renewable energy could increase resource productivity and domestic material consumption (DMC) and ensure Baltic States' independence in the energy sector through offshore wind farms that have the region's most considerable potential.

Originality/Value/Practical implications. There is a lack of research focused on circular economy development using panel data modelling conducted in the Baltics. Most of the previous studies were focused on the European Union as whole or individual countries. This study presents a deeper analysis of circular economy development in the Baltic States.

Keywords: circular economy, Baltic States, panel regression modelling

JEL codes: Q00, Q01.

Stefan Bongard[1], Kay Rosin[2]. IMPLEMENTATION STRATEGIES FOR SUSTAINABLE VEHICLE FLEET MANAGEMENT

[1] Ludwigshafen University of Business and Society LUBS, Ludwigshafen am Rhein, Germany, stefan.bongard@hwg-lu.de, ORCID: orcid.org/0000- 0001-7520-5412
[2] Ludwigshafen University of Business and Society LUBS, Ludwigshafen am Rhein, Germany, KayRosin@gmx.de

Abstract

Research purpose. Against the backdrop of climate change, pressure is growing in the transport sector to reduce CO_2 emissions. Numerous companies are therefore setting themselves specific targets to curb the CO_2 emissions of their own vehicle fleets. As a rule, this requires the replacement of combustion vehicles by vehicles with alternative drives. In addition to the selection of suitable technologies, economic aspects play a prominent role in this transformation process. Based on a practical case study, potential implementation strategies for achieving a specific CO_2 target are to be examined for a parcel service provider. The focus here is on a fleet of diesel combustion vehicles from the small van class with a permissible total weight of less than 3.5 tons, which are to be replaced by vehicles with electric drive (BEV) in order to achieve a specific CO_2 savings target.

Design / Methodology / Approach. In a first step, framework conditions and criteria are defined that are needed for an evaluation of the implementation strategies. In a second step, a practical case study is constructed. In a third step, different scenarios and strategies for the conversion of the vehicle fleet are designed in order to achieve the set CO_2 emission targets. In the last step, economic and ecological effects of the different strategies and scenarios

are measured and analyzed with the help of the calculation tool "DIPO tool", which was developed at the Ludwigshafen University of Business and Society LUBS for research and teaching purposes. To evaluate sustainability, in addition to the established metrics for tank-to-wheel (TtW) and well-to-wheel (WtW), a holistic life cycle approach is implemented that takes into account emissions during vehicle production.

Findings. Against the backdrop of expected further technological development and numerous parameters with a considerable leverage effect on economic and ecological evaluation criteria, it seems advisable to apply staged implementation strategies. In this context, the vehicle fleet is not replaced "all at once", but gradually over time to achieve the set CO_2 emission targets.

Originality / Value / Practical implications. The originality of the approach lies in the application of a practical case study and the attempt to reduce the complexity of the decision problem by using an Excel-based calculation tool. The value of the study lies in the realization that, due to the complexity, a simple optimization approach does not seem viable, but rather the evaluation and analysis of different scenarios. The practical impact can be described in the sense that the used DIPO tool can provide effective support for sustainable implementation strategies for vehicle fleets.

Keywords: Case study; CO_2 management; Fleet management; Parcel service provider; Sustainable mobility

JEL codes: R40; Q56

Marek Nagy[1], Katarina Valaskova[2]. QUANTITATIVE EVALUATION OF THE DYNAMICS OF ECONOMICS DEVELOPMENT IN EU COUNTRIES IN THE CONTEXT OF THE SUSTAINABILITY AND COMPETITIVENESS OF SMES

[1]University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 01026 Zilina, Slovakia, marek.nagy@stud.uniza.sk, ORCID: orcid.org/0000-0003-0740-6268

[2] University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 01026 Zilina, Slovakia, katarina.valaskova@uniza.sk, ORCID: orcid.org/0000-0003-4223-7519

Abstract

Research purpose: Globalization has elevated the importance of competitiveness in government policies. The opening of new markets aided in the expansion of enterprises' turnover, the acquisition of resources, and the internationalisation of the notion of competitiveness. Understanding the determinants of national competitiveness can help in the development of long-term plans. The Slovak economy defines competitiveness as an increase in the population's living standards or as sustainable development. Thus, the paper focuses on the identification of disparities in the development of the macroeconomic environment across the member states of the European Union and identifying problematic factors impacting the business environment's level.

Design / Methodology / Approach: To find the disparities in the development of the EU countries, the multi-criteria decision analysis method - Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) – was used. Based on this analysis, the crucial factors influencing the development of the macroeconomic environment were determined. The discriminant analysis was then used to form a model, which could help assess and examine the relationship between the business environment and significant determinants of development.

Findings: Based on the methods applied, the determinants influencing the development of the macroeconomic environment and key factors and aspects affecting the rate of development of the economic and business environment were identified (gross domestic product, unemployment rate, inflation rate, foreign direct investments, taxation, economic openness, infrastructure, innovation, education, market risk), and the analysis of the economic and business environment was performed through selected statistical techniques. The analysis confirmed that some countries have certain gaps in its assessment of the dynamics of economic development in EU countries in terms of the sustainability and competitiveness of small and medium-sized businesses, and that the business climate is not entirely conducive to these businesses.

Originality / Value / Practical implications: The additional value of the paper is the formation of the model, which helps identify the countries with appropriate business environment and those where the economic development is not sufficiently developed which may be useful for enterprises, investors, and creditors.

Keywords: competitiveness; small and medium-sized enterprises; TOPSIS analysis; discriminant analysis; business environment.

JEL codes: A11; C10; O32.

MILENA SERŽANTĖ. WHY SUSTAINABLE DECISION-MAKING IR IMPORTANT FOR ECONOMIC GROWTH?

Vilnius Gediminas Technical University, Vilnius, Lithuania, ORCID: orcid.org/0000-0002-2919-115X

Abstract

Research purpose. The aim of this study is to assess the impact of sustainable decisions, which are being done by businesses, and evaluate the impact of it on the Economic Growth of the Country or region.

Design / Methodology / Approach. Research methodology includes analysis and synthesis of scientific literature; mathematical modelling of social and economic processes; multi-criteria decision-making methods; correlation, regression analyses; systematic analysis.

Findings. The analysis of the scientific literature revealed that there is a lot of research that examines the concept of sustainable decisions, and research that emphasizes the importance of sustainability in economic prosperity. While analysing the link between sustainability and economy, it is also crucial to take into consideration and the circular or blue economy research, where researches mainly focus on the level of development and suggest instruments in order to stimulate the economy level in the region, as well as accelerating circular economy solutions to achieve the 2030 agenda for sustainable development goals. These finding needs to be taken into consideration while analysing Economic growth in the concept of sustainability.

Originality / Value / Practical implications. The relevance of this research has both theoretical and practical aspects. Theoretical relevance is associated with identification of the most important sustainable decisions and indicators of businesses, which make an impact on the economic growth. The practical implication will serve as a suggested methodology or model of an effective systemic-complex decision support system based on the knowledge of statistical evaluation.

Keywords: sustainability, economic growth, decision-making, sustainable business.

JEL codes: M15, M21

Ingrida Silobrit[1], Daiva Jureviciene [2]. THE IMPACT OF ECONOMIC BEHAVIOUR ON CIRCULAR ECONOMY TEXTILE DEVELOPMENT

[1]*Vilnius Gediminas Technical University - VILNIUS TECH, Vilnius, Lithuania, ingrida.silobrit@stud.vilniustech.lt, ORCID: orcid.org/0000-*
[2]*Vilnius Gediminas Technical University - VILNIUS TECH, Vilnius, Lithuania, daiva.jureviciene@vilniustech.lt, ORCID: orcid.org/0000-0002-0039-6290*

Abstract

Research purpose. The current research aims to examine the impact of consumer behaviour on the development of circular textiles.

Design / Methodology / Approach. TOPSIS analysis has been applied as the most widely used efficiency measurement technique. In the current research, the 6 criteria have been selected to describe the main players in textiles in the global world and are available in a public database. An expert survey was chosen to assess consumer behaviour. The experts were selected from the economic and textile spheres.

Findings. The analysis of the textile and clothes industry has identified the main 10 countries that contribute the most to textile production. The assessment of the textile economy, based on a set of criteria, study made it possible to analyze, ranked the 10 countries, with the European Union in first place, China in second place and Malaysia in third place. According to the performed research, this is influenced by consumer behaviour, the level of economic development, technology and population, cheap labour and the dictates of fashion trends, among others. According to experts, the development of the circular textile economy is driven by consumer behaviour, which has a direct impact on the production of textile volumes. As the basic principles of the circular economy are reuse and reduction. However, it is also an important aspect of developing circular textile strategies to identify what makes consumers consume more.

Originality / Value / Practical implications. The circular textile economy is a new field, and it was only in 2022 that the European Commission announced the EU Strategy for Sustainable and Circular Textiles. Therefore, this paper will examine the motives of consumer behaviour towards textile use. To extract indicators for circular textiles evaluation, using the TOPSIS method to assess and rank countries that have implemented a circular textile economy strategy.

Keywords: circular textile economy, consumer behaviour, TOPSIS method.

JEL codes: C830; D160; D120; O440

Tetyana Pimonenko[1], Oleksii Lyulyov[2], Liliia Lyulyova[3], Yuliya Shaforost[4]. ESG EFFECTS IN THE CHAIN "GREEN BRAND – SOCIAL RESPONSIBILITY OF BUSINESS"

[1]Sumy State University, Sumy, Ukraine; WSB University, Dabrowa Gornicza, Poland, tetyana_pimonenko@econ.sumdu.edu.ua, ORCID: orcid.org/0000-0001-6442-3684
[2]Sumy State University, Sumy, Ukraine; WSB University, Dabrowa Gornicza, Poland, alex_lyulev@econ.sumdu.edu.ua, ORCID: orcid.org/0000-0002-4865-7306
[3]Sumy State University, Sumy, Ukraine; ORCID: orcid.org/0000-0002-2912-722X
[4]Sumy State University, Sumy, Ukraine; yulia050598050598@gmail.com

Abstract

Research purpose. The study aims to analyse the ESG (Environmental, Social, and Governance) pillars of a country's development within the relationship green brand – social responsibility of business to provide a comprehensive understanding of the country's sustainability performance, including its economic, social, and environmental impact.

Design/Methodology/Approach. The study applies 1) bibliometric analysis to explore the theoretical landscape of ESG performance, green brand, and the social responsibility of businesses and 2) cointegration techniques to check the relationship between ESG performance, green brand, and the social responsibility of businesses.

Findings. The results of bibliometric analysis allow us to identify 1) core scientific clusters in investigations on ESG performance, green brand, and the social responsibility of business; 2) scientific alliances that focus on linking ESG performance, green brand, and the social responsibility of business; and 3) the core stage in theories' evolution of ESG performance, green brand, and the social responsibility of business. The results of the analysis confirm that the ESG framework is widely used to evaluate a country's sustainable development practices and to identify areas for improvement. Analysing a country's environmental impact can help identify opportunities for investment in renewable energy, green technologies, and other sustainable infrastructure. Social factors (human rights, labour practices, education, and healthcare) are important for sustainable development. Addressing social issues can lead to a more productive and engaged workforce, improved health outcomes, and more resilient communities. Governance factors (transparency, accountability, and the rule of law) are essential for creating an enabling environment for ensuring that resources are allocated efficiently and that the benefits of green economic growth are distributed equitably. The empirical results confirm that the social responsibility of business is conducive to a country's green brand, which promotes the ESG performance of country development. The growth of the social responsibility of business by one point provokes the improvement of the country's green brand by 0.25. In addition, promoting green brands increases the environmental and governance pillars by 0.14 and 0.17, respectively.

Originality/Value/Practical implications. Considering the findings, the following policy implications are developed: 1) governments should improve a regulatory framework that promotes sustainable development practices, including incentives for companies that adopt environmentally and socially responsible practices and penalties for those that do not; 2) governments should intensify investment in green infrastructure (renewable energy, waste management, and public transportation systems), which boosts the development of new opportunities for businesses and improves the quality of life for citizens.

Keywords: green investment; green growth; inclusive economic development.

JEL codes: Q01; Q56; M14.

EMERGING TRENDS IN

BUSINESS ADMINISTRATION, MARKETING AND CORPORATE FINANCE

Agnieszka Springer[1], Iwona Werner[2]. JOB CRAFTING INTERVENTION: FOSTERING ACADEMICS' ENGAGEMENT

[1]*WSB University in Poznan, Faculty of Finance and Banking, Poznan, Poland, agnieszka.springer@wsb.poznan.pl, ORCID: orcid.org/0000-0002-9181-2762*
[2]*WSB University in Poznan, Faculty of Finance and Banking, Poznan, Poland, iwona.werner@wsb.poznan.pl, ORCID: orcid.org/0000-0002-2836-5082*

Abstract

Research purpose. The purpose of the study was to examine the effectiveness of job crafting intervention program on academics'work engagement. The intervention contained of three job crafting techniques including changing of: job tasks, interactions with others at work and cognitive perception of work. The analysis included an investigination of the impact of the job crafting on the components of engagement, i.e., vigour, dedication, and absorption.

Design / Methodology / Approach. The study used quasi-experimental design with two experimental groups and the control group. The intervention in the experimental groups consisted of participation in a one-day workshop on job crafting techniques. In addition, one of the experimental groups was assigned a facilitator for 2 months to maintain the effects of the workshop. The measurement was carried out three times: before the intervention (T1), two weeks after (T2) and two months after the intervention (T3). Participants were diverse in terms of gender, age and academic degree and employed in one of non-public university in Poland. The survey contains of two questionaries in Polish adaptation: Job Crafting Questionnaire (JCQ) by Slemp & Vella-Brodrick and Utrecht Work Engagement Scale (UWES) by Schaufeli & Bakker.

Findings. Effect size calculations let for verification of three hypothesis. H1: intervention program has a significant impact on all components of engagement (T2 > T1), H2: the effectiveness of the programme (staff engagement) decreases over time (T2 > T3), H3: support of job crafting facilitator counteracts a decline in staff engagement.

Originality / Value / Practical implications. Job crafting as a social innovation is one of the activities to cope with highly demanding work environment. Numerous studies have shown that the academics' work is associated with increased levels of occupational stress and increased risk of health problems and burnout. The identification of effective prevention programmes has important implications both for employee well-being, organisational outcomes, and students' satisfaction.

Keywords: job crafting; effectiveness; work engagement; academics.

JEL codes: M12; M53.

Marcin Komańda. KNOWLEDGE MANAGEMENT IN CONTEMPORARY DISCOURSE ON SUPPLY CHAINS

Opole University of Technology, Opole, Poland, m.komanda@po.edu.pl, ORCID: orcid.org/0000-0003-1695-2949

Abstract

Research purpose. The topic of knowledge management has been a popular issue in management science for over 30 years and is often associated with various management challenges. The aim of the article is to recognize the location of the topic of knowledge management in the sphere of scientific discourse on supply chains in the years 2020-2022. These years reflect primarily the pandemic period and the time immediately after (it was indicated as critical for the functioning of the supply chains), which can provide a unique perspective on the issue under discussion.

Design / Methodology / Approach. The VOSviewer software was used to analyze the bibliometric data of scientific articles related to the topics of knowledge management and supply chains. The data was obtained from the Web of Science database Core Collection (1142 in total; indexed in management and business categories). The content of their abstracts was analysed. 60% of the expressions (99 in total) out of those that appeared at least 50 times were used for the analysis. They have been grouped into four clusters. Terms related to knowledge issues appeared in one of them.

Findings. The subject of knowledge management in the context of supply chains seems to be related in the content of the articles with quantitative research (also using big data) on selected research problems (absorptive capacity, performance issues, innovations) and the activities of small and medium-sized enterprises in manufacturing sector (1). At the same time, the use of knowledge-related expressions is related to a wide range of other terms. Other clusters were related to: the subject of the Covid-19 pandemic (including topics of disruption and resillience) (2), market issues (sellers, products, information, producers-suppliers-buyers) (3), as well as industry perspectives and issues related to the implementation and use of technology (including blockchain) (4). The issues present in clusters (2) and (3) can be treated as a context for the themes expressed in clusters (1) and (4).

Originality / Value / Practical implications. The obtained results of the analysis of the content of abstracts of articles allow to establish a map of connections between the terms used in the descriptions of the mentioned research problems, as well as their importance. This map presents the discussed issues at the moment of discontinuity, which was the Covid-19 pandemic and the immediate period after it. These results can be used to formulate research questions and to carry out comparative research in the future.

Keywords: knowledge management; supply chains.

JEL codes: L1; M10

Olegs Nikadimovs. MICRO-CSR: THE IMPACT OF SMALL-SCALE CSR INITIATIVES ON CONSUMER BEHAVIOUR AND LOYALTY

EKA University of Applied Sciences, Riga, Latvia, o.nikadimovs@outlook.com ORCID: orcid.org/0000-0002-9676-0586

Abstract

Research purpose. This topic provides a unique opportunity to explore the impact of micro-CSR initiatives on consumer behaviour and loyalty and to contribute to the existing theories and literature in this area.

Corporate social responsibility (CSR) has long been utilized by a variety of economic entities and has been regarded as a valuable part of an integrated approach to achieving overall corporate sustainability. Micro-CSR refers to small-scale CSR initiatives undertaken by companies, such as local community projects, environmental initiatives, and ethical practices, and how these can impact consumer behaviour and loyalty. Additionally, micro-CSR research also sheds light on the importance of considering the local context and cultural differences in implementing CSR activities. This, in its turn, can help companies tailor their CSR efforts to the specific needs and values of their target audience, resulting in more meaningful and effective CSR initiatives. This research direction is important because while the impact of large-scale CSR initiatives has been well documented, the impact of micro-CSR initiatives remains largely under-researched.

Design / Methodology / Approach. This study adopts a theoretical research approach and explores a variety of theories and perspectives in the fields of marketing, psychology, and sociology.

Findings. Results suggest that the most relevant theories on the topic of micro-CSR are Social Identity Theory; Social Cognitive Theory; Social Exchange Theory; Social Responsibility Theory, and Consumer Decision Making Theory. The reviewed studies on the topic revealed that customers are willing to pay a premium for products from companies that engage in Micro-CSR activities, as they associate these actions with higher quality and greater ethical standards. Additionally, customers are more likely to recommend these companies to others and to remain loyal to them over time, resulting in increased long-term profitability for the company.

Originality / Value / Practical implications. The uniqueness of micro-CSR research lies in its focus on small, localized actions taken by companies instead of larger, more comprehensive CSR initiatives. This focus allows

for a more in-depth examination of the impact of individual CSR activities on customer behaviour and loyalty. The findings from this research can provide valuable insights for companies looking to implement effective CSR strategies that positively impact both their bottom line and society.

Keywords: corporate social responsibility; micro-CSR; customer behaviour; loyalty, marketing.

JEL codes: M14; M31

Dominika Gajdosikova[1], Katarina Valaskova[2]. BANKRUPTCY PREDICTION MODEL DEVELOPMENT AND ITS IMPLICATIONS ON FINANCIAL PERFORMANCE IN SLOVAKIA

[1]University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 010 26 Zilina, Slovakia, dominika.gajdosikova@stud.uniza.sk, ORCID: orcid.org/0000-0001-7705-3264

[2]University of Zilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitna 1, 010 26 Zilina, Slovakia, katarina.valaskova@fpedas.uniza.sk, ORCID: orcid.org/0000-0003-4223-7519

Abstract

Research purpose. Because financial distress is a global phenomenon that impacts firms in all sectors of the economy, predicting corporate bankruptcy is an extremely crucial issue in economics. At the beginning of the last century, the first studies aimed to predict corporate bankruptcy were published. Even in Slovakia, however, several prediction models were developed with a significant delay. The main aim of this paper is to develop a model for predicting bankruptcy based on the financial information of 3,783 Slovak enterprises operating in manufacturing and construction sector in 2020 and 2021.

Design / Methodology / Approach. A prediction model that uses the appropriate financial indicators as predictors may be developed using multiple discriminant analysis. Multiple discriminant analysis is currently used in prediction model development. In this case, financial health is assessed using several variables that are weighted in order to maximize the difference between the average value calculated in the group of prosperous and non-prosperous firms. When developing a bankruptcy prediction model based on multiple discriminant analysis, it is crucial to determine the independent variables used as primary financial health predictors.

Findings. Due to the discriminant analysis results, the corporate debt level of the monitored firms may be regarded as appropriate. Despite the fact that the model identified 215 firms in financial distress due to an insufficient debt level, 3,568 out of 3,783 Slovak enterprises operating in the manufacturing and construction sectors did not have any problems with financing their debts. The self-financing ratio was identified in the developed model as the variable with the highest accuracy. Based on the results, the developed model has an overall discriminant ability of 93% since bankruptcy prediction models require strong discriminating abilities to be used in practice.

Originality / Value / Practical implications. The principal contribution of the paper is its application of the latest available data, which could help in more accurate financial stability predictions for firms during the current difficult period. Additionally, this is a ground-breaking research study in Slovakia that models the financial health of enterprises in the post-pandemic period.

Keywords: bankruptcy; prediction model; multiple discriminant analysis; manufacturing and construction sector; Slovakia.

JEL codes: G17; G33

Eva Kicová[1], Oľga Poniščiaková[2], Zuzana Rosnerová[3]. FINANCIAL LITERACY OF CUSTOMERS OF THE SELECTED SLOVAK BANK AS A BASIS FOR MANAGERIAL DECISION-MAKING

[1]University of Žilina, Zilina, SR, eva.kicova@fpedas.uniza.sk, ORCID: orcid.org/ 0000-0003-0196-6547
[2]University of Žilina, Zilina, SR, olga.ponisciakova@fpedas.uniza.sk, ORCID: orcid.org/0000-0002-7108-6572
[3]University of Žilina, Zilina, SR, zuzana.rosnerova@fpedas.uniza.sk, ORCID: orcid.org/0000-0003-4525-7726

Abstract

Research purpose. The main goal of the article is to find out the current state of financial literacy among the customers of the selected bank in Slovakia. In the survey, we focused on finding out their level of financial literacy. Currently, a lot of attention is paid to the issue of financial literacy. In connection with financial literacy, a lot is said about education. Therefore, in the paper, we focused on finding out the relationship between financial literacy and the level of education as such. We also compared the financial literacy of the survey sample with the overall financial literacy in Slovakia.

Design / Methodology / Approach. For the purposes of this article, an online anonymous questionnaire survey focused on the financial literacy of customers of the selected bank was conducted. By analyzing theoretical knowledge and existing surveys, we established hypotheses, which we subsequently verified statistically. When analyzing theoretical knowledge and surveys in the Slovak Republic, we found that there are a large number of surveys focused on financial literacy. The output and support of each of them is primarily focused on increasing financial literacy through education. We therefore assumed, given that financial literacy has been in the curriculum of primary and secondary schools for several years, that financial literacy is related to the availability of goods. We also assumed that financial literacy in the Slovak Republic is increasing. We used selected statistical methods to verify the hypothesis.

Findings. Through the selected statistical method, we found that in our survey, the number of correct answers is not affected by the level of education. It was also interesting to find that the level of financial literacy of the selected region in 2022 is not higher than the overall level of financial literacy of the Slovak Republic determined on the basis of a survey from 2012.

Originality / Value / Practical implications. The proposals and recommendations that emerged from the survey relate to increasing the financial literacy of customers of the selected bank. We focused our recommendations on education and conducting surveys, both for customers and for the bank's management. The bank can use these recommendations as a basis for managerial decisions. He can use these not only to increase the financial literacy of his customers but also in the field of marketing, especially in communication with customers. It is only up to the management of the bank to decide which customers it will have and how it will retain or expand them.

Keywords: financial literacy; customer; management; managerial decision-making

JEL codes: G53; M 29

Margareta Nadanyiova[1], Lucia Sujanska[2]. THE IMPACT OF INFLUENCER MARKETING ON THE DECISION-MAKING PROCESS OF GENERATION Z

[1]University of Zilina, Faculty of Operation and Economics of Transport and Communications, Zilina, Slovakia, margareta.nadanyiova@fpedas.uniza.sk, ORCID: orcid.org/0000-0002-4379-6972

[2]University of Zilina, Faculty of Operation and Economics of Transport and Communications, Zilina, Slovakia, lucia.sujanska@stud.uniza.sk

Abstract

Research purpose. Currently, the Internet is used by almost 5 billion users worldwide, of which 80% actively use at least one of the social networks. Even marketing managers are aware of this fact, as they had to switch to a new way of attracting potential customers. One of these methods is also influencer marketing as a form of marketing communication. In influencer marketing, the emphasis is placed on influencers with a great impact on the community, on which marketing activities, and campaigns can be oriented. It is a method of non-violent and natural promotion of a product or brand, which acts on the consumer as a natural part of the space in which it is located. Especially, one generation of consumers, Generation Z, is considered to be the target segment for influencer marketing due to their digital skills and favour to social networks. The main aim of the article is to determine the impact of influencer marketing on the decision-making process of Generation Z. This also includes providing the theoretical background and analysis of the influencer marketing from the viewpoint of Slovak and foreign authors.

Design / Methodology / Approach. General scientific methods were applied for the processing of the data as well as mathematical-statistical methods to evaluate the data collated from the results of the questionnaire survey and to statistical hypothesis testing. The important source for secondary data was scientific research, annual companies report, statistical databases, published professional publications. In order to found out the impact of influencer marketing on the decision-making process of Generation Z, a questionnaire survey was conducted.

Findings. A successful marketing campaign on social media in cooperation with influencers requires the correct selection of the influencer according to his follower base, profile focus, credibility or reach, which is measured by Engagement rate. It doesn't matter on the number of followers, but above all on the relationship that the creator has with his fans. When choosing an influencer, it is also necessary to take into account the way they promote products, ask them for originality and creativity, and prefer long-term collaborations to one-time contributions. These steps can bring a lot of benefits to the company, from which it will subsequently profit. Based on the analysis and results of the questionnaire survey, it is thus clear that implementation of influencer marketing in marketing communication of Slovak companies targeted on Generation Z brings many benefits, including building relationships with Generation Z, increasing their loyalty and improving the company image.

Originality / Value / Practical implications. Finally, measures for effective influencer marketing usage targeted on the Generation Z are proposed, and its benefits are highlighted.

Keywords: influencer; influencer marketing; decision-making process; consumers; Generation Z

JEL codes: M30; M31

Jūratė Maščinskienė[1] Laima Jesevičiūtė-Ufartienė[2]. MARKETING COMMUNICATION SOLUTIONS FOR INCREASING THE VALUE OF A SPORTS FACILITY AS AN ADVERTISING CHANNEL

[1]Kauno kolegija Higher Education Institution, Kaunas, Lithuania, e-mail adress jurate.mascinskiene@go.kauko.lt,, ORCID: orcid.org/0000-0002-0410-390X
[2]Kauno kolegija Higher Education Institution, Kaunas, Lithuania, e-mail adress laima.jeseviciute@go.kauko.lt, ORCID: orcid.org/0000-0001-9054-368X

Abstract

Research purpose. With the growing interest in the sport in more competitive markets, sports marketing, and sponsorship is becoming an important area for business success. Sports marketing is already popular worldwide - brands have long advertised at sporting events, and teams see it as a way to generate more revenue. As traditional advertising channels begin to be devalued due to consumer habits and market changes, marketers are beginning to see the value in sports, events, project partnerships, and sponsorship. Partnering with sports teams can be a successful part of a brand or company's communication. The challenge for the advertising channel in sports venues is how best to measure the benefits. Unfortunately, there is a lack of sponsorship performance measurement tools to assess the impact of a sports facility as an advertising channel. Understanding the value of the sports facility as an advertising channel to the customer and the sports facility is an area of much debate, and there is little convincing evidence to quantify the value of such sponsorship. Specifically, this paper seeks to assess the value a sports facility as an advertising channel can create, the criteria by which customers choose a sports facility, and the means by which the value created can be communicated to customers through marketing communications channels.

Design / Methodology / Approach. Statistical database analyses and online sampling were chosen as research methods. A questionnaire for sampling was made by applying validated scales of value criteria of a sports object

as an advertising channel for the customer, selection criteria of a sports object as an advertising channel, and marketing communications.

Findings. Through theoretical analysis, it was found that to attract customers, sports facilities must determine what value they can provide to the potential sponsor and what value the potential sponsor will appreciate. The results obtained during the research are used to provide recommendations for communication, which should be used to increase the value of sports marketing.

Originality / Value / Practical implications. Analysing statistical data and consumer opinion surveys allows us to make assumptions about the possibilities of increasing the value of an advertising channel for customers; the criteria that most and least determine the choice of an advertising channel are singled out. These insights can be useful in the communication of increasing the value of the sports object as an advertising channel to customers.

Keywords: advertising through sport, sport as an advertising channel, sponsorship, value creation

JEL codes: D46, M39.

Laima Jesevičiūtė-Ufartienė[1], Vilma Morkūnienė[2], Aušra Liorančaitė-Šukienė[3], Gelmina Motiejunė[4]. THE EFFECT OF MANAGEMENT PRINCIPLES AND MOTIVATION ON EMPLOYEES' CONFIDENCE

[1] Kauno kolegija Higher Education Institution, Kaunas, Lithuania, laima.jeseviciute@go.kauko.lt, ORCID: orcid.org/0000-0001-9054-368X
[2] Kauno kolegija Higher Education Institution, Kaunas, Lithuania, vilma.morkuniene@go.kauko.lt, ORCID: orcid.org/0000-0002-4831-1604
[3] Kauno kolegija Higher Education Institution, Kaunas, Lithuania, ausra.liorancaite@go.kauko.lt
[4] Kauno kolegija Higher Education Institution, Kaunas, Lithuania, gelmina.motiejune@go.kauko.lt

Abstract

Research purpose. The self-confidence of employees in making decisions, performing tasks, and implementing activities in the organization is important in the rehabilitation and wellness services sector. Employee confidence depends on personal and professional preparation. However, the employee's behavior, as well as confidence, can be influenced by the management principles applied in the organization and the formed motivation system. The impact of management principles and motivation systems on employees' confidence at work, which are proven and substantiated by research, is missing. As a result, the article aims to determine the influence of management principles and motivational systems on employee confidence in an organization providing rehabilitation and wellness services.

Methodology. As a result of systemized literature for main research dimensions were identified: employees' participative behavior, confidence, management principles, and leadership. Criteria for measurement of chosen dimensions were chosen and formed using approved scales in science. Two separate adapted questionnaires were created for managers and employees. For the research sampling method was applied. The research was conducted in rehabilitation and wellness organizations in Lithuania. Based on the principle of free will in research ethics, 120 employee questionnaires and 29 manager questionnaires were collected. The Cronbach Alpha for employee and manager question responses is 0.960. **Findings**. Regression analysis results defined that managers' and employees' perception differs. According to managers' perception, employees' confidence depends on perceived job autonomy, discussability, and operational influence. According to employees' understanding, their confidence depends on employee participation behavior, and sanctionability for shoddy work.

Value. The conducted research and its data reveal that when studying the dimensions related to the people of the organization, it is necessary to analyze all stakeholders, in this case, managers and employees. This information is extremely valuable not only for further research on the behavior of employees and managers. The results of the study draw the attention of practitioners to the need to harmonize mutual understanding between managers and employees.

Keywords: human resource management, motivation, confidence, job autonomy, employee participation behaior.

JEL codes: M54, L83.

Lucia Sujanska[1], Margareta Nadanyiova[2]. SUSTAINABLE MARKETING AND ITS IMPACT ON THE IMAGE OF THE COMPANY

[1]University of Zilina, Faculty of operation and economics of transport and communication, Department of economics, Zilina, Slovak Republic, sujanska2@stud.uniza.sk, ORCID: orcid.org/0000-0002-8127-8762
[2]University of Zilina, Faculty of operation and economics of transport and communication, Department of economics, Zilina, Republic, margareta.nadanyiova@uniza.sk, ORCID: orcid.org/0000-0002-4379-6972

Abstract

Research purpose. Sustainability has become increasingly important in a company's image in recent years. Customers are becoming more environmentally conscious, and they are demanding that the companies they do business with are also taking steps to reduce their environmental impact. By adopting sustainable practices, companies can demonstrate their commitment to making a positive impact on the world and build trust with customers. The main aim of this scientific article is to contribute to a better understanding the role of sustainability in shaping consumer perceptions of company's image, and to provide insights that can help companies develop more effective sustainability strategies and build stronger brand images.

Design / Methodology / Approach. The study utilized general scientific methods for processing data, and the data obtained from the online survey were assessed using mathematical-statistical methods and statistical hypothesis testing.

Findings. Sustainability has become an important aspect of a company's image. With increasing environmental awareness among consumers, companies are expected to take responsibility for their impact on the planet and society. Sustainability in a company's image has become an important aspect of their brand identity, and it can have a significant impact on their reputation, success, and also long-term viability. Consumers are increasingly concerned about the environmental impact of the products they buy and use, and many of them start to prefer the companies that use sustainable practices and produce eco-friendly and sustainable products over those that are not. Companies that embrace sustainability and prioritize environmental and social responsibility are more likely to thrive in a rapidly changing business landscape, where consumers are increasingly interested in sustainability and ethical practices. By embracing sustainability, companies can create a positive reputation, build trust with customers, and drive long-term success.

Originality / Value / Practical implications. The added value of scientific article is that it provides valuable insights and strategies for practicing sustainable marketing, which help to build company's image. By analysing the impact of sustainability on a company's image, we contribute to the opportunities for companies to improve brand image and reputation of company, which can have a positive effect on increasing customer loyalty and trust and gaining a competitive advantage in their industry. Therefore, this scientific paper can provide businesses with valuable insights to differentiate themselves from competitors, attract new customers, and increase profit.

Keywords: sustainability; sustainable marketing; company's image; brand image.

JEL codes: M14; M31

Agnieszka Dziubińska. MECHANISMS OF STRATEGIC ADAPTATION OF AN ORGANIZATION IN A CRISIS SITUATION - CONCEPTUALIZATION OF THE PROBLEM

University of Economics in Katowice, Katowice, Poland, e-mail: agnieszka.dziubinska@ue.katowice.pl, ORCID: orcid.org/0000-0003-4385-1123

Abstract

Research purpose. The contemporary environment imposes complex pressure on the organization, referred to as the polycrisis. The resulting management challenges in the practical dimension are perceived as threatening the

continuity of the organization, in the sphere of theory they lead to critical reflection on the current paradigm of strategic management. The urgency and importance of the problem became an inspiration to undertake own research, the aim of which was to identify organizational mechanisms enabling effective adaptation in conditions of a deep crisis.

Design / Methodology / Approach. The character of the research problem inclined the adoption of an interdisciplinary approach involving literature review of disciplines, including complexity theory, cognitive science, and resources-based theory of organization.

Findings. The study assumed that the adaptation is achieved on the basis of an appropriate match between the complexity of the stimuli imposed on the organization and the complexity of its responses, within the scope of the budget of the resources available to the organization. A mechanism associated with the contextual nature of organizational routines has been identified as the key in this respect. More specifically, the mechanism of the variable role played by the structural (performative) aspect and the agency (ostensive aspect) of organizational routines depending on the conditions of the order, complex and chaotic regime.

Originality / Value / Practical implications. The pilot study demonstrated the usefulness of the concept of identification of different roles of organizational routine dimensions depending on the complexity of the factors exerting adaptive pressure on the organization. The advantage of the obtained research results is the inclusion in a coherent conceptual framework of theories at various levels of generality addressing issues related to the adaptation of organizations in crisis situations (complexity and chaos). Nevertheless, this concept has been tested in a single-case study and its deepening requires further research.

Keywords: uncertainty; routines; complexity.

JEL codes: L20; L22

Vida Davidavičienė[1], Ieva Meidutė-Kavaliauskienė[2]. SOCIAL NETWORKS AND E-BUSINESS – HOW DO THEY GO TOGETHER?

[1]Vilnius Gediminas Technical University (VILNIUS TECH), Vilnius, Lithuania, vida.davidavičiene@vilniustech.lt, ORCID: orcid.org/0000- 0002-0931-0967
[2]Vilnius Gediminas Technical University (VILNIUS TECH), Vilnius, Lithuania, ieva.meidute-kavaliauskiene@vilniustech.lt, ORCID: orcid.org/0000- 0003-0435-7632

Abstract

Research purpose. To determine the impact of social networks on e-business processes and how strongly they influence them.

Design / Methodology / Approach. First of all, to find out how social networks can affect business processes, a detailed analysis of scientific literature was carried out, during which the works of researchers related to the use of social networks in various business models were analysed. The theoretical aspects of the impact of activities in social networks on the success of e-business were examined. An appropriate methodology was successfully selected for research, adapted to solve similar tasks, such as questionnaire surveys. The purpose of one was to determine users' attitudes towards the activities of companies on social networks; the other survey aimed at companies' employees to determine which e-business companies use social networks and their advantages/disadvantages.

Findings. Empirical studies have shown that social media tools used in e-business companies are: communication with users and customer service, user feedback and comments on social networks, the announcement of offers - discounts and promotions, organization of contests and games for user involvement, active sharing of content, creation of communities and promoting loyal users. It has been established that consumers rely more and more on the experience and recommendations of other consumers when choosing goods or services. User reviews and recommendations on social networks increase users' confidence and encourage them to purchase goods or services through e-business sites. For this reason, a business model that has emerged and is becoming increasingly popular is social commerce, which connects users of social networks with e-business sites.

Originality / Value / Practical implications. This article contributes to the evaluation of social networks and the inclusion of their elements in e-business processes. Companies can use the research results to better understand which social networks can be used to positively influence their processes.

Keywords: social networks; e-business; process.

JEL codes: M31; M15.

Agata Basińska-Zych. THE CULTURE OF HEALTH IN KNOWLEDGE-BASED ENTERPRISES IN POLAND – HOW TO IDENTIFY AND MEASURE IT?

WSB MERITO University in Poznań, Department of Finance and Banking, Poznań, Poland, agata.basinska-zych@wsb.poznan.pl, ORCID: orcid.org/0000-0001-7240-9516

Abstract

Research purpose. The research topic refers to the global trends of the knowledge-based economy, which an important part are enterprises, also known as smart or learning organizations (Denisa, 2008; Wiig, 1999; Quinn and College, 1992; Friedman et al., 1997; Pinchot and Pinchot, 1994). Their distinguishing features include: key capital in the form of knowledge workers, as well as a diverse and changing work environment, e.g. in distributed conditions, often in virtual, hybrid teams and on-site. The COVID-19 pandemic has highlighted the importance of employees needs in shaping health and wellbeing in enterpises. The main purpose of this research was to identify the health culture components. Moreover, the aim was to evaluate the suitability of scales for measuring health culture in the workplace for the specificity of knowledge-based enterprises in Poland.

Design / Methodology / Approach. The methodology of the research in the first steep was based on a systematic review of the literature in two areas: 1) research results devoted to the concept of the culture of health and its components, and 2) review and assessment of the usefulness of health culture measurement scales to the specificity of knowledge enterprises in Poland. As a result, 23 papers (1987-2021) from the SCOPUS and PUBMED database were used. In the second steep of research the quality approach using focused group interviews (FGI) with 18 experts was used (January-February 2023). The experts represented the 18 knowledge companies in Poland: 1) providing professional services (consulting in the field of IT services, IT outsourcing and offshoring, banking services, training and consulting in the field of corporate wellness services, e-commerce); 2) dealing with research and development (mainly research centers of pharmaceutical and biotechnology companies, high-tech companies, research institutes and universities). In total 430 minutes of recordings were collected, which resulted in 215 pages of transcripts.

Findings. The paper attempts to answer the question how to identify and measure the culture of health in workplace in knowledge based enterprises. As a result, elements of health culture were identified and characterized, such as: organizational support, social support, norms, values, organizational climate. Then, on the basis of a review of previous research and evaluation - the nine scales of workplace culture of health have been identified and compared. Scales that did not take into account: 1) the employee's individual perspective, 2) cultural factors, or 3) full validated data was not available, were excluded from further research. Finally, the Workplace culture of health scale (COH) by Kwon, March and Edington 2015 was selected as useful basis for health culture measurement in knowledge enterprises. Expert groups were used to collect experiences and examples in the field of: 1) promoting health behaviors in a stationary, hybrid and remote work environment, 2) creating elements of health culture in enterprises (components of health culture) in Poland. As a key result of the triangulation, the author created a tool for measuring the culture of health in knowledge enterprises - The Health Culture Scale in the Knowledge Enterprise (HCS).

Originality / Value / Practical implications. The research results provide new theoretical knowledge about the components of culture of health and how it can be delivered and measure in a hybrid, remote and stationary environment in knowledge enterprises. As a result, the author developed a research tool that has considerable implementation potential after validation and can be used to perceive the health culture from the employee's perspective. The tool can also be useful to identify 1) gaps between the resources offered and their availability, 2) to assess factors that can be used to improve the effectiveness of health promotion initiatives and 3) to diagnose the existing barriers of the working environment to improve employee health.

Keywords: culture of health; knowledge enterprises, knowledge employee, workplace health promotion program; health and wellbeing of employee; remote and hybrid work.

JEL codes: I310; M540

EMERGING TRENDS IN PEDAGOGY AND EDUCATION

Harsh Chauhan[1], Nataļja Verina[2], Žanna Černoštana[3]. **PERSONAL AND INSTITUTIONAL BARRIERS PERCEIVED BY STAFF OF LATVIAN HIGHER EDUCATIONAL INSTITUTIONS IN THE PROCESS OF DIGITAL TRANSFORMATION**

Abstract

[1] *EKA University of Applied Sciences, Riga, Latvia, harsh.chauhan@eka.edu.lv, ORCID: orcid.org/0009-0000-7030-0306*
[2] *EKA University of Applied Sciences, Riga, Latvia, natalija.verina@eka.edu.lv, ORCID: orcid.org/0000-0003-2106-8314*
[3] *Baltic International Academy, Riga, Latvia, ORCID: orcid.org/0000-0002-9366-1259*

Abstract

Research purpose. To evaluate personal and institutional barriers towards digital transformation perceived by different staff groups of Latvian higher educational institutions (HEIs).

Design / Methodology / Approach. Initially a comprehensive literature review has been conducted, followed by a survey, using the authors' developed research instrument (questionnaire). Academic and administrative staff members of Latvian HEIs participated in the survey. For the purpose of evaluation, data was processed by means of frequency analysis, ranking procedure and procedure of comparing independent samples.

Findings. Representatives of various Latvian universities took part in the survey; both academic staff (57.1%) and administrative staff (42.9%) were participated. As the most significant institutional barriers were recognized lack of financial resources/lack of investment to carry out digital transformation, lack of time (lack of human resource capacity or overloading with existing tasks), employees fail to understand the purpose of DT and employees resistance to changes. While from the personal barriers were highlighted lack of IT skills and knowledge, lack of the management and expert support, lack of time and lack of motivation.

Originality / Value / Practical implications. In Latvia, there is lack of researches that is studied the digital transformation process of institutions and the barriers that their met. As well, there have been no studies before dividing the digital transformation's barriers into institutional and personal ones. Higher educational institution managers developing their digital transformation strategies can use the results of the presented research.

Keywords: higher educational institution; digital transformation; barriers; employee resistance.

JEL codes: I23; M12; O30.

Piotr Urbanek. **HARD VS SOFT MANAGERIALISM: HOW TO REFORM UNIVERSITIES AND LET THEM REMAIN UNIVERSITIES**

Univeristy of Lodz, Lodz, Poland, piotr.urbanek@uni.lodz.pl, ORCID: orcid.org/0000-0002-4480-5375

Abstract

Research purpose. The transformation of academic institutions inspired by the ideas of New Public Management introduces a new paradigm of university governance. The essence of the new university model is the transfer of corporate authority structures and managerial practices to the academic institutional environment. Such an approach to university reform refers to "hard" managerialism. If universities accept the imposed new managerial rules of the game, they strengthen a system based on a logic that departs from traditional academic norms. However, universities can try to maintain their traditional institutions rooted in academic institutional logic, which requires an alternative approach falling within the "soft" managerialism concept. The paper shows that collegiality and managerialism do not have to be contradictory. These two seemingly conflicting ideas can co-exist in a "soft" version of managerialism, taking on a more humanised or neo-collegial form. This requires a redefinition of university governance structures while maintaining traditional academic norms and values.

Design / Methodology / Approach. The paper uses critical literature analysis as a research method.

Findings. The research question addressed in this study is how to redefine university governance structures while maintaining traditional academic norms and values. Referring to the neo-institutional research perspective, it can be stated that the success of university reforms depends on reaching a new institutional equilibrium. First, this means that, based on traditional academic and cultural values, informal institutions should not block new institutional solutions but strengthen the rules and patterns of behaviour imposed by formal norms, giving them academic credibility. Second, the network of new institutions introduced into the system should be characterised by institutional complementarity and coherence, meaning that they complement and strengthen each other.

Originality / Value / Practical implications. The contribution of this paper is twofold. First, I argue for the need to point out the significance of collegiality for efficient university governance, which should balance the management responsibility of academic leaders and the participation of academics in decision-making. Second, referring to the neo-institutional theoretical perspective, I suggest that combining these alternative approaches results in an institutional equilibrium. This means that informal institutions based on traditional academic values do not block new managerial practices and structures but strengthen patterns of behaviour imposed by formal norms, giving them an academic credibility certificate.

Keywords: university governance, managerialism, collegiality, institutions

JEL codes: D02; G30; I20; I21; I28

Kristīne Užule. ENTREPRENEURIAL COMPETENCES OF STUDENTS AS DRIVERS OF SUSTAINABLE CAREER DEVELOPMENT

EKA University of Applied Sciences, Rīga, Latvia, kristine.uzule@eka.edu.lv, ORCID: orcid.org/0000-0002-2633-6069

Abstract

Research purpose. Because entrepreneurial activities are among drivers of economic prosperity (Garcia-Gabrera et al., 2023), entrepreneurial competences need to be developed not only in entrepreneurship and business management programs, but across all university curricula. The aim of this research was to determine if entrepreneurial competences are promoted as drivers of students' sustainable career development irrespective of their specialization in scientific literature.

Design / Methodology / Approach. The research method used in this study was text analysis, focusing on the keyword in context (KWIC) analysis and the frequency of words. The analysis was run in the software AntConc. The research was based on the analysis of scientific papers, published in the databases Scopus and Web of Sciences since the beginning of the Covid-19 pandemic, in other words over the period of 2020 to 2023. The selection of papers was based on keywords, which included the concepts of entrepreneurship, competences, university curricula, university programs, sustainable career development. Overall, 67 papers from different journals were selected for the analysis.

Findings. Entrepreneurship education is hardly promoted through the prism of entrepreneurial competences. Instead, the concepts of entrepreneurial mindset, intention and behavior tend to be used. Instead of entrepreneurial competences, these are the entrepreneurial education, mindset and intention that are seen as drivers of career development but mostly in three areas of higher education training. The first and the largest area comprises programs pertaining to entrepreneurship, business management, economics and marketing. The two other areas comprise life sciences as well as engineering and technology. While the contribution of entrepreneurship education is sometimes explored in relation to medical education programs, it is hardly ever discussed within the humanities education frameworks.

Originality / Value / Practical implications. The first research outcome indicates that entrepreneurial competences are not seen as strong educational components capable of promotion of entrepreneurship education in contrast to the concepts of entrepreneurial mind and intention. However, entrepreneurial competences are practical skills that can be developed and assessed in contrast to entrepreneurial mindset, which is why they should be used as key indicators of promotion of entrepreneurship education. Another research outcome reveals gaps in entrepreneurship education. Specifically, despite rapidly changing labour markets, higher education tends to associate entrepreneurship with economics and business areas. In order to equip students of all disciplines with competences that will help them develop creative job-hunting strategies and secure uninterrupted flow of income,

higher education institutions need to incorporate entrepreneurship training into their curricula as transferrable skills.

Keywords: entrepreneurial competences; higher education; career.

JEL codes: A2; M5.

Aija Sannikova[1], Velga Vevere[2]. THE ROLE OF UNIVERSITIES IN THE INSTITUTIONAL SYSTEM OF SOCIAL ENTERPRISES IN LATVIA

[1]*EKA University of Applied Sciences, Riga, Latvia, aija.sannnikova@inbox.lv , ORCID: orcid.org/0000-0003-1364-4035*

[2]*EKA University of Applied Sciences, Riga, Latvia, velga.vevere@gmail.com, ORCID: orcid.org/0000-0001-9752-5353*

Abstract

Research purpose. Social enterprises in Latvia are a new socio-economic phenomenon that has experienced only the fifth year of development, therefore the institutional system of social enterprises in Latvia has been little studied, especially the role of universities in its framework.. The aim of the study is to analyse the role of universities in the development of the institutional system of social enterprises.

Design / Methodology / Approach. The study contains the study of theoretical literature, analysis of social enterprise activities and practice documents, analysis of research data on the opinions of social entrepreneurs on the role of universities in the development of social enterprises.

Findings. The study shows that universities are an important element of social infrastructure and the role of universities is manifested in at least two aspects: 1) universities as social partners are one of the creators of the institutional background of social entrepreneurship; 2) the role of universities is manifested in raising the competitiveness of social enterprises by creating the appropriate institutional infrastructure.

Originality / Value / Practical implications. The study showed that the institutional aspects and potential of social enterprises in the internal market are little studied. Although it is understandable that one of the missions of universities is to build human capital, however, taking into account the special mission and operating conditions of social enterprises in Latvia, currently the role of universities in the institutional framework of social enterprises is more theoretical than practical. Therefore, the authors, based on the conducted research, conclude that universities have the potential to become an important player of the social institutional system in at least two aspects: 1) respecting the innovative nature of social enterprises and the need for human resources competencies, to provide an offer within the framework of lifelong learning; 2) to participate in researching the operation of social enterprises and providing influence for the long-term development of business performance.

Keywords: social enterprises, institutional system of social enterprises, university offer.

JEL codes: L31, I25, I38

Ilze Krūmiņa[1], Inga Milēviča[2], Laura Šinka[3]. WHAT ARE THE EXPECTATIONS OF HIGHER EDUCATION OF GEN Z

[1] *Alberta College, Riga, Latvia, kruumina.ilze@gmail.com*

[2] *Alberta College, Riga, Latvia, inga.milevica@gmail.com, ORCID: orcid.org/0000-0002-4948-8655*

[3]*Alberta College, Riga, Latvia, laura.shinka@gmail.com*

Abstract

Research purpose. The Generation Z though being technology savvy and proactive on various online platforms, has some stereotypical views towards their possible career aspirations.” (Desai, Lele, 2017, 814 P.). The aim of the study is to determine the expectations of higher education for Gen Z in comparison with Millennials in Latvia

and identify the approaches of attracting them to study in Latvia.
Design/ Methodology / Approach. The analyses are performed using both - quantitative and qualitative research methods. Potential students and graduates were surveyed via quantitative questionnaire, while existing students participated in a focus group interviews. In total 200 respondents were surveyed and two in-depth focus group interviews were conducted.
Findings. Research findings showed that Generation Z's motivation to study at university is influenced by a wide range of factors. And proves [Soleh & Zainiyati, 2020] research, that students' motivation to continue their studies at college is also influenced by the social environment. Some of the most important factors include flexibility in learning options, including hybrid models, concerns about affordability and time required for studies as well as practical skills and knowledge useful for the actual job market. Process wise they value an immediate feedback, autonomy, and transparency. As per (Mohr, Mohr, 2017, 92 p.) we can admit instructors should review their major assignments to consider ways to increase their value and appeal to students.
Originality / Value / Practical implications. The results of study can be used for higher education instances to apply at attracting students for new study year as well as understanding the differences between Gen Z and Millennials (Gen Y) in relation to studies.

Keywords: GEN Z, higher education, Latvia

JEL codes: A20, I 20, J 10

EMERGING TRENDS IN LAW

Jolanta Dinsberga. PRACTICAL ASPECTS OF CHOOSING INTERACTIVE LEARNING METHODS AND DEVELOPING INTERACTIVE LEARNING TOOLS IN PREPARING QUALIFIED AND COMPETITIVE TOP LAWYERS

EKA University of Applied Sciences (EKA); Faculty of Law, Rīga Stradiņš University; College of Business Management, Albert College, Riga, Latvia, dinsbija@gmail.com, ORCID: orcid.org/0000-0003-3503-9151

Abstract

One of the tasks of any higher education institution is to prepare highly qualified specialists who are able to compete in the labor market. Several factors affect the implementation of the mentioned task, including organization of the study process aimed at the development of skills required in the labor market. Therefore, within the framework of the study process, it is necessary to provide an individualized and personalized approach; put an emphasis on developing students' competencies and skills; develop the integration of digital teaching aids and tools/interactive teaching methods and information technology in the study process, etc.

Research purpose. To describe the types of interactive learning methods, while demonstrating the practical aspects of their implementation and the results achieved by the methods used.

Design / Methodology / Approach. The research methods are as followed: theoretical analysis of literature and legal acts; survey; observation. The results were interpreted qualitatively using qualitative content analysis.

Findings. As a result of the research, the author cameomes to the conclusion that the use of various interactive teaching methods and their mutual interaction, as well as the teaching styles chosen by the lecturer, help law students gain more knowledge and understanding of the issues to be learned. Students' practical skills are developed.

Originality / Value / Practical implications. The originality of the research is manifested in the fact that the author reflects not only the theoretical aspects of interactive learning methods, but also provides an insight into the results achieved by applying interactive learning methods in practice, as well as shares her personal experience of choosing the most suitable interactive learning methods for learning the relevant topics and their development.

Keywords: innovations, digitization, interactive learning methods

JEL codes: I15, K12, K36

Marina Kamenecka-Usova[1], Ilona Lejniece[2], Karina Zalcmane[3]. LARGE SPORTS EVENTS: PROS AND CONS FOR HOSTING COUNTRY

[1]EKA University of Applied Sciences, Riga, Latvia, marina_k.usova@yahoo.com ORCID: orcid.org/0000-0001-6040-8874
[2]EKA University of Applied Sciences, Institute of Economics of the Latvian Academy of Sciences, Riga, Latvia, lejniece.ilona@gmail.com, ORCID: orcid.org/0000-0001-6402-5141
[3]EKA University of Applied Sciences, Riga, Latvia, karina.zalcmane@gmail.com ORCID: orcid.org/0000-0002-4827-3425

Abstract

Research purpose. To define pros and cons for hosting country from legal and economical point of view.

Design / Methodology / Approach. The methodological basis of the study consists of general scientific methods (monographic method, analytical method, historical method, comparative method, induction deduction) and methods of interpreting legal norms (grammatical, historical, teleological and systemic methods).

Findings. Large sports events (hereinafter – LSE) come in different shapes and sizes. They can be classified into three tiers: major events, mega-events and – for the largest of them – giga-events. Size is measured with four indicators: the number of visitors, the value of broadcasting rights, the total cost and the capital investment. The Summer Olympic Games and the football World Cup are almost always the largest sports events according to these indicators, followed by the European Football Championship, the Winter Olympic Games and regional games such as the Asian Games or the Commonwealth Games.

Organizing LSE is not only related to profitability and profit, but also to the economic development plans of a specific country and region, as well as the prestige of the country and region - popularity, positive contribution, achievements, the high evaluation, recognition and respect created by popularity. When organizing LSE, national and foreign residents are employed in the sports sector and related sectors, which generate additional revenues, including in the form of taxes, which are reflected in the budget of each country.

Even though, sport is a unique generator of positive values and an unparalleled unifying force capable of overcoming civilizational and cultural barriers, there are some huge challenges faced by the organiser of the LSE. If the level of organization is below the standards expected by athletes and the public, it can create a negative image of the country in the world. There are also external factors that can damage the image of LSE and how it will be remembered, namely its "legacy". It can be caused by a security breach as a result of an external threat: a terrorist attack or a criminal cyber-attack (and these are just two of the main risks).

Originality / Value / Practical implications. The study analyses: a) main terms and definitions of the LSE; b) the economic activity - the total amount of money spent on a specific sports event, as well as economic impact assessment - "new money" that is attracted thanks to a specific sports event; c) the safety and security issues faced by the organiser of LSE.

Keywords: Sports Law and criminology, Good governance, Economic benefits; Economic activity, Economic impact assessment.

JEL codes: G18; H20; K10; K20; K34; K19; K14

Anna Di Giandomenico. THE OVERLAP BETWEEN ITALIAN STATE LEGAL SYSTEM AND SPORTS LEGAL SYSTEM. THE 2023 JUVENTUS FC CASE

University of Teramo, Teramo, Italy, adigiandomenico@unite.it, ORCID: orcid.org/0000-0002-6075-6921

Abstract

Research purpose. The paper would like to deepen the legal issues caused by the overlap of competence between Italian state legal system and sports legal system. Legal critical issues that persist despite the division of juridical competence between the two legal orders made under Law 17 October 2003, n. 280

Design / Methodology / Approach. The analysis of such legal issues begins by outlining the distinctive features of sports legal systems and of the state legal order; then, there will be a brief resuming of law 280/2003 provisions; finally, the analysis of 2023 Juventus FC case will highlight some legal issues not solved by law 280/2003. The analysis is made from a legal theory point of view

Findings. The analysis of the last Juventus FC case reveals how the strict discipline put in place by the FIGC with regard to the economic management of clubs can generate a kind of regulatory short-circuit. On the one hand, in fact, there is a precise competence of the state to regulate economic issues; on the other hand, there is the claim by sports legal system to also regulate the economic management sphere, recognising how an incorrect management could alter the competitive balance and, therefore, constitute a genuine sports offence, or rather a sports fraud. Which of them prevails? The state legal system with its significantly slower jurisdictional times? Or sports legal systems, certainly faster, but lacking its own means of acquiring evidence?

Originality / Value / Practical implications. The paper analyses legal issues arising from the overlap of competence between Italian state legal order and sports legal system, with a special focus on sports corporate financial statements. The deepening of such legal issues could lead at suggesting amendments of state and sports rules, as well as at improving a coordination between the two legal orders, especially in those matters, governed by both legal systems

Keywords: sports legal order; state legal order; corporate statement regulation,

JEL codes: K19; K22.

Atis Bičkovskis. THE PROBLEMS RELATED TO COMBATING VALUE ADDED TAX FRAUD IN LATVIA IN CONNECTION WITH A MOBILE PHONES

EKA University of Applied Sciences, Riga, Latvia, atisbickovskis@inbox.lv

Abstract

Research purpose. The purpose of the paper is to study and analyse the case law of Latvia regarding the involvement of a taxpayer in fraudulent transactions with value added tax (hereinafter - VAT) in connection with a mobile phones. Has the tax administration, having detected fraud, correctly identified the preconditions specified in Section 43, Paragraph four of the Value Added Tax Law in order to be able to refuse to apply the zero percent VAT rate to the supply of goods within the territory of the European Union.

Design / Methodology / Approach. In accordance with Section 43, Paragraph four of the Value Added Tax Law the zero per cent tax rate shall be applied to supply of goods in the territory of the European Union, if both of the following conditions are conformed to: 1) the recipient of goods indicated in goods transport accompanying documents and tax invoice has presented a registration number of a taxable person of another Member State valid at the time of transaction; 2) goods are dispatched or transported from inland to destination in another Member State and it is attested by goods transport accompanying documents at the disposal of the supplier of goods.

If the delivery of the goods has not taken place in the European Union, then it is necessary to find out whether the applicant knew or should have known about such a situation, which ultimately prevents the application of the 0% value added tax rate to such a transaction (for example, Decision of the Senate dated 28 September 2018 in case No. SKA-74/2018, paragraph 6).

Thus, a VAT payer who has submitted documents for the shipment (transportation) of goods, confirming the export of goods to a destination in another Member State, has complied with the conditions that entitle them to apply the 0% VAT rate, unless it is established that the Latvian taxpayer knew (should have known) that the transaction involved violation or fraud in relation to the tax system.

Findings. Analysing Latvian court practice, the author has found that sometimes the courts did not agree with the arguments of the tax administration, since at the time of delivery of the goods, all business partners had a valid VAT registration number. Invoices accurately reflect information about the course of transactions. Delivery of the goods to the address specified by the buyer has been carried out by an international logistics company, and the receipt of the goods is confirmed by the goods delivery certificates. An air waybill has been issued for each shipment.

The court has found that the tax administration in the administrative deed relied mainly on the actions of third parties, which the applicant is not aware of, furthermore, they pointed out shortcomings in the preparation of the transaction documents, for example, the disputed invoices do not contain information about specific mobile phone IMEI codes, therefore the item specified in the invoices cannot be identified.

Originality / Value / Practical implications. The Court proceeds from Section 125, Part One, Clause 8 of the Value Added Tax Law, according to which the quantity and type of delivered goods must be indicated in the invoice. The law does not specify how exhaustively the type of product should be described. The VAT invoices presented in the case include the manufacturer, model, capacity and colour of mobile phone, as well as the quantity. Thus, the documents submitted by the applicant contain sufficiently detailed information about the goods, as a result of which the fact that IMEI codes of devices are not indicated in the invoices submitted by the applicant cannot be the basis for the conclusion that it is not possible to identify the goods.

The Value Added Tax Law does not state the mandatory indication of the IMEI code of a mobile phone in a tax invoice, however, the transaction must be traceable, as it is provided by Section 2 of the Law "On Accounting" and Section 125, Part four of the Value Added Tax Law.

As a product, mobile phones are very susceptible to VAT fraud, they are valuable, the product packaging is small, and they can be easily transported. Taking into account the information provided above, the author has analysed the judicial practice regarding the problems related to combating value added tax fraud in Latvia in connection with a mobile phones.

Keywords: value added tax (VAT); tax fraud; evidence; national courts; tax disputes; the zero percent VAT rate

JEL codes: H25; K23; K34

Gediminas Valantiejus. INFRIGEMENTS OF EU TRADE AND CUSTOMS LAW: ARE WE HEADING TOWARDS THE UNIFIED SYSTEM OF RESPONSIBILITY?

Law School of the Mykolas Romeris University, Vilnius, Lithuania, gvalantiejus@mruni.eu, ORCID: orcid.org/0000-0001-9292-5948

Abstract

Research purpose. During the implementation of the EU's common trade and customs policy in recent years, as well as the frequent application of international trade sanctions in the name of EU institutions (after 2022), the issue of applying unified responsibility system for infringements (all over different EU Member States) in this area remains extremely important. EU's Union Customs Code (UCC) and its Article 42 currently do not establish the specific types or amounts of sanctions (penalties) that can be applied for specific violations of customs and trade law, limiting regulation in this area to the general provision that each Member State establishes sanctions, applicable for non-compliance with customs law. Therefore, the article discusses long-lasting EU efforts on the harmonization of penalties for infringements of customs and trade law and their current practical result.

Design / Methodology / Approach. In January 2023, the EU Commission presented the report "On the assessment of customs infringements and penalties in Member States" (COM(2023) 5 final), which provides a summarized overview of the individual system of penalties for infringements of customs law in each EU Member State. This article presents the essential highlights of the Commission's report, describes the existing system of infringements of customs law in the EU and its specific features throughout the EU Member States, as well as its specific features in different states. At the same time, the article reviews the perspectives of unifying the system of application of legal responsibility for infringements of customs law and the initiatives currently which are being considered in this area.

Findings. Although the EU Customs Union has existed and EU's Common Commercial Policy was implemented for many decades, despite all the efforts of the EU institutions, the system of applying legal responsibility for violations of EU's trade and customs law in the EU Member States remains extremely different and it is still difficult to find common ground between the forms of liability applied in the different EU Member States due to their diversity. It is necessary to note that the EU's Commission report "On the assessment of customs infringements and penalties in Member States" (2023), does not propose (at least yet) any concrete methods or measures to unify the system of application of penalties for infringements of customs law.

Originality / Value / Practical implications. The article examines specific examples of the system of application of legal responsibility for infringements of EU's trade and customs law in various EU Member States, taking the Republic of Lithuania as a comparative example. It is necessary to note that in recent fundamental scientific literature in the area of EU trade and customs law (see e.g. Lyons, 2018), this particular topic of penalties and their application for infringements was not and is not examined and there are only few comparative studies on these issues. The results of the study can be used while improving the relevant legal regulations throughout the EU Member States.

Keywords: customs law; trade law; infringements; penalties; sanctions; EU

JEL codes: F13; K33

Stella Kaprāne. THE IMPACT OF TRADEMARK USE IN THE LIGHT OF COMPETITION LAW AND UNFAIR COMMERCIAL PRACTICES

University of Latvia, EKA University of Applied Sciences, Riga, Latvia, stella.kaprane@gmail.com

Abstract

Research purpose: The aim of the research is to look at the trademark protection and competition law collision, highlighting whether it is possible for potential distributors to ask the dominant large producers of goods in the relevant sector to enter into agreements on the distribution of goods, additionally asking to grant the use of the producers trademarks and other intellectual property affiliated with the goods, to facilitate the goods further distribution.

Design / Methodology / Approach: The following scientific research methods are going to be used in the article: analysis (analytical) method, comparative method, systemic method, as well as deduction and induction methods. The analysis will be used for the study of the trademark institute. The systemic method will be applied, looking at the institute of trademarks, protection of trademarks in the legal system of the Republic of Latvia in connection with competition law and unfair competition regulation. The comparative method will be applied by studying the different judgements conclusions in regards to trademark protection, while deduction and induction methods were used to draw conclusions based on the court practice and legal author conclusions on the topic.

Findings: Referring to the prohibition of abuse of a dominant position, as well as the prohibition of entering into agreements restricting competition, it is possible for potential distributors to ask the dominant large producers of goods in the relevant sector to enter into agreements on the distribution of goods, as well as the conclusion of agreements on the use of certain trademarks and licenses for their use in trade.

On the part of the goods manufacturer, it is possible to establish certain mandatory requirements for preserving the image of luxury goods, as well as, based on certain criteria intended for preserving the image of luxury goods, to choose and select appropriate distributors for the distribution of such goods, even if this would not seem to be permissible from the perspective of the regulation of competition law.

If the manufacturer has chosen to sell only a certain type of product and believes that he does not intend to sell goods or provide services in the near future in relation to specific classes of the Nice classification, it is nevertheless advisable to think carefully before granting the right to use his trademarks in relation to the products of another manufacturer owned by a third party or its services.

Originality / Value / Practical implications: The trademark protection and competition law collision is relevant in the legal services provision field, providing answers to corporate clients looking at the issues of the goods and services provision, versus the trademark protection, colliding the distributors and the trademark owners rights, as well as the unauthorised third party facilitated use of the trademarks in their commercial activity.

Keywords: trademarks; luxury goods trademarks; competition law; unfair commercial practices.

JEL codes: K20, K33

EMERGING TRENDS IN

ICT SOLUTIONS FOR ECONOMY, BUSINESS AND EDUCATION

Tomas Pečiulis[1], Edgars Cerkovskis[2], Stefano Mastrostefano[3]. BLOCKCHAIN AND CIRCULAR ECONOMY: A NEW ECONOMIC MODEL FOR ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY

[1] Vilnius Gediminas Technical University (VILNIUS TECH), Department of Economics Engineering, Faculty of Business Management, Vilnius, Lithuania, tomas.peciulis@vilniustech.lt
[2] EKA University of Applied Sciences, Riga, Latvia
[3] University of Cassino, Cassino, Italy, ORCID: orcid.org/0000-0003-4306-3485

Abstract

Research purpose. The interface between blockchain and circular economy has received limited interest from scholars; because of that, the goal of the current research is to investigate the mentioned relationship and to find out how the blockchain techniques could be used in order to create a possibility for private entities to switch from linear to the circular economy model.

Design / Methodology / Approach. The questionnaire based on experts' suggestions has been developed in order to investigate how private entities could implement blockchain in order to make them more circular. For processing the questionnaire, machine learning methods have been applied.

Findings. The methodology for creating the tools with machine learning techniques for the transition from linear to circular economy will be created.

Originality / Value / Practical implications. There is a limited number of pieces of research regarding the interface between blockchain and circular economy; hence the current study contributes to the scientific literature in that field by providing results for European countries. The received results will help the private companies create digital tools that would help transit to a circular economy from the linear one. Moreover, the findings will help governmental policy-makers develop appropriate legislation to create a strategy for implementing the circular economy model in most private companies.

Keywords: circular economy; blockchain, machine learning.

JEL codes: C13; Q01.

Jakub Michulek[1], Lubica Gajanova[2]. IS THE CONCEPT OF "INDUSTRY 4.0" STILL INTERESTING FOR SCIENTISTS DUE TO THE EMERGENCE OF "INDUSTRY 5.0"? BIBLIOMETRIC ANALYSIS

[1]University of Zilina, Faculty of operation and economics of transport and communication, Department of economics, Zilina, Slovak Republic, jakub.michulek@stud.uniza.sk, ORCID: orcid.org/0000-0002-5421-1888
[2]University of Zilina, Faculty of operation and economics of transport and communication, Department of economics, Zilina, Slovak Republic, lubica.gajanova@fpedas.uniza.sk, ORCID: orcid.org/0000-0001-9242-5898

Abstract

Research purpose. Through Industry 4.0, also referred to as the fourth industrial revolution, new technologies or traditional production resources have been transformed into intelligent objects enhanced by the possibility of identification, scanning and networking. In recent years, the concept of Industry 5.0 has already started to be talked about. But is Industry 4.0 an uninteresting or sufficiently researched topic for scientists? The main goal of the scientific article is to perform a bibliometric analysis of the Industry 4.0 issue. The goal was supported by seven research questions that reflect the publication trend in the years 2012–2022, the most publishing countries, the most used keywords, the forms of documents according to the Web of Science category, and authors and publishers.

Design / Methodology / Approach. The data was obtained from the renowned Web of Science database. The monitored period was 2012–2022. The year 2023 was excluded from the analysis, as the year 2023 is not finished. The total number of publications that were used in the bibliometric analysis was 20,151. VOSViewer and MS Excel were used for graphical data processing.

Findings. The oldest publication dedicated to Industry 4.0 in the Web of Science database dates back to 2012. 20,151 publications were published between 2012 and 2022. The most scientific articles were seen in 2021, namely 4326. In 2022, 3848 publications were published. Currently, only 293 scientific publications from the years 2016–2022 are dedicated to the term "Industry 5.0" in the Web of Science database. In addition, authors from Germany (2,450), Italy (2,318), China (1,515), and the USA (1,220) address the issue of Industry 4.0. Among the countries of the Vysegrad Group, Poland (859), the Czech Republic (859), Slovakia (539), and Hungary (282) are the most concerned with this problem. If the publications are divided into categories according to the Web of Science database, most of them are included in the categories Engineering Industrial, Engineering Manufacturing, Engineering Electrical Electronic, Computer Science Theory Methods, or Computer Science Information Systems. Publications on Industry 4.0 are mostly published by publishers such as IEEE, Elsevier, Springer, and MDPI. The authors who are most devoted to the mentioned issue are Popkova, Martinek, Rauch, Bogoviz, Silva, and Xu.

Originality / Value / Practical implications. The added value of the scientific article is the summarization of theoretical starting points from the field of Industry 4.0. Likewise, the article is original from the point of view of conducting a bibliometric analysis, focused on the development of the number of publications, the authors who are most devoted to the given topic, the most commonly used keywords, or countries that focus on Industry 4.0 issues the most. The originality of the article also lies in the mapping of the publications of the monitored issue for the entire previous year, 2022.

Keywords: Industry 4.0; Internet of Things; Artificial Intelligence; Bibliometric analysis.

JEL codes: O14; O33

Lubica Gajanova[1], Jakub Michulek[2]. DIGITAL MARKETING IN THE CONTEXT OF CONSUMER BEHAVIOUR IN THE ICT INDUSTRY – THE CASE STUDY OF THE SLOVAK REPUBLIC

[1]University of Zilina, Zilina, Slovakia, lubica.gajanova@uniza.sk, ORCID: orcid.org/0000-0001-9242-5898

[2]University of Zilina, Zilina, Slovakia, michulek4@stud.uniza.sk, ORCID: orcid.org/0000- 0003-2944-808X

Abstract

Research purpose. In Slovakia, a significant increase in spending on digital advertising was recorded in 2021. According to estimates, when compared to spending on other media types, online became the strongest advertising medium for the first time. Behind its growth is a significant increase in advertising on Slovak media, as well as multinational players. As part of the analysis of consumer behaviour in the context of digital marketing, we primarily focused on Slovak companies operating in the retail sector with IT and communication equipment - ICT specialized stores, because electronics are among the most frequently purchased online products by Slovak consumers.

Design / Methodology / Approach. In the study, an analysis of consumer behaviour in the context of digital marketing was carried out to detect how respondents perceive selected digital marketing tools, to determine their preferences, attitudes, and reactions within ICT industry. For the purposes of this study, the method of collecting data through a questionnaire was chosen. The questions in the questionnaire were concerned consumer behaviour before purchase and was focused on selected digital marketing tools. The survey was conducted in December 2022 by the CAWI method, on a representative sample of the Slovak population of 391 respondents. The statistical method single proportion by one tailed test as well was used to verify the research assumptions.

Findings. Based on the results of the analysis of consumer behaviour, recommendations were established with the intention of application in the practice of Slovak companies in the context of digital marketing in the ICT industry. The fact that almost half of the respondents use the Internet for more than two hours daily presents many

opportunities for businesses to appropriately address and engage potential customers through various digital marketing tools.

Originality / Value / Practical implications. The implementation of proposals should have a positive impact on companies in the ICT sector and their marketing activities. Their pursuance should bring benefits to businesses in the form of increased website traffic, acquisition of new customers, increased demand, profit, and satisfaction of customers.

Keywords: digital marketing; consumer behaviour; ICT industry, Slovakia

JEL codes: M30; L67

Saša Zupan Korže. ISSUES RELATED TO EXTENSIVE USE OF NEW TECHNOLOGIES IN TOURISM

Erudio, Center for higher Education, Ljubljana, Slovenia, sasa.zupan@vanadis.si

Abstract

Research purpose. Existing research on technology enablers in tourism emphasise many advantages that modern technology has brought to tourism industry. However, challenges related with ever increasing use of technology in hospitality are rarely exposed and analysed. This paper discusses certain social, legal and ethical issues of using new digital technologies in the emerging technological tourism ecosystem.

Design. Desktop research was used to collect the secondary data from existing literature. Critical discussion on chosen topic is presented by descriptive method.

Findings. New technologies are fast replacing traditional (high-personal touch) hospitality services with do-it-yourself, high-tech or people-to-machine services. Digitalisation, robotics, artificial intelligence, virtual and augmented reality, internet of things, blockchain etc. are bringing many advantages to the large cohort of tech savvy travellers. On the other hand, there are serious practical as well as ethical questions towards certain tourist segments lacking technological skills that hate to be transformed to techno humans, legal issues related to copyrights when ‘feeding’ machines with information, issues related to new competence requirements for workers in tourism that may cause unemployment and social changes in local communities, etc.

Originality / Value / Practical implications. The paper tries to raise awareness of tourism suppliers as well as public tourism institutions of certain often neglected points to be taken into consideration in advance when introducing new technologies to tourism services.

Keywords: tourism, new technologies, advantages, issues;

JEL codes: L83 Sports, Gambling, Restaurants, Tourism; O33 Technological Change: Choices and Consequences, Diffusion Processes

Sanita Meijere[1], Tatjana Tambovceva[2]. TRUSTWORTHINESS AND ETHICAL CONSIDERATIONS OF AI / ML BASED SOLUTIONS IMPLEMENTATIONS

[1]*Riga Technical University Riga Business School, Riga, Latvia, sanita.meijere@rbs.lv, ORCID: orcid.org/0009-0006-1397-5474*

[2]*Riga Technical University, Riga, Latvia, tatjana.tambovceva@rtu.lv, ORCID: orcid.org/0000-0002-9516-1530*

Abstract

Research purpose. The purpose of the research originated from the other research related to the management of

the Artificial Intelligence (AI) – Machine Learning (ML) based projects` implementation best practices globally and locally. During the initial research it was concluded that many of those implementations struggle due to number of peoples` concerns, especially – trustworthiness and ethical aspects of these solutions. The main purpose of this research is to find out the aspects that influences trustworthiness of the AI – ML based solutions; how to address ethical concerns in order to soften / eliminate those and propose a framework for the organizations how to internally prepare for the AI – ML based projects to have them be accepted, used and providing expected benefits.

Design / Methodology / Approach. The research methodology is based on several components – the first step is extensive Literature review covering key words as AI / ML projects, their implementation, user acceptance, safety, security, trust, trustworthiness, ethics, ethical aspects. Literature review is followed by the qualitative research method – interviews with field experts, other stakeholders, e.g., representatives of the organizations that have implemented or are being implementing AI / ML based solutions in their organizations. Open ended questions were used. 5 field experts were interviewed representing academics, industry, and practitioners, 3 were local and 2 – international experts. 2 of the organizations reside in European Union – Poland and Spain, financial sector, 1 organization – public sector in Latvia; 2 – commercial sector in Latvia, in total five organizations with various directions of their activities, each presented by five interviewees. Interviews were organized either face to face or remotely via remote video conferencing tools. Findings from the interviews combined with the findings from the Literature review were used for creation of the framework for the AI / ML solutions trustworthiness and ethical considerations.

Findings. Key findings used for the creation of the framework are related to the selection and onboarding of the right people; overall organization`s understanding of AI / ML, its perceived benefits for the specific organization vs. ethical aspects, understanding of components of the solution and system architecture plays a significant role in boosting the trustworthiness and limits ethical concerns, meaning number of internal communication and trainings must be conducted. Limitation (minimization) of personal data used in such systems is another precondition. Automated decision making that can affect an individual needs to be addressed and communicated especially carefully.

Originality / Value / Practical implications. The research originality comes from combining international experience and practices and local experience and practices. The value is ensured by proposing a practically usable framework for AI / ML based projects` implementation to eliminate potential users` / beneficiaries' trustworthiness and ethical concerns.

Keywords: Artificial Intelligence; Machine Learning; user acceptance; project implementation; trustworthiness.

JEL codes: O32; O33.

Larissa Turusheva. ICT COMPETENCY AS A PART OF STUDENTS' PROFESSIONAL COMPETENCE

EKA University of Applied Sciences, Riga, Latvia, larisa.turuseva@eka.edu.lv, ORCID: orcid.org/ 0000-0003-4134-7038

Abstract

Research purpose. To compare the level of ICT competency development and the use of different strategies of the first and the second year university students.

Design / Methodology / Approach. The methods of comparison, synthesis and analysis, as well as diagnostic method were used.

Findings. A competent professional grows up from a competent student. As future professionals, students acquire basic professional competencies during the study period. One of the main professional competence parts is learning competence, an ICT competency being an ingredient of which. The research shows that students prefer searching for information on the Internet rather than using library sources and their attendance of lectures/ seminars is better during their first year of studies. However, the first-year students use more time spent on computer for entertainment than the second-year students. The pandemic changed students' preferences on studying as well,

making online studies more attractive. Information Literacy Competency Standards For Higher Education published by the Association of College and Research Libraries have 3 levels. University first-year students are mainly on the first (beginning) phase of development of their professional competence, and some second-year students are on the proficient (second) phase. Unfortunately, advanced level of all or most categories of the ACRL standards cannot be achieved before the end of the university studies.

Originality / Value / Practical implications. The question of students' professional competence is discussed, which is a new approach to education. The results of the study can be used for further research and practical use in teaching/ learning at the university.

Keywords: professional competence; ICT competency; students; competence development

JEL codes: I23

Maksims Žigunovs[1], Patriks Morevs[2]. GENETIC ALGORITHMS AND CALCULATION OF GIVEN TRAJECTORY

[1]*EKA University of Applied Sciences, Riga, Latvia, maksims.zigunovs@inbox.lv*

[2]*EKA University of Applied Sciences, Riga, Latvia, pmorev@gmail.com*

Abstract

This scientific article describes a trajectory formula finding problem using trajectory image and the way to make such operation. Such method requires only the trajectory image and prediction of trajectory formula type (optional). A good example of trajectory formula type is parabola. Authors of the article use parabola formula type in this research, but other formulas can be used instead as well. The only restriction for changing the formula type is that formula type must have y(x) structure, that is "y" value depends on "x" (x(y) formula type can be used too).

Genetic algorithms are used for finding the trajectory formula. Genetic algorithms are algorithms, which are used at biological chromosome generation generating using chromosomes of previous generation and chromosome mutation.

Basically, every chromosome gene store possible values of arguments of trajectory formula. In the case of parabola type trajectory these arguments and gene values are A, B and C arguments of parabola formula, that is such a form: y = Ax2+Bx+C.

The most appropriate values of gene chromosome for trajectory formula are stored inside the chromosome, which has the highest survival probability value of the generation. The trajectory formula type is needed for evaluation of survival probability of chromosomes. All known formula types must be used in case there are no defined trajectory formula types prior to calculation.

Research purpose. To implement a solution for computing given trajectory line equation based on genetic algorithms calculations.

Design / Methodology / Approach. Regular genetic algorithm with applying it for parabola equation "understanding".

Findings. The solution works according to the methodology and it is found out that potentially this solution can operate with another equations as well.

Originality / Value / Practical implications. Once it is figured out the assumed equation used it is possible to manually select chromosome mutation level that differently effects the final computations and generation amount needed for such computations.

Keywords: genetic algorithms, trajectory, parabola, computation, math.

JEL codes: C00; C02.

EMERGING TRENDS IN

CULTURE STUDIES AND INTERNATIONAL CULTURE PROJECT MANAGEMENT / CREATIVE INDUSTRIES, ART AND DESIGN

Jeļena Budanceva[1], Ance Pērkone[2]. SPECIFICS OF INTERNAL COMMUNICATION IN INTERNATIONAL SPORT PROJECTS

[1]EKA University of Applied Sciences, Riga, Latvia, jelena.budanceva@eka.edu.lv, ORCID: orcid.org/0000-0002-5205-476X

[2]RISEBA, Riga, Latvia, anceperkone@inbox.lv

Abstract

Research purpose. The number of voluntary assistants recruited for international sports projects can be really small (for example, 20 volunteer assistants were recruited for the "EHF U-19 European Championship in Men's Handball") but can also reach 80,000, as was the case in the last Olympics in Tokyo. It is very rare when it is possible to gather the same volunteers in team – in every project there are new people, often from different countries, who have to communicate between representatives of different countries and show a high level of responsibility and accuracy. The purpose of this research is to study the specifics of internal communication in working with volunteer assistants in international sports projects in Latvia and find out how to improve the internal communication processes.

Design / Methodology / Approach. When using the document analysis method, the home pages of sports organisations were analyzed. In antiquation, 311 respondents who have acted as volunteer assistants in an international sports project were surveyed. The study conducted also 6 structured interviews with representatives of the Latvian sports industry.

Findings. From the results of the questionnaire, it was concluded that the volunteers emphasized the importance of feedback and how important it is for the project implementers to choose the most suitable volunteer assistant coordinator. Most of the volunteer projects have encountered many and various types of internal communication problems, which were often not addressed by the organizers. On the other hand, the representatives of the Latvian sports industry are aware of the importance of internal communication for working with volunteer assistants in the implementation of international projects, but at the same time admit that it is not practiced after the implementation of such projects. Based on the results of the research, a manual was also developed, which serves as an aid to the organizers of Latvian international sports events.

Originality / Value / Practical implications. This type of study, where the internal communication between volunteer assistants and organizers in international sports projects is analysed, has not been carried out so far, so everyone who is connected with the implementation of international sports projects and attracting volunteer assistants to them should familiarize themselves with this study. The results can be used by organizers of international sport events.

Keywords: international sports projects; internal communication; volunteer assistants

JEL codes: D83, L83, Z2

Zane Veidenberga. USE OF VARIOUS FEEDBACK COLLECTION METHODS FOR DEVELOPING GUIDELINES FOR NOVICE TRANSLATORS

EKA University of Applied Sciences, Riga, Latvia, zane.veidenberga@eka.edu.lv, ORCID: orcid.org/0000-0002-5262-0338

Abstract

Research purpose. Translator training encompasses acquisition of broad and diverse knowledge and development of multiple skills, including awareness of various available resources, solutions and tools, skills to critically assess and use them, as well as ability to make a decision during the process of translation, having assessed possibilities for solving a specific case of transferring a specific source text culture or language specific message or connotation into the other language. To achieve this, novice translators and their trainers need some succinct and practical guides. Within ongoing research on translation solutions used for transferring the implied values of one Latvian culture and language specific phenomena – the diminutive in literary translations, draft Guidelines for novice translators have been devised. The aim of this Paper is to illustrate how different feedback collection methods, namely, student translation experiments, Dialogue Think Aloud Protocols, post-translation questionnaires and translation expert questionnaires, can be combined and used for piloting and revising draft Guidelines for novice translators for transferring implied values of the Latvian source text diminutives into English.

Design / Methodology / Approach. Draft Guidelines were devised on the basis of literature review, qualitative comparative and contrastive analysis of published English translations of Latvian prose texts, and findings from a student translation experiment. Draft guidelines were piloted in a repeated student translation experiment, where they worked in pairs, recording their discussions in Think Aloud Dialogue Protocols, filled in a post-translation questionnaire form, commenting their translation process and draft Guidelines. Revised draft Guidelines were sent to several translation experts – translator trainers to elicit their opinions and comments with the help of a questionnaire. All data were coded and processed anonymously.

Findings. The obtained results show that some minor revisions as to wording or provided examples are required.

Originality / Value / Practical implications. Feedback from both groups of respondents confirm that such a compact guide is helpful for novice translators in the translation process as a reminder of the available array of translation solutions and language tools, and for their trainers – to encourage students to look for creative solutions in case the differences between Latvian and English cause difficulties to transfer connotations of Latvian diminutives into English.

Keywords: diminutive; Think Aloud Dialogue Protocol; post-translation questionnaire; expert questionnaire; translator training

JEL codes: D83

Dita Pfeifere. ACCESSIBILITY OF CULTURAL SERVICES FOR DIFFERENTT SOCIAL GROUPS IN MUNICIPALITIES CULTURAL CENTRES IN LATVIA

Alberta college, Riga, Latvia, Dita.Pfeifere@lka.edu.lv

Abstract

Research purpose. Ensuring access to culture has historically been and still is one of the priorities of Latvian cultural policy. Cultural centres act as interdisciplinary multifunctional cultural institutions that provide a wide variety of cultural services throughout Latvia, from smaller local municipalities to larger cities and partake in the realisation of national cultural policy priorities. Throughout Latvia, there are more than five hundred municipal cultural centres. The main objective of the study is to analyse the accessibility of culture services to different groups of society (children, youth, seniors, people with disabilities etc.) in municipal cultural centres in Latvia.

Design / Methodology / Approach. Research design is mixed methods research. The research strategy uses qualitative and quantitative data extraction and analysis methods that are characteristic of mixed methods research. The following qualitative research methods were used: comparative analysis of scientific literature, document analysis as well as secondary data analysis. The quantitative data were collected through an online questionnaire of municipal cultural centres.

Findings. The results of this research showed the level of accessibility of municipal cultural centres and that there are a number of access barriers, which make it difficult to promote access to cultural services for certain groups of society, in particular for people with disabilities. The results of the study include proposals from cultural centre representatives to overcome these accessibility barriers.

Originality / Value / Practical implications. The results of the research will be partly used for further research within the framework of Dita Pfeifere doctoral thesis and will be useful for researchers in other countries who conduct research in the field of cultural centres. The practical implication of the research is related to the improving access to cultural services in municipal cultural centres. The results of the study will be useful for the management of cultural centres, as well as for the development of national and municipal level cultural policy documents to improve the accessibility of culture for different groups of society in Latvia.

Keywords: access to culture, cultural centres, cultural policy.

JEL codes: Z1, M3.

Lina Marcinkevičiūtė[1], Jolanta Vilkevičiūtė[2]. COHERENCE OF LOCAL TOURISM AND CULTURAL ECOSYSTEM SERVICES IN LITHUANIA

[1] Vytautas Magnus University Agriculture Academy, Kaunas, Lithuania, lina.marcinkeviciute@vdu.lt, ORCID: orcid.org/0000-0002-1418-5662
[2]Vytautas Magnus University Agriculture Academy, Kaunas, Lithuania, jolanta.vilkeviciute@vdu.lt, ORCID: orcid.org/0000-003-2213-9348

Abstract

Research purpose. After analysing the legal regulation of local tourism and ecosystem services in Lithuania, proposed local tourism routes for visits in the Lithuania, to provide scientific insights related to local tourism opportunities and trends as ecosystem services in Lithuania.

The development of local tourism and the cultural services provided by ecosystems are directly related. Being in nature, visiting famous local natural and cultural objects, allows us to know more better our country and improve our physical, mental and emotional health.

Design / Methodology / Approach. Analysis and synthesis of Lithuanian and foreign authors scientific literature, legal acts, systematization of data.

Findings. The programmes and strategic documents of the EU and Lithuania related to the ecosystem services and tourism were analyzed. Since 1 January 2019 the management of activity of tourism services suppliers (licenses issue matters for tour operators, guides; accommodation services) is subject to the State Consumer Rights Protection Authority. Public agency "Lithuania Travel" is responsible for national tourism marketing. In the Republic of Lithuania tourism services are regulated by several main legal acts which are the following: Lithuanian tourism development guidelines (2022); also in 2020 On September 9, the Government approved the 2021-2030 The National Progress Plan; Civil Code of the Republic of Lithuania (2000); Law on Tourism of the Republic of Lithuania (2018); Law on Consumer Protection of the Republic of Lithuania (2007) and sub statutory legal acts. The research was carried out in two directions - by analyzing the legal regulation of ecosystems services and local tourism, and routes offered by Lithuanian local tour operators and tourist information centers.

Originality / Value / Practical implications. According findings of the research, in the future expected to contribute to the identification of opportunities to enhance dialogue and collaboration among scientists, decision-makers, and practitioners, through science-policy interfaces.

Keywords: ecosystems, ecosystem services, local tourism, legal regulation

JEL codes: K10; O13

Agnieszka Powierska. THE IMAGES OF THE DIGITAL LIFE OF THE YOUNG PEOPLE

State Academy of Applied Sciences in Włocławek, Poland, e-mail: agnieszka.powierska@pans.wloclawek.pl,

ORCID: orcid.org/0000-0003-3879-9033

Abstract

Research purpose. What cultural images of the digital life of the young people do we have in our repertoires now – in the eve of the awaited but also feared metaverse revolution announced as the beginning of the new version of the Internet? We live in times of a faster and faster separation of the generations as well as of a more strongly observed mental struggles of the teenagers. The value of the digital life of the young people should definitely concern us. For several years it have concerned filmmakers – the topic have become more popular (but at the same time the apparent lack of it in many images of the nowadays youth intrigues). In my paper, I would like to analyse the ways of presenting the digital life of the teenagers and young adults in selected feature films and documentaries about young characters. What are the viewers of those films warned against and what is affirmed by the images? I am interested in a wide range of films – from mainstream blockbusters (Ralph Breaks the Internet [USA 2018], Ready Player One [USA 2018]) to much less known documentaries (Girl Gang [Swiss 2022], We Met in Virtual Reality [Great Britain 2022]) which are not educational in the strict sense. Despite this (and considering my previous experience in film and media education) I would like to verify their educational potential in terms of 'media education 3.0' concept.

Design / Methodology / Approach. To achieve the research purpose I will apply tools of film (elements of neoformalist analysis) and media (content analysis related to 'media education 3.0' concept and 'dark pattern' category) studies. I will also confront my observations with the key conclusions from studies on the digital life of teenagers.

Findings. The virtual world and virtual reality seem to be fascinating but sneaky. As in many teenage and children movies, the threats must be overcome by the young people themselves. The adults are absent or powerless. The films characters often find the danger in their own choices and need to face their own weakness. Is thar a fair representation of the cyber threats?

Originality / Value / Practical implications. My aim is to identify the underrepresented aspect of the digital life of the young people and deliver recommendations about educational use for working the youth, their parents and teachers.
Keywords: internet; film; media education, virtual reality

JEL codes: I29, O39

Anna Adamus-Matuszyńska[1], Piotr Dzik[2]. THE CITY AS A BRAND: THEORY VERSUS PRACTICE

[1]University of Economics, Katowice, Poland, adamus@ue.katowice.pl,
ORCID ID: orcid.org/0000-0003-3234-4599
[2]Academy of Fine Arts, Katowice, Poland, piotr.dzik@asp.katowice.pl,
ORCID ID: orcid.org/0000-0003-4154-4955

Abstract

Research purpose. The purpose of the research project was to assess the status of place branding as a scientific discipline and to check whether this concept has been concretised during exploration and articulation. An additional objective was to check the theoretical status of place brands.

Design / Methodology / Approach. The study used an approach based on the analysis of 'place brand' models developed in the literature since models are central in the scientific procedure. Then, these models were confronted with the empirical observations of the authors using the Flexible Pattern Matching (FPM) method.

Findings. A consulting and practical approach is noticeable, especially in the ever-new 'process models' (how to create and manage 'place brand'), moreover these models are scientifically worthless and practically useless. Descriptive models (what a 'place/territorial brand' is) expose no signs of concretisation. There is undoubtedly a phenomenon of 'forcing' of empirical data.

Originality / Value / Practical implications. Based on the analyses done, it can be concluded that none of the examined models meets the requirements of lawlike generalisations. In the practise of place branding, carried out by territorial units, the only common element is usage of the name and logo of the place. It can also be argued that the basic concept of 'place brand' is poorly defined. The research method used (FTM) has not been applied in the analysis of place brands so far, however the examination done in this article proves its usefulness.

Keywords: place branding model; place marketing; place brand; territorial brand; flexible pattern matching

JEL codes: B40, M30, H70, Z18

Vivita Leismane[1], Oksana Lentjušenkova[2] . PRACTICE OF ORGANIZING INTERNATIONAL EVENTS

[1] EKA University of Applied Sciences, Riga, Latvia, leismanevivita@gmail.com
[2] EKA University of Applied Sciences, Riga,, Latvia, oksana@augstskola.lv,
*ORCID: orcid.org/*0000-0002-6494-1534

Abstract

Research purpose. Explore the practices of organizing international events.

Today, high-quality international events have a greater, more important meaning - the Ministry of Culture of Latvia purposefully plans and works only on the most important events to build the country's image (Ministry of Culture, 2020). The Ministry of Culture of Latvia has entrusted LIAA with the year 2021 to develop export measures (Ministry of Culture, 2021, LIAA 2021). The demand for international events is growing, so it is important for Latvian event organizers to understand the essence of international events through the practices of other organizers. During the last 3 years, under the influence of the COVID pandemic, the events industry experienced a complete stop and a return to a new quality with events of a different format - hybrid events in person / out of a person (Ministry of Culture, 2021). This factor also opens up the possibility of organizing international events with the help of technology.

Design / Methodology / Approach. Questionnaire (event visitors), expert interviews (5 experts from different fields), document analysis (scientific articles), information in the media (audio and video recordings, advertising materials, photos).

Findings. The organization of events in an international environment has not been widely studied in Latvia, so the practice of organizing international events will be explored within the framework of the article.

Originality / Value / Practical implications. The results of the research will be useful for event organizers who want to organize events in an international environment.

Keywords: event; international events; organization of events; event organizer; Latvia.

JEL codes: M16

Imants Ļaviņš[1], Dace Ļaviņa[2]. THE VISUAL CULTURE OF LATVIAN COMMERCIAL EXHIBITIONS IN THE INTERWAR PERIOD (1921–1940)

[1]EKA University of Applied Sciences, Riga, Latvia, imants.lavins@gmail.com, ORCID: orcid.org/0000-0003-0933-9820

[2] Art Academy of Latvia, Riga, Latvia, dace.lavina@gmail.com

Abstract

Research purpose. The great London exhibition of 1851 with its Crystal Palace, gave a new impetus to the fair traditions established in Europe. In traditional fairs, producers and artisans arrived to sell and demonstrate their essential manufacturing fields or products. The industrial revolution had changed the existing order,and the manufacturers needed a much wider trade market where industrial trade shows gained high impotance. Trade shows grew more popular - they evolved to meet the changing needs of businesses and consumers. The success of the Crystal Palace show was followed by a large number of World Fairs in the United States and France. Smaller-scale exhibitions were also held in other regions, including Eastern Europe. Trade shows provided a valuable opportunity for businesses to connect with their customers and gather feedback on their products and services. In the 20th century, specialized companies were established to manage the exhibition industry, and permanent exhibition centers were established as venues with a well-known exhibition calendar. Latvia was not an exception in this area. Already during the Russian Empire, this kind of comercial industrial exhibitions of international scale were held in Riga - one of the largest trade and industrial centers of the empire. After the establishment of the Republic of Latvia, the government pursued this tradition also during the interwar period concentrating on the organisation of Riga International Industrial Exhibitions. At that time various state supported industrial and agricultural exhibitions were regularly organized and promoted.

Approach. For the most part, the exhibition area was occupied by various companies whose products or services were disparate, and there was no definite thematic division. Despite the fact that the exhibitions were not built and based on a common idea and concept, they provide researchers with a complete picture of consumer tastes and priorities, aesthetic ideas of interior design, graphic design, and the style of communication. As a result of technical progress, drawings, tables, diagrams, as well as photographs were widely used in the installed exhibition stands. Advertising and sales posters were also widely represented. Advertising and competition forced the participants of these exhibitions to use their creativity to the maximum.

Findings. Until now, the subject of local thematic and industrial commercial exhibitions has not attracted the interest of researchers. The major interest and research was focused on the participation of the Republic of Latvia in the international art and industrial exhibitions in Paris, Brussels, Berlin and elsewhere The representation of the paper will contain previously unpublished visual material from archives and private collections.

Keywords: Industrial exhibitions, exhibition stands, advertising, informative design

JEL codes: Z1, O20, O30

Andrei Rodionov. FUNDRISING OPPORTUNITIES FOR LATVIAN COMMERCIAL INTERNATIONAL CULTURAL PROJECTS DEPENDING ON THEIR INITIAL PARAMETERS

EKA University of Applied Sciences, Riga, Latvia, Andrejs@parit.lv, ORCID: orcid.org/0009-0000-1817-5704

Abstract

Research purpose. Before COVID-19 a regular Latvian household member spent for culture and leisure 34.32 EUR or 8.1% all the monthly spendings.
This article examines the differences in funding opportunities for various international cultural commercial projects in Latvia, depending on their background in the past. Differences in the background form differences in the availability of funding of different types and different amounts and, as a result, form differences in approaches to finding such funding.
Commercial cultural projects are an important part of the Latvian economy. Before the COVID-19 pandemic, one household member in Latvia accounted for 34.32 euros, or 8.1% of cultural and recreational spending.
The article considers three groups of cultural projects: cultural projects with a zero or initial background, cultural projects with an average background, and cultural projects with a significant background.
There are significant differences in attracting funding to cultural projects with a large, medium and small background. Based on the differences, differences are developed in the methods and ways of attracting funding.
Projects with an initial background can seek funding through fundraising projects, as well as in collaboration with sponsors whose interest in sponsorship leads to direct sales and increase their profits.

Projects with an average background can actively attract funding from venture investors, as well as sponsors who are interested not only in direct sales, but also in increasing the awareness or reputation of their product.
Projects with a large background can actively attract funding from large venture investors and funds, as well as large sponsors who are primarily interested in the recognition and reputation of the promoted product.
Through in-depth interviews and analysis of documents related to successful fundraising for international commercial cultural projects, differences in the ways and methods of fundraising for international commercial cultural projects are identified.
The obtained results of the study allow international commercial cultural projects in Latvia to better choose the method and way of attracting funding for the implementation of projects, based on the background of the entity organizing the project. Results help international commercial cultural projects managers to update their uproaches. The scientific novelty and value of the study is determined by the identification of the most rational way to find a way to attract funding to a commercial cultural project and a possibility of more productive fundrising in an international commercial cultural project field so far.

Design / Methodology / Approach. Methodology methods: deep interviews, documents analyse, secondary analyse; describing statistics, transcriptions, analyse of correlation.

Findings. Defined the difference of fundrising approaches for small background, medium background and big background international cultural projects.

Originality / Value / Practical implications. Helps to define the most productive way of fundrising for projects with a big background, medium background or a small background.

Keywords: fundrising, culture, project management

JEL codes: G15; G30

Darja Semjonova[1], Velga Vēvere[2]. ROLE OF FESTIVALS IN CITY BRAND PROMOTION

[1] *EKA University of Applied Sciences, Riga, Latvia, darjasemjonova@inbox.lv*
[2] *EKA University of Applied Sciences, Riga, Latvia, velga.vevere@gmail.com, ORCID: orcid.org/0000-0001-9752-5353*

Abstract

Research purpose. Cities have always been centers of celebrations and festivals, gathering masses of people who temporarily escape from the daily routine. The influence of festivals is very broad, they affect not only people and society in general, they also directly affect the image of the city and its popularity. Festivals are massive events and sometimes the only big event in smaller towns, their purpose is often deeper than business and profit, but marketing and branding/promotion of the place. It is the promotion of the image that allows the city to compete not only at the national level, but also internationally, in order to attract tourists, investors, new events - the more invested in the development of the city and improving the image, the more attractive the city will remain. It is festivals that play an important role here, as they are considered essential elements in improving and popularizing the city's image. In the 21st century, festivals are increasingly considered as one of the most successful means to improve city marketing, positively influence the image and increase the attractiveness of the city in the eyes of both tourists and residents. Festivals undoubtedly have an impact on the society and community where they take place, as they provide social and cultural activities for local residents and also visitors and enhance the image of the local community. This is shown by the data of the Edinburgh International Festival, who conducted a study on the Edinburgh Festival and 82% of 607 respondents the festival is the only reason to go to Edinburgh, Scotland and 15.9% of the respondents it is the only motivator to stay in Edinburgh, Scotland and some years later l1, 94% of respondents answered that the festival is one of the events that make Edinburgh city its unique. That why aim of this research is develop guidelines for using festivals in cities to promote the image.

Design / Methodology / Approach. Document analysis, which is a method of data collection and analysis and questionnaire that is research method in which a questionnaire with well- defined questions is used as a research tool to which the respondent answers independently without the help of an interviewer.

Findings. The results of the research will be presented at the conference.

Originality / Value / Practical implications. An original questionnaire was developed for the research and the results of which will be used to develop guidelines for using festivals to promote the brand of the city.

Keywords: festivals; city promotion; influence of festivals.

JEL codes: M31, R11

Elīna Grantiņa[1], Jeļena Budanceva[2]. INCORPORATING ART INTO COMPANY ACTIVITIES – GOOD PRACTICE BY ZOO

[1]*EKA University of Applied Sciences, Rīga, Latvija, elina.grantina@gmail.com*
[2]*EKA University of Applied Sciences, Rīga, Latvija, jelena.budanceva@eka.edu.lv, ORCID: orcid.org/0000-0002-5205-476X*

Abstract

Research purpose. In today's business world and for more than a hundred years, art events are used to develop a brand, promote awareness and increase the number of customers and art is a useful tool for a company promoting and advertising its products. As some authors mentioned, arts can enhance the company's image: in marketing and selling, art can brand a company's culture and products; arts can also act as a social connector in the workplace and beyond and in marketing art can brand a company's culture and products, it helps to further community relations. (Anderson V., 2017). Not only companies can use art events to attract customers and diversify target audiences - but also institutions such as zoos. Attracting visitors through art events is especially important for those zoos that cannot afford rare animal species or special spaces and landscapes. Nowadays most cultural activities in zoo are done under the educational programs - educational activities provided by zoos not only concern animals, biodiversity and environment, but may have cross-academic roots, like arts, geography, theatre, engineering and technology, physical and mental health, even math (Zareva-Simeonova K. a.o., 2009.) The developing of social media give to the zoos an excellent opportunity to make these activities visible and allow to incorporate art, music, crafts, games and storytelling into the zoo experience. Videos, artistic content and online read-alongs can draw kids and their families into the zoo community long before stepping foot into the zoo. (Softplay, 2022). The most active in attracting visitors with art and culture activities are USA zoo, from the usual placement of art objects in the zoo territory and celebration of various holidays to master classes with professional artists who teach visitors to draw animals and art residencies. The goal of this research is to identify global best practice examples of zoos using art events that attract more local visitors and tourists and make a classification of art events in zoos.

Design / Methodology / Approach. When using the document analysis method, the home pages of different zoos around the world were analysed. In antiquation, partly structured*interviews with zoo representatives and artists were made.

Findings. The results of the research will be presented at the conference.

Originality / Value / Practical implications. The research summarizes the experiences of different zoos in organizing art events and creates a typology of art events that can be used by representatives of different zoos when planning additional activities.

Keywords: art events; zoo; marketing instruments

JEL codes: Z11

TURBULANCES AND CHANGES IN SOCIAL AND ECONOMIC PHENOMENA IN EUROPE - APPLICATION OF STATISTICAL METHODS

Elżbieta Roszko-Wójtowicz[1], Maria M. Grzelak[2], Barbara Borsiak-Dańska[3]. **IN SEARCH OF KEY DETERMINANTS OF INNOVATIVENESS IN THE REGIONS OF THE VISEGRAD GROUP COUNTRIES**

[1]Department of Economic and Social Statistics, University of Lodz, Lodz, Poland, elzbieta.roszko@uni.lodz.pl, ORCID: orcid.org/0000-0001-9337-7218
[2]Department of Economic and Social Statistics, University of Lodz, Lodz, Poland, maria.grzelak@uni.lodz.pl ORCID: orcid.org/0000-0003-4353-9893
[3]Department of Department of Spatial Econometrics, University of Lodz, Lodz, Poland, maria.grzelak@uni.lodz.pl ORCID: orcid.org/0000- 0002-3264-3954

Abstract

Research purpose. Discussions on the state of the economy in times of crisis focus not only on maintaining or improving innovativeness, but also on the emergence of new dimensions of this phenomenon and changing the significance of individual determinants of innovativeness. Innovativeness is a complex, multidimensional and difficult to measure phenomenon, which implies the need to select various indicators and methods for its assessment. Synthetic measures of innovativeness are widely used in comparative analyses, in particular presenting results in international or interregional cross-sections. The degree of innovativeness should also be assessed at different levels of economic aggregation. The lower the level of aggregation, the easier it becomes to capture the specific determinants of the increase in innovativeness of a given area.

Design / Methodology / Approach. The main aim of the paper is to attempt to measure the relationship between expenditures and results of innovative activities for NUTS-2 regions of the Visegrad Group countries. Three variables were adopted to describe the effects of innovative activity: PCT patent applications per billion GDP (in PPS), trademark applications per billion GDP (in PPS) and public-private co-publications per million of population.

Findings. The study covered 37 NUTS-2 regions of the Visegrad Group countries in the years 2014-2021. From the point of view of the purpose of the paper and the need to search for the relationship between expenditures on innovative activity and the results of this activity, it is worth emphasizing that the use of static and dynamic econometric models proved to be a substantively correct solution leading to the formulation of clear conclusions.

Originality / Value / Practical implications. The conducted research confirmed that business R&D expenditure on GDP has a positive effect on inventions expressed by patents and trademarks, especially in the long run. In addition, the literature review and empirical analyses indicate that the main determinants of innovativeness (both before and during the pandemic) are the expenditures of economic entities on R&D, competences expressed by the level of education or participation in tertiary education, as well as the number of ICT specialists and the percentage of people employed in science and technology. Despite the deterioration of many macroeconomic indicators in the countries of the Visegrad Group, the expenditures of the business sector on R&D in most regions did not decrease between 2019 and 2021. The added value of the paper is the presented research procedure, which can be used in analyses of innovativeness also for other groups of regions.

Keywords: determinants of innovativeness; R&D expenditure; patent applications; trademark applications; NUTS-2 regions of the Visegrad Group countries

JEL codes: O31; O32; R11

Elżbieta Roszko-Wójtowicz[1], Maria M. Grzelak[2]. **CONTEMPORARY CHALLENGES FACING THE DEVELOPMENT OF THE TOURISM SECTOR IN POLAND**

[1]Department of Economic and Social Statistics, University of Lodz, Lodz, Poland, elzbieta.roszko@uni.lodz.pl, ORCID: orcid.org/0000-0001-9337-7218
[2]Department of Economic and Social Statistics, University of Lodz, Lodz, Poland, maria.grzelak@uni.lodz.pl ORCID: orcid.org/0000-0003-4353-9893

Abstract

Research purpose. The situation of the tourism market in Poland against the background of general European tendencies is not quite that pessimistic. It is worth noting, however, that the influx of foreign tourists to Poland is not as intense as to many other regions of Europe. The share of tourism in GDP (%) and the number of people employed in tourism in relation to the number of people employed in total do not seem to indicate a drastic collapse of the tourism market in Poland. This is definitely due to the impact of the government programme – the so-called tourist voucher – which favoured Poles' domestic tourist trips. Thus, the share of government spending on the tourism sector increased significantly in relation to previous years. The subsidies offered under the aid/anti-crisis shield were also directly used by entrepreneurs conducting business activity within the tourism sector. The purpose of the article is to assess the current situation of the tourism sector in Poland and to determine the possibilities of its further development in the context of current threats.

Design / Methodology / Approach. In the presented study, the source of data for the assessment of the diversity of the tourist market in Poland, made using indices for the development of the tourist function, is information contained in the CSO study entitled 'The number of foreign tourists accommodated in establishments with 10 and more beds in 2020' and its earlier editions. Data for assessing the focus of the tourism market on tourists from the EU countries in relation to the total number of tourists coming to Poland from abroad were derived from another CSO study called 'Foreigners visiting Poland by country of permanent residence and their spending in 2020' and its previous editions.

Findings. Based on the value of individual indices of the development of the tourist function, the impact that the pandemic has had on the tourism sector in Poland is clearly visible. Statements about the unused tourist potential of the country and its individual voivodeships, valid only recently, are now being replaced by a question about the uncertain future of the tourism industry.

Originality / Value / Practical implications. There is no doubt that the situation of the tourism sector is very unstable. In 2020, 462.7 million people, who used 1.4 billion overnight stays, stayed in tourist accommodation establishments located in 27 countries of the European Union. Compared to 2019, both the number of tourists and the number of overnight stays decreased by 54.0% and 50.9%, respectively. The ongoing monitoring of changes in the values of the tourism function development indices can actually contribute to the development of adequate measures to minimise the effects of the pandemic on the economy and society, including the tourism industry

Keywords: Tourism Sector; Tourism Function Development Indices; Schneider Index; Level of Tourist Infrastructure; Intensity of Tourist Traffic; Analysis of Time Series

JEL codes: L83; C43

Klaudia Przybysz [1], Agnieszka Stanimir[2]. SUSTAINABLE DEVELOPMENT GOALS IN TOURISM - PERCEPTION AND IMPLEMENTATION OF ASSUMPTIONS BY SENIORS

[1] Wroclaw University of Economics and Business, Wrocław, Poland, klaudia.przybysz@ue.wroc.pl, ORCID: orcid.org/0000-0001-7036-7439

[2] Wroclaw University of Economics and Business, Wrocław, Poland, agnieszka.stanimir@ue.wroc.pl, ORCID: orcid.org/0000-0002-9206-9210

Abstract

Research purpose. In 2015, 195 countries signed The Sustainable Development Goals (SDGs) 2030 Agenda. Implementing the seventeen goals set in it is to lead to change the world for the better and improve the lives of the people in their country by the year 2030. In our study, we focused on SDG-compliant tourism. We were particularly interested in the issues related to SDG awareness and paying attention to the implementation of SDG by senior tourists.

Design / Methodology / Approach. We used part of the Flash Eurobarometer 499 study on tourism, which was conducted in 2021. The advantage of the Eurobarometer database is the correct selection of a representative sample and the possibility of using post-stratification weights. In the study participated 4,842 people form EU countries aged 65 and over. Correspondence analysis (CA) and multiple correspondence analysis (MCA) were used in the study. During the analyses, we used the multiway contingency table, a Burt matrix, adjustment of inertia and Ward's hierarchical clustering for better presentation in high dimensional space.

Findings. The majority of the respondents travelled. In Bulgaria, Finland, Hungary, Luxembourg, Sweden, Slovenia, and Slovakia, seniors most often indicated that they travelled several times a year, and in other countries that, once or twice a year. During the conducted analyses, we could distinguish groups of tourists (considering the demographic and regional division) who pursue many, several, one or no sustainable goals during their travels. We have defined groups of seniors who pay attention to aspects of sustainable tourism when planning their trips (mainly from Germany and Sweden).

Originality / Value / Practical implications. The study concerns a group of tourists that is not often surveyed. Indicating the differences in tourism needs and readiness to apply sustainable solutions is essential for educational activities. In the database used, it was important to present these sustainable goals in an understandable form because only then is it possible to recognize whether they are being implemented or not.

Keywords: seniors' tourists, sustainable goals; sustainable tourism, correspondence analysis

JEL codes: C38, Q01, Q56, Z32

Aleksandra Pleśniarska*.* THE EUROPEAN GROWTH MODEL – NEW DIRECTIONS AND CHALLENGES

Cracow University of Economics, Cracow, Poland, plesniaa@uek.krakow.pl, ORCID: orcid.org/0000-0003-3257-8416

Abstract

Research purpose. The European economy is undergoing a transformation, which takes place in a context of great uncertainty about the global outlook and safety. The aim of the presentation is to present the most important directions of socio-economic development with particular attention to the issue of digital transformation in the European Union.

Design / Methodology / Approach. The adopted research method includes a literature survey, a study of law regulations and strategic documents of the European Union and their critical analysis. The main axis of empirical investigation is a comparative analysis of selected indicators.

Findings. The results of the comparative analysis confirm the diversity between Member States of the EU, which poses challenges to achieving the intended objectives of the new European growth model.

Originality / Value / Practical implications. The presentation systematizes knowledge of initiatives of the European Union for the European growth model and supplements it with a comparative analysis in the field of statistical data, which allows for a better understanding of the state and the prospects of implementing that concept.

Keywords: European Union, European growth model, digital transformation

JEL codes: O2, O4

Katarzyna Boczkowska. APPLICATION OF STATISTICAL METHODS IN HEALTH AND SAFETY RESEARCH

Lodz University of Technology, Poland, katarzyna.boczkowska@p.lodz.pl, ORCID: orcid.org/0000-0001-8555-7817

Abstract

Research purpose. Despite a dynamically growing exploration of a broadly understood employee participation, there is space left for deepened or new analyses to this end, and the occupational health and safety (OHS) serves as a good example here. In empirical studies, employee participation in the field of occupational health and safety is not treated as a separate element of ensuring safety in the organization, but only as a factor necessary in building a safety culture. Conceptualization and clarify the ac-tive employee participation in the area of health and safety (taking into account scope and depth) and develop scale on which to measure it. A comparative analysis of the level of active participation of OSH in medical facilities and other sectors of the economy was also performed.

Design / Methodology / Approach. The conceptual and theoretical model for employee participation in OHS is tested on a sample of 289 respondents. The research was conducted using the PAPI (Paper & Pen Personal Interview) method. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) was used. The developed construct (characterized by an adequately high level of validity and reliability) was used in comparative analysis of medical institutions with other sectors of the economy with Mann–Whitney U test.

Findings This research completes the theoretical gap in a model approach to participation in OHS. It was found that (EFA and CFA analyzes), active employee participation in OHS consists of one dimension (15 items).

Originality / Value added/ Practical implications. The model for active employee participation in OHS and the universal measurement scale developed and validated in this study represent a step for-ward towards the effective and reliable measurement of employee participation. To the best of the our knowledge, this is the first study to provide a comprehensive, psychometrically sound, operationally valid measure of participation in OHS. In addition research has shown that the level of employee participation in OHS at medical facilities is lower than in other sectors of the economy.

Keyword : health, safety

Jel codes: I10, I19

HUMAN RESOURCES, ETHICAL CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

Janka Beresecká[1], Štefan Hronec[2], Martin Hronec [3], Jana Hroncová Vicianová[4], Veronika Svetlíková[5]. **EDUCATION AND SOCIALLY RESPONSIBLE MANAGEMENT AS AN EFFECTIVE COMMUNICATION TOOL IN LOCAL SELF-GOVERNMENT**

[1] Slovak University of Agriculture in Nitra, Faculty of European Studies and Regional Development, Nitra, Slovak republic, janka.beresecka@uniag.sk, ORCID: orcid.org/0000-0003-1161-0384
[2] Matej Bel University in Banska Bystrica, Faculty of Economics, Banska Bystrica, Slovak Republic, stefan.hronec@umb.sk, ORCID: orcid.org/ 0000-0002-2925-1474
[3] Matej Bel University in Banska Bystrica, Faculty of Economics, Banska Bystrica, Slovak Republic, martin.hronec@umb.sk, ORCID: orcid.org/0000-0002-4849-8712
[4] Matej Bel University in Banska Bystrica, Faculty of Economics, Banska Bystrica, Slovak Republic, jana.hroncovavicianova@umb.sk, ORCID: orcid.org/ 0000-0001-8595-0352
[5] Technical University of Ostrava, Faculty of Materials science and Technology, Ostrava-Poruba, Czech Republic, veronika.svetlikova@vsb.cz, ORCID: orcid.org/0000-0002-5415-9207

Abstract

Research purpose. Education, training and knowledge have always been a basic prerequisite for social and economic development. Society - economic crises, shocks in the global economy, environmental problems constantly create greater pressure on public budgets. The limited range of available resources of the public sector, the increasing financial requirements of individual sectors such as health care, social affairs, the environment, internal and external security and, on the other hand, the insufficient ability of institutions and departments to objectively formulate their financial needs require a rational and, above all, qualified approach in meeting financial needs and distribution of limited resources. In the crisis conditions of uncertainty, risk, economic imbalance, education, permanent education, practical experience and the resulting knowledge play a major role in the management of not only a private but also a public sector. In addition to being an effective tool, they are also an important external communication tool. The aim of the scientific state is to point out the importance and influence of education and knowledge in managing and achieving economic, social and social effects.

Design / Methodology / Approach. The research sample consisted of a basic set of 2922 municipalities, which represents 99.83% of the total number of municipalities in the Slovak Republic. This file was divided into 10 size categories, in which 4 categories of achieved education of local government representatives were determined. Correlational regression analysis was used to analyze the influence of the achieved education of local government management and the economic results of the municipality. In the analysis of dependency in local self-government, the qualification structures of management, the size of the self-government were taken into account as independent variables, and individual performance parameters as dependent variables, namely the economic result per inhabitant as a key parameter. Chi-square test, Fisher's test, Spearman's coefficient were also used in the work.

Findings. The research results refuted the published knowledge presented in foreign as well as domestic studies, which confirm the positive impact of education on economies. This relationship was not confirmed in the 2922 examined municipalities of the Slovak Republic.

Originality / Value / Practical implications. The output of the scientific report was to summarize the mutual influences of the pillars of social responsibility, where qualification prerequisites and required competences could contribute or influence the efficiency and responsible management of self-government. Many countries are faced with solving the question of what can and cannot be financed from public budgets and how to effectively use available public resources within individual levels and departments of the public sector.

Keywords: education, local government, social responsibility, communication tool, Slovak Republic

JEL codes: H52, M14, M31

Ivan Holúbek[1], Beáta Novotná[2]. EU TAXONOMY AND ITS IMPACT ON THE COMPANIES BUSINESS IN THE CONTEXT OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE RATINGS (ESG)

[1]Slovak Agricultural University in Nitra, Institute of Economic policy and Finance of the Faculty of Economics and Management, Nitra, Slovac Republic, Ivan.Holubek@uniag.sk, ORCID: orcid.org/0000-0001-8489-0394
[2]Slovak Agricultural University in Nitra, Institute of Landscape Engineering, Faculty of Horticulture and Landscape Engineering, Nitra, Slovac Republic. Beata.Novotna@uniag.sk ORCID: orcid.org/0000-0002-4462-4400

Abstract

Research purpose. The objectives are to guide the development of contemporary society in a comprehensive way at the global and local level. The EU Green Deal is the European Commission's plan for the ecological and social transformation of the European Union's economy for a sustainable future. The primary objective of the European Green Deal is to ensure that Europe is a climate-neutral continent by the year 2050.

Design/ Methodology/ Approach A green transformation of the EU business models of companies will be essential and it will become a prerequisite on the way to a long-term model of sustainability. In order to meet the above-mentioned objectives, the EU Commission has created an evaluation basis (EU taxonomy) that will allow transparent decisions towards sustainability. Companies will be required to disclose their economic activities in a transparent and comparable manner, thereby contributing to a rapid and green transformation of the economy.

Findings. The global climate change effects will have a major economic impact on the worldwide economy in the future. In some cases, these will be gradual changes, while others will be more dramatic, and they will occur at a higher frequency of extreme weather events. The global climate change effects, those are already taking place to a large extent and are visible, are costing billions. The 2030 Agenda for Sustainable Development, was adopted at Summit in New York in 2015, includes 17 Global Sustainable Development Goals (SDGs).

Originality/ Value/ Practical implications. In the paper, the authors analyse the impact of present and future legislation on EU companies business models and point out the importance of ESG principles, those will become synonymous of the sustainable and socially responsible business in the near future.

Keywords: EU taxonomy; company business; social and governance rating

JEL codes: Q25, Q01,Q54

Vito Di Sabato[1], Jana Kozáková[2]. INNOVATIVE APPROACHES TO RESPONSIBLE ACTIVITIES DURING COVID-19 PANDEMIC (STUDY OF DIFFERENCES BETWEEN CZECH AND SLOVAK BUSINESSES)

[1]Slovak University of Agriculture in Nitra, Institute of Economics and Management of FEM – SUA, Nitra, Slovac Republic, xdisabato@uniag.sk, ORCID: orcid.org/0000-0001-8072-0136
[2] Slovak University of Agriculture in Nitra, Institute of Economics and Management of FEM – SUA, Nitra, Slovac Republic, jana.kozakova@uniag.sk, ORCID: orcid.org/0000-0001-7913-9053

Abstract

The COVID-19 pandemic was very demanding for business entities which have to introduce new managerial tools and approaches to protect the health of employees and maintained continuity in the company's activities. Most countries worldwide have implemented policies and guidelines that protect employees from potential risks related to the Covid-19 pandemic. These policies help to ensure employees' safety and welfare. But employers very often go beyond these requirements and voluntarily introduce various activities to increase employees' well-being and health protection. The study aims at the differences between Czech and Slovak companies in the emphasis they pay to the CSR activities connected with the COVID-19 pandemic. In the form of questionnaire study, we obtained data from 360 Czech and Slovak companies and using Likert scale we inquire their emphasis on selected CSR activities they realize in the connection with the pandemic. Using Mann-Whitney U test we identified statistically significant difference between Czech and Slovak companies only in case of the one factor - extra employee benefits which includes for example possibility to test at the workplace or take voluntary quarantine with income compensation. etc. Other CSR activities connected with the COVID-19 pandemic were realized with the same emphasis in both countries.

Keywords: Multinational Corporations, Slovakia, Czech Republic, Corporate Social Responsibility, differences

JEL codes: D64, F61, I12, L26

Radovan Savov[1], Patrik Fitala[2]. CRAFT BEER REVOLUTION: CHANGES IN BEER INDUSTRY AND BEER CONSUMER PREFERENCES

[1]Slovak University of Agriculture in Nitra, Institute of Economics and Management, Nitra, Slovakia, radovan.savov@uniag.sk, ORCID: orcid.org/0000-0002-2160-0668
[2]Slovak University of Agriculture in Nitra, Institute of Economics and Management, Nitra, Slovakia, xfitala@uniag.sk, ORCID: orcid.org/0000-0002-4882-0978

Abstract

Research purpose. Share of craft beer on the market has been increased in last years. Craft beer is very popular also in countries that are not known as beer drinking countries and some consumers changed preferences. Therefore, main objective of this paper is to evaluate main changes in beer market in Europe as a result of craft beer revolution in last years and explain beer preferences on the example of Slovakia.

Design / Methodology / Approach. Evaluation of beer market changes is provided on secondary data from beer statistics and main indicators such as beer production, beer consumption, on-trade/off-trade, import/ export, number of active breweries/number of craft breweries will be evaluated. Data from questionnaire will be evaluated for identification of beer consumer preferences. Statistical tests such as Mann-Whitney and Kruskal-Wallis test will be used to verify hypotheses of the research whether there are differences in craft beer preferences among selected groups of customers according to age, gender, residence, education.

Findings. As we can see from the results there are significant changes in beer market in Europe. Beer consumption and production slightly decreased in last years but number of craft breweries has been increased and there is still space for new ones. It is the result of preferences that has changed and people started to consume also other types of beer that were not preferred before. We identified that mostly high educated men with higher income form bigger cities creates the group of consumer that changed these preferences the most.

Originality / Value / Practical implications. Value of this paper is very high due to specific methodology and complex results that can be used in further researches dealing with craft beer. Results of this research can be used by beer producers and businesses to diversify their portfolio of products and customize it regarding to consumers' preferences.

Keywords: craft beer; revolution; beer industry; preferences

JEL codes: D11; F60; L66

Beáta Novotná[1], Luboš Jurík[2] . INCREASING OF WATER AVAILABILITY IN THE AGRICULTURE LANDSCAPE FOR MEETING ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) GOALS AND THEIR EMERGING TRENDS

[1]Slovak Agricultural University in Nitra, Institute of Landscape Engineering, Faculty of Horticulture and Landscape Engineering, Nitra, Slovak Republic, Beata.Novotna@uniag.sk, ORCID: orcid.org/0000-0002-4462-4400

[2]Slovak Agricultural University in Nitra, Institute of Landscape Engineering, Faculty of Horticulture and Landscape Engineering, Nitra, Slovak Republic, Lubos.Jurik@uniag.sk, ORCID: orcid.org/ 0000-0003-4533-5915

Abstract

Companies and governments that favour low GHG are seeking to achieve environmental, social and governance (ESG) goals. At the same time, they also need readily available and reliable information about the GHG content of products and materials they purchase and produce. This includes ESG disclosure, scenario analysis and climate risk assessments, including the task Force a Climate-Related Financial Disclosure (TCFD) (IPCC, 2022). Further, ESG metrics can beneficial but are, alone, inadequate to assess climate risk. Farmers already use adaptation and coping strategies to control the agricultural water use. Some of the most efficient adaptation responses are the application of irrigation, on-farm water, and soil conservation; changing cropping patterns; adopting improved cultivars; and improved agronomic practices. However, a large proportion of businesses still have the mindset that water will always be available to them whenever and wherever they need it, and that they don't need to manage it like other issues. At the same time agriculture worldwide, is the largest user of water. This paper deals with the possibility to increase of water retention in the landscape to mitigate the possible effects of the global climate change in Slovak Republic. This can give the response how the global climate change will influence this sector, and how can farmers adapt to these changes in the future. Water consumption and its efficiency are an important part of every agricultural operation to ensure ESG goals. By ensuring water efficiency management, it is possible to realize various benefits, such as reducing operating costs, reducing energy consumption and conserving water resources. Therefore, the water efficiency is a solution for a range of problems within water management for the purpose of more efficient and sustainable use of water resources, from optimizing own water consumption, minimizing water losses to preventing water losses.

Keywords: environmental, social and governance (ESG) goals; global climate change; water availability; agriculture

JEL codes: Q25

Renata Skýpalová[1], Jana Kozáková[2], Mária Urbánová[3]. CORPORATE SOCIAL RESPONSIBILITY OF MULTINATIONALS – ARE THERE ANY DIFFERENCES BETWEEN SLOVAKIA AND CZECH REPUBLIC?

[1] *Ambis University,a.s., Prague, Czech Republic, renata.skypalova@ambis.cz, ORCID: orcid.org/0000-0002-7161-7038*

[2] *Slovak University of Agriculture in Nitra, Institute of Economics and Management, Faculty of Economics and Management, Institute of Economics and Management of FEM - SUA in Nitra, Nitra, Slovac Republic, jana.kozakova@uniag.sk, ORCID: orcid.org/0000-0001-7913-9053*

[3] *Slovak University of Agriculture in Nitra, Institute of Economics and Management, Faculty of Economics and Management, Nitra, Slovac Republic, maria.urbanova1@uniag.sk, ORCID: orcid.org/0000-0003-4281-7329*

Abstract

Corporations and businesses should be socially responsible, but do multinationals practice this differently in Slovakia and the Czech Republic? Despite general similarities between Czech and Slovakia, there are several differences between them when it comes to corporate social responsibility (CSR). The study is conducted in the form of a questionnaire survey on the sample of 360 monitored entities resident in the Czech Republic or Slovak republic considered as daughter companies of foreign multinational companies. The goal of this study is to find differences in core principles of implementation CSR in subsidiaries of foreign multinationals in these two similar yet different countries. Implementation of CSR is described through three groups of factors FM - Factors of mother company (FM1-FM4) describing specific features of foreign mother companies of monitored entities, FD- Factors of daughter company (FD1-FD7) describing specific situation of monitoring daughter company located in Czech or Slovakia and CSR – factors (CSR1-CSR7) which describe specific featured of CSR implementation in monitored companies. In regard to non-normal data distribution, the Mann-Whitney U Test was used as a main tool for the identification of statistically significant differences between Slovak and Czech companies in their CSR implementation.

Keywords: Multinational Corporations, Slovakia, Czech Republic, Corporate Social Responsibility, differences
JEL codes: D64, F61, I12, L26

Rivera Isaias. BUSINESS ETHICS IN THE GLOBAL AGE

Corvinus University, Budapest, Hungary, isaias.rivera@uni-corvinus.hu

Abstract

The decision making process in business administration adheres to economic interests and profits as the main functions of corporations. During the last century, identified as modernity, social responsibility for business was strictly tied to create profitability. The "Global Age", a concept used by Martin Albrow, will support my premise that many ideas generated by modernity are bound to disappear with the capabilities brought by different forms of communication and technology that has arisen. This particular paper will focus on the idea of the ethical bases that corporations take into account in their decision making process, and how the modern concept of profit-although still remaining strong, will be counterbalanced with moral and ethical outcomes because of this global idea. The distinction between the modern and the global corporation will be exemplified in this paper. First, the modern corporation in the first part of the twentieth century had to abide by two principles: Economic and Law. Social responsibility as connected to moral principles in business was viewed as incoherent.

Keywords: Business Ethics, Globalization, Philosophy, Education, Business Education.
JEL codes: I20, F60

Maria Urbanova[1], Ceryova[2], Bendakova[3], Husarova[4]. ELECTRIC CARS FROM AN ECONOMIC AND ENVIRONMENTAL POINT OF VIEW-CASE OF SLOVAKIA

[1]Slovak University of Agriculture in Nitra, Institute of Economics and Management, Faculty of Economics and Management, Nitra, Slovak Republic, maria.urbanova1@uniag.sk, ORCID: 0000-0003-4281-7329

[2] Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Nitra, Slovak Republic, dominika.ceryova@uniag.sk, ORCID: orcid.org/0000-0003-2924-2284

[3] Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Nitra, Slovak Republic, xbendakova@uniag.sk, ORCID: orcid.org/0000-0002-1079-6458

[4]Slovak University of Agriculture in Nitra, Faculty of Economics and Management, Nitra, Slovak Republic, xhusarovap@uniag.sk, ORCID: orcid.org/0000-0003-1135-3429

Abstract

In recent years, the importance of moving from a linear economy to a circular economy in every area and sector of the economy has been discussed more than ever before. This includes discussions on a net zero energy system as the basis for a fully decarbonized electricity sector. The increase in demand for electricity and the push for net zero emissions are leading to focus on the use of electric vehicles to meet the EU's sustainability targets. The European transport sector is responsible for a significant part of the European Union's total greenhouse gas emissions. The two most discussed solutions in this sector are electric cars and biofuel cars. As EVs are sustainable to the extent that their energy sources are sustainable, this research work will investigate the impacts of the automotive industry from an economic and environmental point of view.

Keywords: electric vehicles, circular economy, sustainable, economic, environmental view

JEL codes: Q42, Q50, L94

Radovan Lapuník[1], Martin Hronec[2], Veronika Dobiášová[3], Katarína Mičicová[4], Janka Beresecká[5] **HEALTH CARE AND TELEMEDICINE AS A NEW TREND IN MARKETING COMMUNICATION**

[1] Matej Bel University in Banska Bystrica, Faculty of Economics, Banská Bystrica, Slovak Republic, radovan.lapunik@umb.sk, ORCID: orcid.org/0000-0002-3683-3608
[2] Matej Bel University in Banska Bystrica, Faculty of Economics, Banská Bystrica, Slovak Republic,martin.hronec@umb.sk, ORCID: orcid.org/0000-0002-4849-87123
[3]Constantine The Philosopher University in Nitra, Faculty of Phylosophy, Nitra, Slovak Republic, v.hamadova@gmail.com, ORCID:orcid.org/ 0009-0009-1973-3427
[4]Constantine The Philosopher University in Nitra, Faculty of Phylosophy, Nitra, Slovak Republic, katarina.micicova@ukf.sk, ORCID:orcid.org/ 0009-0008-7813-5905
[5] Slovak University of Agriculture in Nitra, Faculty of European Studies and Regional Development, Nitra, Slovak republic, janka.beresecka@uniag.sk, ORCID: orcid.org/0000-0003-1161-0384

Abstract

Research purpose. Health, as an economic category, represents a basic asset that the public health system is supposed to support, solve the solutions to diseases and the causes of their outbreaks. It is influenced by several factors, including healthcare. The goal of the scientific state is to investigate the mutual relationship between the degree of availability of health care and the number of preventable deaths in the conditions of the Slovak Republic in a comparison of selected 34 European countries.

Design / Methodology / Approach. In the work, we verified the relationship of health care from the point of view of the overall offer of health care in the Slovak Republic in the context of selected European countries and its impact on the number of preventable deaths. The investigated period was the years 2011-2019. The research sample consisted of 34 countries at the transnational level. Within the framework of the Slovak Republic, the research sample consisted of the NUTS 2 area. Several statistical methods, Spearman's coefficient, correlation analysis were used in the work.

Findings. The results of the analysis of the scientific study, also obtained using Spearman's rank correlation coefficient, confirm that the size of the healthcare supply characterized by the number of healthcare workers and the availability of hospital beds as well as their regional distribution can be directly related to the rate of preventable mortality in individual countries. The offer of health services is limited and one of the reasons is the limited entry of entities into the market of health services. The limited offer of health care can be partly substituted by the use of modern communication technologies, which increases the level of availability of the offer of health care, which can have a positive effect on the rate of preventable mortality. Telemedicine, perceived as a new trend in marketing communications, increases the availability of highly specialized health care services, health services in vast areas, the efficiency of the services provided and may have an impact on the effectiveness of the financial resources spent.

Originality / Value / Practical implications. At the same time, the high degree of correlation of the volume of health care expenditures reported per capita indicates their impact on the availability of health care and the possible impact on reducing the number of treatable deaths. From the point of view of regional access to health care, it is possible to derive national recommendations that would lead to a reduction in the curable mortality rate of the population.This requires the use of several modern communication tools, the implementation of which has been accelerated by the global pandemic.

Keywords: healthcare, telemedicine, communication tool, Slovak Republic

JEL codes: I12, M31, H51

Janka Beresecká[1], Monika HUDÁKOVÁ [2], Veronika Svetlíková[3], Jana Hroncová Vicianová[4], Štefan Hronec.[5] **PUBLIC RELATIONS AS A STRATEGIC MANAGEMENT TOOL FOR PRESENTING MOVABLE CULTURAL HERITAGE**

[1] *Slovak University of Agriculture in Nitra, Faculty of European Studies and Regional Development, Nitra, Slovak Republic, janka.beresecka@uniag.sk, ORCID: orcid.org/0000-0003-1161-0384*

[2] *Bratislava University of Economic and Management, Institute of Economics and Management, Bratislava, Slovak Republic, monika.hudakova@vsemba.sk, ORCID: orcid.org/0000-0003-0454-9626*

[3] *Technical University of Ostrava, Faculty of Materials science and Technology, Ostrava-Poruba, Czech Republic, veronika.svetlikova@vsb.cz, ORCID: orcid.org/0000-0002-5415-9207*

[4] *Matej Bel University in Banska Bystrica, Faculty of Economics, Banská Bystrica, Slovak Republic, jana.hroncovavicianova@umb.sk, ORCID:orcid.org/ 0000-0001-8595-0352*

[5] *Matej Bel University in Banska Bystrica, Faculty of Economics, Banská Bystrica, Slovak Republic, stefan.hronec@umb.sk, ORCID:orcid.org/ 0000-0002-2925-1474*

Abstract

Research purpose. Cultural heritage in movable or immovable form contributes with its tools to the creation of a coherent and inclusive society. The cultural direction of the society should be built on the basic principles of inclusion, equality, participation and availability with the help of marketing and marketing communication. The aim of the contribution is, on the basis of the data database of culture, which is implemented by institutions under the authority of the Ministry of Culture of the Slovak Republic, to determine the use and sustainability of non-periodical publications registered in libraries in the Slovak Republic, which should lead to the creation and maintenance of mutual understanding between them and the public with the ultimate goal of supporting knowledge the society's potential.

Design / Methodology / Approach. Through the evaluation of eighteen measurable indicators, over a period of five years, by applying basic statistical methods such as standard deviation, variation range and multiple statistical dependence, we determined the extent of service use in 1738 libraries of the Slovak Republic, which also register non-periodical publications. Through 4 research questions, we searched for the causes of differences in their use and examined the justification for the existence of the number of these entities financed from public sources. Within the eight regions of the Slovak Republic, we determined the region with the minimum and maximum usability of these publications registered in libraries. Identifying the consequences of the difference in the use of non-periodical publications in regions with marginal minimum and maximum values resulted in recommendations that could support the development of these services.

Findings. Based on the obtained results for the research questions, as well as the results of the multiple correlation dependence between the number of libraries and indicators such as the number of book units, the number of loans, the number of visitors, there is a strong statistical dependence. Because of it, it was possible to outline new recommendations to support the sustainability and development of public libraries in the Slovak Republic.

Originality / Value / Practical implications. The research activity and results of this work, through the continuous generation of knowledge and data in this area, could contribute to increased awareness of the importance of culture and the building of the society's good reputation. By developing a public relations communication tool, public administration institutions could significantly contribute to the development of knowledge potential not only in the Slovak Republic. This requires building relationship management, strengthening the communication of the investigated institutions towards the public with the intention of strengthening these ties.

Keywords: public relations, marketing, libraries, utilization, sustainability, Slovak Republic

JEL codes: M31, H52, M14

Eduard Hégr. SHIFT WORK IMPACT ON THE HEALTH AND PERSONAL LIFE

Déhora Czech Republic, Déhora Central Europe s.r.o., Prague, Czech Republic, e.hegr@dehora.cz ORCID: orcid.org/0009-0006-7969-7622

Abstract

Research purpose. Aim of research is focused on employees who lives in Czech Republic, work in a different shift types across different services/industries and see impact on their health and personal lives.

Design / Methodology / Approach. Basic data were obtained from the survey across employees in different shift types and different branch of industries, services in the Czech Republic. Where the data are classified according to demographic data, gender, age, marital status, education, shift type of the work and other related factors.

Findings. Based on the results of the surveys significant percentage of the interviewed who be afraid from the injury during the shift work or feel very uncomfortable caused by the shift work. Shift work of the interviewed has negative impact on their personal life or social life because the rosters (shift plans) are not created or optimised according to the needs of employees.

Originality / Value / Practical implications. Positive impact of the paper is based on the high number of respondents in the survey and visible similar behaviour of the respondents from different type of sectors (services, industries). The results can be used for setting up of the new ways of thinking how to help to the employees in the shift work to create good work-life balance with positive impact on their health and happiness. .

Keywords: personal life; health; work-life balance; shift work; happiness

JEL codes: D64, F61, I12, L26

Olga Cherednichenko[1], Oksana Ivashchenko[2], Ľuboš Cibák[3], Marcel Lincenyi[4]. ITEM MATCHING MODEL IN ECOMMERCE: HOW USERS BENEFIT

[1] Bratislava University of Economics and Management, Department of Management and Marketing of Bratislava, Slovakia, National Technical University "Kharkiv Polytechnic Institute", Department of Software Engineering and Management Intelligent Technologies of, Kharkiv, Ukraine, olga.cherednichenko@khpi.edu.ua ORCID: http://orcid.org/0000-0002-9391-5220

[2] Bratislava University of Economics and Management, Department of Management and Marketing, Bratislava, Slovakia, Oksana.Ivashchenko@vsemba.sk ORCID: https://orcid.org/0000-0003-3636-3914

[3] Bratislava University of Economics and management (BUEM), Department of e-government and digital technologies of BUEM, Bratislava, Slovakia, lubos.cibak@vsemba.sk , ORCID: orcid.org/0000-0003-3881-7924

[4] Bratislava University of Economics and management (BUEM), Department of Management and Marketing, Bratislava, Slovakia, marcel.lincenyi@vsemba.sk, ORCID: orcid.org/0000-0002-9076-026X

Abstract

Research purpose. During last decades e-commerce sales have been rocketing and this tendency is expected to increase over the next years. Due to digital nature of ecommerce one real item can be sold on variety ecommerce platforms which lead to exponential growth of quantity of proposition. At the same time title and description of this item might differ. All these facts make more complicated for customers the process of searching on online platforms and change business approaches to development of competitive strategy by ecommerce companies. The research question is how we can apply a machine learning algorithms to detect based on their product information such as title and description whether the items are actually relevant the same product.

Methodology. We suggest an approach that based on a flexible textual data pipeline and the usage of machine learning model ensemble. Each step of the data processing is adjustable in dependence on domain issues and data features due to we can achieve better results in the solving the item matching task.

Findings. The item matching model is developed. The proposed model is based on semantic closeness of text descriptions of items and usage of the core of keywords to present the reference item.

Practical implications. We suggest an approach to improving item searching process on different ecommerce platforms by dividing process in two steps. The first step is searching the related items among the set of reference items according to user preferences. The reference item description is created based on our item matching model. The second step is surfing proposals of similar items on chosen ecommerce platforms. This approach can benefit buyers and sellers in various aspects such as low price guarantee, flexible strategy of similar products show, appropriate category choosing recommendation.

Keywords: Ecommerce; Item matching; Model; Entity resolution, Business management, Marketing, digitization.

JEL codes: M30, M19, O31

Dariusz Pieńkowski[1], Renata Skýpalová[2]. UNFAIR VALUE OF FAIR TRADE VALUE CHAINS

[1] Poznań University of Life Sciences, Department of Law and Enterprise Management, Poznań, Poland, dariusz.pienkowski@up.poznan.pl ORCID: orcid.org/0000-0002-0006-2186
[2] Ambis.University,a.s., Prague, Czech Republic, renata.skypalova@ambis.cz, ORCID: orcid.org/0000-0002-7161-7038

Abstract

Research purpose. Fair trade (FT) is a trading partnership that seeks greater equity in international trade by offering better trading conditions to producers and workers in the developing countries. The movement addressing ethical consumption is grounded in conscious support for producers. The higher prices of the products result from the floor pricing at the first stage of the value chain, however, the prices of fair trade products also increase at the next stages of the chains.

Design / Methodology / Approach. The research is based on a comparison of margins in different stages of the value chains of FT and non-FT commodities. The research does not call in question the higher profits of FT producers but considers the additional profits unrelated to the FT mission mostly generated in the next stages of their value chains. The data are collected from the documents and reports on the agri-food sector, particularly including the cocoa, coffee, banana, and cotton industries. The research analyse the value added at the FT value chains and offers measures that would facilitate the sale of the commodities. The increase in the shares of producers follows the FT mission, while the increases in margins in the next stages are not justified by the policy.

Findings. The analyses show that the final price for consumers of the FT commodities inproportionally increases in the relation to the measures related with the production stages. The final price is also strongly influenced by the higher margins in the next stages, which are mostly incurred by the higher value of financial capital invested in the FT market. The economic policy of developed countries should include the real costs of production, regardless of which part of the world generates the costs. Moreover, the small-scale farms operate in market conditions that are much closer to the economic models of perfect market competition, and the policy behind the minimum price and premium directly addresses the postulates of sustainable development related to poverty, distributive justice, and environmental threats.

Originality / Value / Practical implications. Relatively lower retail prices will support development of the developing countries as well as sustainable consumption patterns in the developed ones. The research suggest that the non-FT commodities should be supported with a more favourable conditions for trade credit, which would limit the price increases in the next stages of the value chains.

Keywords: fair trade movement; value chain; margins; developing countries

JEL codes: Q17; O19