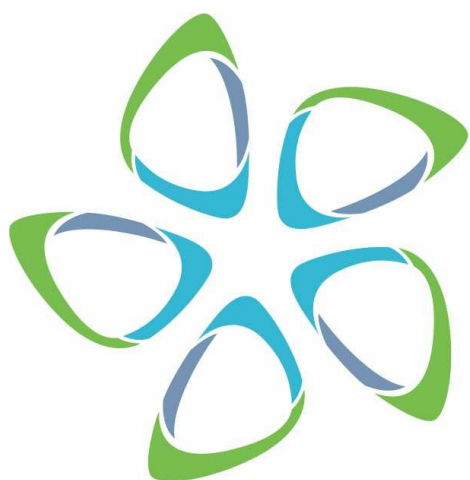


## **International Scientific Conference**

# **Emerging Trends in Economics, Culture and Humanities (etECH2018)**

**APRIL 26 – 27, 2018, RIGA**

### **PROGRAMME**



**International Conference**

# **ETECH 2018**

**Emerging Trends in Economics,  
Culture and Humanities**

Dear conference participants!

We are happy to announce that etECH brand attracts more and more participants! This year we have an honour to host guests from USA, Germany, Russia, Lithuania, Poland, Georgia, Turkey, Kazakhstan, Slovenia, Slovakia, Macedonia, Romania and Hungary.

Special gratitude to our great partners – Alberta College, Walsh College and the Faculty of Management of the University of Economics in Katowice - for their support in organization of the conference activities!

We hope our guests will find here a great place for dissemination their research results and establishing new partnership!



Welcome to Riga! Welcome to the University of Economics and Culture!

Jelena Titko  
Vice-rector for Science and International Cooperation  
University of Economics and Culture

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**Jekaterina Bierne**, The University of Economics and Culture /Latvia/  
**Kaspars Steinbergs**, The University of Economics and Culture /Latvia/

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## AGENDA

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### WEDNESDAY, APRIL 25

**19.00 – 21.00** WELCOME PARTY (HOTEL SEMARAH GRAND POET, Raina blvd. 5/6)

### THURSDAY, APRIL 26

**9.30 – 10.00** REGISTRATION (3<sup>rd</sup> floor)

**10.00 – 11.00** OPENING CEREMONY / PLENARY SESSION (room 305)

❖ *Welcome speech*

**Dr. Oksana Lentjushenkova**, Acting Rector / University of Economics and Culture

**Dr. Jelena Titko**, Vice-Rector for Science and International Cooperation / University of Economics and Culture

**Dr. Linda Hagan**, Professor of Marketing/ Walsh College (USA)

❖ *Emerging Trends in Relationship Marketing*

**Dr. Anna Svirina**, Professor, Head of Innovative enterprises economy department/ Kazan National Research Technical University named after A. N. Tupolev (Russia)

❖ *Emerging Trends in Education*

**11.00 – 12.30 / 13.30** PARALLEL SESSIONS

**12.30 – 13.30 / 13.30 – 14.30** LUNCH

**13.30 – 14.30 / 14.30 – 16.00** PARALLEL SESSIONS

**19.00 – 22.00** CONFERENCE DINNER (HOTEL SEMARAH GRAND POET, Raina blvd. 5/6)

### FRIDAY, APRIL 27

**10.00 – 10.30** WELCOME COFFEE

**10.30 – 11.30** MEETING WITH EKA RECTOR AND ADMINISTRATION

**11.30 – 12.30** PRESENTATION OF SPIDE PROJECT OUTCOMES: ICCE AND BSS COMPONENTS

**12.30 – 13.30** LUNCH

**13.30 – 15.30** ROUND TABLE DISCUSSION CHALLENGES IN ADULT EDUCATION AND TRAINING (for NordPlus project partners and relevant stakeholders)

**14.30 – 15.30** ERASMUS+ KA107 PROJECT WORKING MEETING

**THURSDAY, APRIL 26**

**EMERGING TRENDS IN FINANCE, ECONOMICS AND POLITICS**

**Chairpersons –Dr. oec. Professor Stanislavs Keiss; Dr. oec. Professor Anna Svirina; Dr. oec. Professor Vita Zarina**

**11.00 – 13.00 (room 309)**

*Piotr T. Nowakowski, Bogdan Więckiewicz.* MAJOR PREMISES OF THE GOVERNMENTAL APARTMENT PLUS PROGRAM AND THE PROCESS OF ITS IMPLEMENTATION

*Kristina Puleikiene, Angele Lileikiene, Ilona Rupsiene.* THE IMPACT OF CAPITAL STRUCTURE ON PERFORMANCE IN THE BUSINESS COMPANIES

*Anna Svirina.* CENTRAL BANK MONITORING OF RUSSIAN BANKING SYSTEM: EFFICIENCY ASSESSMENT

*Tatyana M. Shpilina, Ekaterina S. Vasiutina.* YOUTH UNEMPLOYMENT AND “WORKING POOR”: GLOBAL TRENDS AND RUSSIAN SPECIFICS

*Rasa Kanapickiene, Ieva Stankeviciute, Almute Grebliune.* EVALUATION OF ACCOUNTING INFORMATION DISCLOSURE QUALITY IN THE PUBLIC SECTOR: THE CASE OF LITHUANIA

*Katarzyna Zak.* FOREIGN DIRECT INVESTMENTS AND FOREIGN DIRECT DIVESTMENTS: THE CASES OF POLAND AND LATVIA

*Michail Lezgovko, Aleksandra Lezgovko.* SERVICE CLUSTERIZATION EFFECT ON ECONOMIC DEVELOPMENT

*Tatyana Boikova.* SMALL OPEN EUROPEAN ECONOMIES IN TERMS OF GLOBAL IMBALANCE

*Marta Strykowska, Michal Maciazek.* E-VOTING: THREAT OR DEVELOPMENT OPPORTUNITY?

**LUNCH 13.30 – 14.30**

**14.30 – 16.00**

*Atis Papins, Normunds Gutmanis.* CHALLENGES FACING THE DAIRY PRODUCTION INDUSTRY OF LATVIA DUE TO RUSSIAN FOOD EMBARGO

*Armands Kalniņš, Maija Anspoka, Edgars Čerkovskis.* LABOUR DEMAND AND OFFER OF HIGHER EDUCATIONAL INSTITUTIONS FOR THE ENTERPRISES OF THE FIELD OF INFORMATION AND COMMUNICATION TECHNOLOGIES

*Ivana Podhorska, Maria Kovacova, Katarina Valaskova.* SEARCHING FOR KEY FACTORS IN ENTERPRISE BANKRUPT PREDICTION: A CASE STUDY IN SLOVAK REPUBLIC

*Lucia Svabova, Marek Durica, Ivana Podhorska.* PREDICTION OF DEAFULT OF SMALL COMPANIES IN THE SLOVAK REPUBLIC

*Anna Siekelova, Tomas Kliestik, Peter Adamko.* PREDICTIVE ABILITY OF CHOSEN BANKRUPTCY MODELS: A CASE STUDY OF SLOVAK REPUBLIC

*Nino Mushkudiani.* DEVELOPMENT OF ELECTRONIC PAYMENTS IN GEORGIA

*Primož Pevcin.* THE ANALYSIS OF DRIVERS OF MUNICIPAL COOPERATION AND MERGERS: CASE STUDY FOR SLOVENIA

*Inese Abolina.* PRESIDENTIAL INTERACTION WITH PARLIAMENT WITHIN DECISION-MAKING PROCESS IN LATVIA: VALDIS ZATLERS, ANDRIS BĒRZIŅŠ, RAIMONDS VĒJONIS

## EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP

Chairpersons: Dr. oec. Professor Linda Hagan; Dr. oec. Associate Professor Viktorija Skvarciany ; Dr. Marcin Komanda

### 11.00 – 13.30 (room 305)

*Linda M. Hagan.* THE SHIFT FROM SELLER-BUYER TO SELLER-INFLUENCERS-BUYER: THE CONVERGENCE OF MARKETING AND PR IN REACHING BUYERS

*Edyta Klosa, Marcin Komańda.* APPROACHES TO INFORMATION SHARING IN SUPPLY CHAIN RISK MANAGEMENT

*Jacek Pasieczny.* DYSFUNCTIONAL ORGANIZATIONAL GAMES – SOURCES AND MANIFESTATIONS

*Agnieszka Dziubińska.* ABSORPTION OF UNCERTAINTY IN STRATEGY PROCESSES

*Martin Kiselicki, Zanina Kirovska, Saso Josimovski, Lidija Pulevska.* THE CONCEPT OF GAMIFICATION AND ITS USE IN SOFTWARE COMPANIES IN THE REPUBLIC OF MACEDONIA

*Weronika Kawecka, Agata Kubiak, Marek Sekieta.* HOW TO OVERCOME LANGUAGES BARRIERS AND CULTURAL DIVERSITY IN THE PRODUCTION COMPANY?

*Laima Skrickiene, Daiva Cepuraite, Kęstutis Staras.* LEARNING ORGANIZATION IN THE CONTEXT OF THE MODERN PUBLIC ADMINISTRATION

*Aneta Szymanska.* COMPLIANCE IN THE PRACTICE OF CORPORATE RESPONSIBLE BUSINESS: THE INFLUENCE ON THE ORGANIZATION'S BRAND IMAGE MANAGEMENT IN ITS MARKETING ENVIRONMENT

*Indre Razbadauskaite-Venske, Viktoriia Rabcheniuk, Jurgita Martinkiene, Remigijus Dailide.* IMPLEMENTATION OF NEURO-MARKETING TOOLS INTO TRADITIONAL MARKETING RESEARCH METHODS: PACKAGING DESIGN AS A COMPETITIVE ADVANTAGE IN CUSTOMER DECISION-MAKING PROCESS

*Viktor Nagy.* EVALUATION OF DECISION EFFECTIVENESS OVER TIME

*Viktor Nagy, Timea Kozma.* BUSINESS COOPERATIONS ALONG THE SUPPLY CHAIN

### LUNCH 13.30 – 14.30

### 14.30 – 16.00

*Viktorija Skvarciany, Mangirdas Morkunas.* DETERMINANTS OF INDIVIDUAL CUSTOMERS' TRUST IN PHYSICAL BANKING: CASE OF BALTIC STATES

*Margareta Nadanyiova, Jana Klietkova, Juraj Kolencik.* SENSORY MARKETING AS A SUPPORT TOOL FOR BUILDING BRAND VALUE

*Andzela Veselova, Inara Kantane.* THE ANALYSIS OF THE FACTORS THAT IMPACT THE IMPLEMENTATION OF EFQM BUSINESS EXCELLENCE MODEL IN THE LATVIAN ENTERPRISES

*Julija Mironova.* LATVIAN HOTEL INDUSTRY: ARE HOTELS USING SOCIAL MEDIA AS A MARKETING CHANNEL?

*Dominika Moravcikova, Anna Krizanova, Lucia Svabova.* EVALUATION OF THE EFFECTIVENESS OF SELECTED SLOVAK BRANDS ON THE PRINCIPLE OF DEA MODELS WITH THE POSSIBILITY TO OPTIMIZE THEM

*Eva Kicova, Katarina Janoskova, Pavol Kral.* BRAND'S COMMUNICATION STRATEGY DEVELOPED ON CUSTOMER SEGMENTATION BASED ON PSYCHOLOGICAL FACTORS AND DECISION-MAKING SPEED IN PURCHASING

*Celina Sołek-Borowska, Maja Brzuchalska.* INTERNET BASED TECHNOLOGIES USED IN THE SELECTION AND RECRUITMENT PROCESSES

*Vita Stige-Skuskovnika, Inga Milevica, Olga Civzele, Armiyash Nurmagambetova.* ENTERPRISES COMMUNICATION IN E-ENVIRONMENT: CASE STUDY OF LATVIA AND KAZAKHSTAN

*Reinis Lazda, Armands Kalnins.* THE 18 SHADES OF THE PERSONNEL SPECIALIST

*Velga Vevere, Inga Shina.* CHARITY PROGRAMS AS PART OF LATVIAN COMMERCIAL BANK CORPORATE SOCIAL REPOSNSIBILITY STRATEGY

*Natalja Verina.* THE NEW TRENDS IN THE HUMAN RESOURCE MANAGEMENT

*Sergejs Paramonovs, Ksenija Ijevleva.* ANALYSIS OF PASSENGERS' PERCEPTION OF CUSTOMER SERVICE AT BALTIC AIRPORTS

*Mesut Atasever.* MULTICULTURAL MANAGEMENT, CHALLENGES AND SOLUTION SUGGESTIONS IN E-COMMERCE BUSINESSES

*Anastazja Magdalena Kasztalska.* MARKETING OF A LUXURY TOURISM

*Anastazja Magdalena Kasztalska.* CULTURE GOODS MANAGEMENT ON THE BASIS OF THE FLAG FEN MANAGEMENT

*Anastazja Magdalena Kasztalska.* MARKETING MANAGEMENT OF A BRAND

## **EMERGING TRENDS IN ICT SOLUTIONS FOR BUSINESS, MANAGEMENT AND EDUCATION**

**Chairpersons – Dr. oec. Professor Tatjana Tambovceva**

### **11.00 – 13.30 (room 312)**

*Yulia Efimova.* USER IMAGE ANALYSIS IN CONTEMPORARY IT TECHNOLOGY

*Artem Gavrilov.* INTER-VEHICLE COOPERATIVE PERCEPTION SYSTEM

*Marcis Pinnis.* TOWARDS A POLITICAL TWEET SENTIMENT ANALYSER FOR LATVIAN

*Antje Dietrich, Uwe Busbach-Richard.* A FRAMEWORK FOR MULTIDISCIPLINARY BUSINESS SIMULATIONS

*Rinat Minyazev, Dmitrijs Finaskins.* DEVELOPMENT OF DATA COMPRESSION MODULE FOR GRAPHICAL PROCESSOR UNITS

### **LUNCH 13.30 – 14.30**

## **EMERGING TRENDS IN APPLIED LINGUISTICS AND TRANSLATION**

**Chairpersons – PhD Associate Professor Gatis Dilans; Dr. paed. Associate Professor Larisa Turusheva; Mg.edu.mgmt. Assistant Professor Zane Veidenberga**

### **11.00 – 12.30 (room 306)**

*Aija Poikane-Daumke.* AFRO-GERMAN IDENTITY: THEODO WONJA MICHAEL'S LIFE UNDER NATIONAL SOCIALISM

*Neila Nasiri, Zane Veidenberga.* INTERPRETING IN RELIGIOUS SETTINGS: INTERPRETER AS A CO-PREACHER

*Akvile Simeniene.* FEMINIST PHENOMENOLOGY IN LITERARY CRITICISM

*Gemma Navickiene.* THE IMPORTANCE OF GRAMMAR FOR TRANSLATOR TRAINING

*Larissa Turusheva.* CHALLENGES OF POLITICAL TRANSLATION

*Gatis Dilāns, Mārtiņš Pavlovskis.* NOUN AND VERB BASED COLLOCATIONS IN *JRC ACQUIS* BILINGUAL CORPUS AND NATIONAL LEGISLATION WEBSITE LIKUMI.LV

### **LUNCH 12.30 – 13.30**



## EMERGING TRENDS IN INTERNATIONAL BUSINESS RELATIONS AND LEGISLATION

Chairpersons – Mg.iur. Assistant Professor Natalja Verina, Mg.iur. LL.M. Assistant Professor Marina Kamenecka-Usova; Mg.iur. Atis Bickovskis

### 11.00 – 12.30 (room 307)

*Karina Palkova.* OVERVIEW AND ANALYSIS OF LEGAL REGULATIONS IN MEDICAL PRACTITIONERS PRACTICE

*Jolanta Dinsberga.* ROAD EASEMENT POSSESSION

*Atis Bickovskis.* PRECIOUS METAL ALLOY AS A TOOL FOR VALUE ADDED TAX FRAUD

*Inga Eglite.* PECULIARITIES OF NATURAL PERSON'S INSOLVENCY PROCESS IN LATVIA AND CERTAIN EU COUNTRIES

*Ineta Lilinfelde.* BASIS FOR ESTABLISHMENT OF SEPARATE CUSTODY

### LUNCH 12.30 – 13.30

### 13.30 – 14.30

*Jelena Alfejeva.* HEALTH INSURANCE IN LATVIA - PUBLIC SERVICES AND PRIVATE UNDERTAKINGS

*Una Skrastina.* PROTECTION OF TRADE SECRETS IN PUBLIC PROCUREMENT

*Jolanta Dinsberga.* JUST AND CAREFUL USE OF ROAD EASEMENT

*Marina Kamenecka-Usova.* MEDIATION PROCESS: IDENTIFYING MEDIATION STAGES

## EMERGING TRENDS IN EDUCATION AND PEDAGOGY

Chairpersons –Dr. paed. Associate Professor Jelena Jermolajeva; Mg.psyh. Assistant Professor Jekaterina Bierne

### 11.00 – 12.30 (room 308)

*Simona Bieliune.* CULTURE AS A TOOL FOR SCHOOL IMPROVEMENT: THE CASE OF CHILDREN SOCIALIZATION CENTERS

*Sandra Valantiejene.* THEORETICAL ASSUMPTIONS OF THE IMPLEMENTATION OF PREVENTIVE ACTIVITY IN GENERAL EDUCATION SCHOOLS AND THE POSSIBILITIES OF THEIR APPLICATION IN THE REPUBLIC OF LITHUANIA

*Jadwiga Daszykowska, Mirosław Rewera.* CONTEMPORARY TRENDS IN EDUCATION – AN ATTEMPT TO APPLY IN POLISH CONDITIONS

*Agnieszka Pawluk-Skrzypek.* STUDENTS WITH SPECIAL EDUCATIONAL NEEDS IN THE OPINION OF THEIR PEERS

*Monika Jurewicz.* THE DIVERSE CASES OF INDIVIDUALITY IN SCHOOL EXPERIENCE OF PEDAGOGY STUDENTS

*Ann Saurbier.* DETERMINING QUALITY IN HIGHER EDUCATION: APPLICATION OF THE STAKEHOLDER PERSPECTIVE TO ADVANCE QUALITY IN THE U.S. HIGHER EDUCATION ACCREDITATION PROCESS

### LUNCH 12.30 – 13.30

### 13.30 – 14.30

*Ricardas Butenas, Irena Klimaviciene.* DEVELOPMENT OF SOCIO-ECONOMIC PERCEPTION IN THE STUDY PROCESS

*Rasa Grigolienė, Raimonda Tamoševičienė.* FACTORS INFLUENCING STUDENT CHOICE IN HIGHER EDUCATION

*Carmen Alexandrache.* COLLABORATIVE LEARNING AS A DIDACTICAL MODALITY TO REDUCE THE DISCRIMINATION IN THE HIGHER EDUCATION

*Jelena Jermolajeva, Tatiana Bogdanova, Svetlana Silchenkova.* STRUCTURAL COMPONENTS OF SCHOOLTEACHER PROFESSIONAL IDENTITY IN LATVIAN AND RUSSIAN SAMPLES

*Jelena Titko, Edgars Cerkovskis, Jekaterina Bierne.* DEVELOPMENT OF STUDENTS' ENTREPRENEURIAL COMPETENCIES: RESULTS FROM THE WORKSHOP WITHIN HE FRAMEWORK OF SPIDE PROJECT

## **EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND HUMANITIES**

**Chairpersons: Dr. phil. Professor Velga Vevere; Dr.oec. Assistant Professor Kaspars Steinbergs**

### **11.00 – 12.30 (room 311)**

*Ewelina Wejbert-Wąsiewicz, Emilia Żimnica-Kuzioła.* POLISH SOCIOLOGY OF ART (THEATER AND FILM). TRADITION AND TRENDS

*Aleksandra Laucuka.* COMMUNICATIVE FUNCTIONS OF HASHTAGS

*Cyntia Valocikova.* HUNLYWOOD – COMPARISON OF EU CINEMATOGRAPHY FOCUSING ON HUNGARIAN AND LATVIAN FILM INDUSTRY

*Klaudia Muca.* ENGAGED HUMANITIES. NEW PERSPECTIVES OF EXPERIENCE-ORIENTED HUMANITIES

*Karina Zalcmane.* THE SUBCULTURE OF FOOTBALL FANS AND ITS PLACE IN THE DELINQUET SUBCULTURE

*Anita Kolnhofer Derecskei.* RISK ALL AROUND THE WORLD

*Imants Lavins.* PRAGMATIC NATURE VERSUS ETHICAL ACTION IN CONSUMPTION PROCESSES

*Kaspars Steinbergs, Kristine Freiberga.* LABOUR MARKET AND EDUCATION CHALLENGES IN THE FIELD OF LATVIAN EVENT MANAGEMENT: INVENT PROJECT OUTCOMES

*Jelena Budanceva.* CULTURE CONSUMPTION IN LATVIAN REGIONS

### **LUNCH 12.30 – 13.30**