

IAW 2026

International Academic Week

AGENDA

APRIL 20 – 24, 2026, RIGA, LATVIA

Venue: EKA UNIVERSITY OF APPLIED SCIENCES (Pernavas 62, Riga)

MONDAY, APRIL 20

Time	Activity	Venue
9:30 – 10:00	REGISTRATION AND WELCOME COFFEE	Room 303 Dressing room 304
10:00 – 10:10	IAW2026 OPENING	Room 303
10:10 – 12:10	EKA Vice-Rector's JELENA TITKO welcome speech Meeting of the participants representing HEIs within Erasmus+ KA171 project, presentations of the Universities <ul style="list-style-type: none"> • EKA University of Applied Sciences (LATVIA) • Alberta College (LATVIA) • West Liberty University (USA) • Yerevan State University (ARMENIA) • Alte University (GEORGIA) • University of professional studies Accra (GHANA) • Georgian American University (GEORGIA) • Almaty Management University (KAZAKHSTAN) • Universidad Pontificia Bolivariana (COLOMBIA) • Sumy State University (UKRAINE) • Central University of Europe (GEORGIA) • European University (GEORGIA) 	Room 303
10:40 – 12:10	LECTURE. Business Statistics Using R Programming. MAGLAPERIDZE NIKOLOZ. Georgian American University, GEORGIA	Room 312 Course "Financial Mathematics" EK_ENG_1 Moderator: ANNA STRAZDA
10:40 – 12:10	LECTURE. Intercultural differences, cooperation, and conflict resolution. ZYGOSZ WIKTOR. Opole University of Technology, POLAND	Room 302 Course "Conflict Management and Alternative Conflict Resolution" VZ_ENG_2/Z2 Moderator: JULIJA GALKINA
10:00 – 17:30	WORKSHOPS. Stories people play: how to merge narratives and games. VAIDAS GECEVIČIUS. CHARK studio, LITHUANIA	Room 403 Moderator: ANETE BĒRZA
12:10 – 13:00	LUNCH	Rooms 308 / 310
13:00 – 14:10	WORKSHOP FOR ACADEMIC STAFF. Communication Across Cultures. AIJA POIKĀNE-DAUMKE, EKA University of Applied Sciences, LATVIA	Room 303 Moderator: JEVGENIJA DEHTJARE
12:40 – 14:10	LECTURE. Current economic stakes in EU enlargement. CORPĂDEAN ADRIAN-GABRIEL. Babeş-Bolyai University of Cluj-Napoca, ROMANIA	Room 312 Course "Macroeconomics" EK_ENG_1 Moderator: ŽANNA ČERNOSTANA
12:40 – 14:10	LECTURE. Why Effective Communication Matters in the Age of AI. ESTHER J. ATTIOGBE. University of professional studies Accra, GHANA	Room 108 Course "Vadības psiholoģija" KV_P_1 Moderator: INGA OLINA
14:30 – 16:00	QUICK DATING	Rooms 303 / 308 / 310 Moderators: JEVGENIJA DEHTJARE, MARINA TIHOMIROVA, INTERNATIONAL DEPARTMENT (NATALJA, ANASTASIJA DORONINA, ANNA, SAMANTA)
16:30 - ...	IAW 2026 WELCOME PARTY	Melnais Grāpis" café (in EKA building)

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TUESDAY, APRIL 21

Time	Activity	Venue
8:30 – 9:00	MORNING COFFEE	Room 303
9:30 – 10:30	LECTURE FOR ACADEMIC STAFF. Neuromarketing Basics. AKDANA ABUZHALITOVA. Almaty Management University, KAZAKHSTAN	Room 303 Moderator: JELENA TITKO
10:30 – 15:50	WORKSHOP. Game Showcase & Expert Review. JOSÉ P. ZAGAL, University of Utah, USA* ; VAIDAS GECEVIČIUS, CHARK studio, LITHUANIA *This project is organized with the financial support of BAFF – Baltic-American Freedom Foundation	Room 403 Moderator: ANETE BĒRZA
10:40 – 12:10	LECTURE. Applied Marketing Practice. AKDANA ABUZHALITOVA. Almaty Management University, KAZAKHSTAN	Room 108 Course “Darbnīca: Digitālais mārketings” M_P_1 Moderator: INGA SHINA
10:40 – 12:10	LECTURE. Statistical Methods and Tools for Experimental Economics. MARINA TYUTYUNNIKOVA. Almaty Management University, KAZAKHSTAN	Room 308 Course “Digitālais mārketings” VZ_ENG_1 Moderator: RAITIS VELPS
10:40 – 12:10	LECTURE. Lean Management challenges. KOMAŃDA MARCIN. Opole University of Technology, POLAND PĀRNESTS NO PIRMDIENAS	Room 420 Course “Management” EK_ENG_Z1 Moderator: AGITA DONIŅA
10:40 – 12:10	LECTURE. Project management. KOTEY ROBERTSON NEEQUAYE. University of Professional Studies, Accra, GHANA	Room 106 Course “Projektu vadība” KV_P_3 Moderator: JELENA BUDANCEVA
10:40 – 12:10	LECTURE FOR ACADEMIC STAFF. Emotional Intelligence as the Human Partner. WHEELER EVELDORA, West Liberty University, USA	Room 303 Moderator: JEVGENIJA DEHTJARE
11:00 – 12:00	Virtual Student Exchange. Meeting of EKA/AK representatives with Michael Levens, Ferris University, USA	Room 402 Moderator: KARINA ZALCMANE
12:10 – 13:00	LUNCH	Rooms 310 / 312
12:40 – 14:10	LECTURE. Statistical Methods and Tools for Experimental Economics. MARINA TYUTYUNNIKOVA. Almaty Management University, KAZAKHSTAN	Room 108 Course “Darbnīca: Digitālais mārketings” M_P_1 Moderator: ANNA STRAZDA
12:40 – 14:10	LECTURE. Neuromarketing Basics. AKDANA ABUZHALITOVA. Almaty Management University, KAZAKHSTAN	Room 308 Course “Digitālais mārketings” VZ_ENG_1 Moderator: RAITIS VELPS
12:40 – 14:10	LECTURE. Financial Literacy. KODY FISHER. West Liberty University, USA	Room 106 Course “Finanšu pratība” KV_P_3 Moderator: ARTŪRS HOMINS
12:40 – 14:10	LECTURE. Regulating Business Conduct: Consumer Protection and Competition Rules in Market Transactions. GVELESIANI ZURAB. Alte University, GEORGIA	Room 420 Course “Legal Regulation of Entrepreneurship” EK_ENG_Z1 Moderator: EDGARS CERKOVSKIS
14:20 – 15:50	LECTURE. Applied Econometrics in the Colab environment. TOMAS PEČIULIS. Vilnius Gediminas Technical University, LITHUANIA	Room 306 Course “Higher Mathematics” IT_ENG_1 Moderator: JURIJS RADIONOVŠ
16:00 – 16:30	PHOTO SESSION FOR IAW2026 PARTICIPANTS	EKA lobby
16:30	Departure from EKA to Riga Sightseeing Tour	Meeting point: EKA lobby
	Riga Sightseeing Tour	Guide: Edita Kozmenkova

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WEDNESDAY, APRIL 22

Time	Activity	Venue
8:30 – 9:00	MORNING COFFEE	Room 303
9:00 – 10:30	LECTURE. Social Networking and Public Speaking. SAMSON ABIODUN TOYE. SMK College of Applied Science, LITHUANIA	Room 410 Course “Saskarsmes psiholoģija” M_P_1; DZ_P_1 Moderator: KRISTĪNE UŽULE
9:00 – 10:30	LECTURE. Applications of Calculus in Economics, FAJKUS MARTIN. Tomas Bata University in Zlin, CZECH REPUBLIC	Room 306 Course “Financial Mathematics” EK_P_ENG1 Moderator: ANNA STRAZDA
10:40 – 12:10	LECTURE. Fuzzy sets and some practical applications. MARTINEK PAVEL. Tomas Bata University in Zlin, CZECH REPUBLIC	Room 308 Course “Higher Mathematics” IT_ENG_1 Moderator: PATRIKS MOREVS / JURIJS RADIONOVS
10:40 – 12:10	LECTURE. Data and communication security in the AI era. SOCHOR TOMAS. European Research University, CZECH REPUBLIC	Room 420 Course “Legal Regulation of Entrepreneurship” IT_ENG_Z1 Moderator: JEVGENIJA DEHTJARE
10:40 – 12:10	LECTURE. CONSUMER PURCHASING BEHAVIOUR. UYGUR MEHMET RECAI. SMK College of Applied Science, LITHUANIA	Room 106 Course “Consumer Behaviour in the Market” M_P_ENG2 Moderator: KSENIJA IJEVLEVA
10:40 – 12:10	LECTURE. Financial Modelling. ASYA SURMALYAN, Georgian American University, GEORGIA	Room 306 Course “Financial Mathematics” EK_P_ENG1 Moderator: ANNA STRAZDA
12:20	Departure to etECH2026 opening	Meeting point: EKA lobby
13:00 – 17:00	etECH2026 opening	Wellton Riverside SPA Hotel
18:00 – 21:00	etECH2026 WELCOME PARTY IAW2026 and ETECH 2026 participants’ networking Dress code: Smart Casual	Wellton Riverside SPA Hotel

THURSDAY, APRIL 23

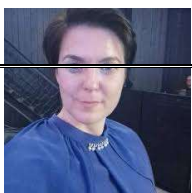
Free day for IAW2026 participants who do not participate in etECH2026 conference. IAW2026 participants are welcome to attend etECH2026 sessions and listeners. IAW2026 are invited to etECH2026 Gala Dinner

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FRIDAY, APRIL 24

Time	Activity	Venue
10:30 – 12:00	MORNING COFFEE	Room 303
10:40 – 12:10	LECTURE. Financial Technologies (Fintech): Innovations Beyond Banking. DAVIT KIKVIDZE. Alte University, GEORGIA	Room 108 Course “Innovation economics” EK_P_ENG2/Z2 Moderator: INGA OLIŅA
10:40 – 12:10	LECTURE. Branding as governance: how strong brands shape behavior. ANDOH JULIANA AKUSHIKA. University of Professional Studies Accra, GHANA	Room 308 Course “Branding” VZ_P_ENG1 Moderator: VITA ZARIŅA
12:00 – 13:00	SLOW DATING (meeting with EKA administration based on the preferences of IAW2026 participants)	<ul style="list-style-type: none"> • Room 401: JELENA TITKO, KASPARS ŠTEINBERGS, Project department, Research and Internationalization department • Room 107: ARTURS HOMINS Study Program International cultural project management, • Room 303: INGA ŠĪNA, NATALJA VERINA, VITA ZARIŅA, Study Programs Business Economics, Accounting and Financial Management, Study Program Management Study Programs Business Administration, Marketing • Room 402: JURIS RADIONOVS, Study Program Information Technologies • Room 303: EDGARS ČERKOVSKIS, Study Program Circular economy and social entrepreneurship • Room 204: ANETE BĒRZA, Study Program Computer game design
12:40 – 14:00	LECTURE. Innovation Management. ZHIDEBEKYZY AKNUR. Almaty Management University, KAZAKHSTAN	Room 108 Course “Innovation economics” EK_P_ENG2/Z2 Moderator: INGA OLIŅA
12:40 – 14:00	LECTURE. Bridging Entrepreneurship, Innovation, and Soft Skills Development in Higher Education. SANADZE RUSUDAN. Alte University, GEORGIA	Room 420 Course “Management” VZ_ENG_Z1; M_ENG_Z1 Moderator: AGITA DONIŅA
12:40 – 14:00	LECTURE. Brand Management. CHYGRYN OLENA. Sumy State University, UKRAINE	Room 308 Course “Branding” VZ_P_ENG1 Moderator: NATALJA VERINA
14:00 – 15:00	IAW2026 FAREWELL CEREMONY	Room 303 Moderators: JEVGENIJA DEHTJARE, MARINA TIHOMIROVA



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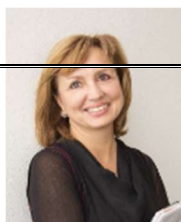
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