

IAW 2021

International Academic Week

AGENDA

APRIL 19 – 23, 2021

MONDAY, APRIL 19, 2021

Time	Activity	Link
14:20 – 15:50	Dr. DAVID SCHÜLLER , assistant Professor, Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Digital marketing – customer funnel, pay-per-click metrics</i>	FOR STUDENTS https://open.augstskola.lv/b/kas-f9m-p7z-jvx Moderator: KASPARS ŠTEINBERGS
16:00 – 17:30	IAW2021 OPENING EVENT Presentations of partner institutions: <ul style="list-style-type: none"> • EKA University of Applied Sciences – Ekonomikas un kulturas augstskola (Latvia) • Alberta college • Dortmund University of Applied Sciences – Fachhochschule Dortmund (Germany) • Vilnius Tech (Lithuania) • Vilnius University (Lithuania) • Brno University of Technology (Czech Republic) • Sumy State University (Ukraine) • Kaunas University of Applied Sciences (Lithuania) 	FOR STAFF https://zoom.us/j/7410120219 Moderator: JELENA TITKO
17:30 – 18:30	IAW2021 ONLINE WELCOME DRINK	FOR STAFF https://zoom.us/j/7410120219 Moderator: JELENA TITKO

TUESDAY, APRIL 20, 2021

Time	Activity	Link
9:00 – 10:30	Dr. DAIVA JUREVICIENE , Professor, Vilnius Tech (Lithuania) <i>LECTURE: Crediting opportunities for business</i>	FOR STUDENTS https://open.augstskola.lv/b/vit-667-luf-27b Moderator: VITA ZARIŅA
10:40 – 12:00	LENKA SMOLIKOVA , Ing., Ph.D. Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Project planning</i>	FOR STUDENTS https://open.augstskola.lv/b/vit-1sh-7ge-k8b moderator: VITA ZARIŅA
10:40 – 12:00	Dr. OLHA MIKHIEIEVA , Dortmund University of Applied Sciences – Fachhochschule Dortmund (Germany) <i>LECTURE: Intercultural competences and international communication</i>	FOR STUDENTS https://open.augstskola.lv/b/nat-c1c-zya-rkr Moderator: NATALJA VERINA
12:30 – 14:00	<i>WORKSHOP “Global trend-watching for business idea development”</i> IVETA CIRULE , Dr.sc.administr., SIA BIORGANIK5, Postdoctoral Researcher “Project Open Innovation”	FOR STAFF https://open.augstskola.lv/b/edg-lqz-8wc-67u Moderator: EDGARS ČERKOVSKIS
14:20 – 15:50	VIKTORIJA SKVARCIANY , Dr., Associate Professor, Vilnius Tech (Lithuania) <i>LECTURE: Application of research methods: SAW, TOPSIS, EDAS (FOR STUDENTS)</i>	FOR STUDENTS https://open.augstskola.lv/b/nat-qkt-lml-hs2 Moderator: NATALJA VERINA
16:00 – 18:00	<i>WORKSHOP “Developing International & Interdisciplinary Research Coalition” (FOR STAFF)</i> MICHAEL A. RADIN , Ph.D. Associate Professor of Mathematics, Rochester Institute of Technology (U.S.A)	FOR STAFF https://open.augstskola.lv/b/jel-60x-qrx-s94 Moderator: JELENA TITKO

WEDNESDAY, APRIL 21, 2021

Time	Activity	Link
10:00 – 12:00	WORKSHOP “Expert methods for research in social sciences” VIKTORIJA SKVARCIANY, Dr., Associate Professor, Vilnius Tech (Lithuania)	FOR STAFF https://open.augstskola.lv/b/jel-ffj-h62-gpn Moderator: JELENA TITKO
12:40 – 14:10	WORKSHOP “How to make your data speak out: implementing visual instruments for data analysis and presentation” ANNA SVIRINA, Dr., Professor, Kazan National Research Technical University named after A. N. Tupolev – KAI (Russia)	FOR STAFF https://open.augstskola.lv/b/jel-8td-yak-iv8 Moderator: JELENA TITKO
14:20 – 15:50	GRETA KELIUOTYTĒ-STANIULĒNIENĒ, PhD, Associate Professor, Vilnius University, Faculty of Economics and Business Administration, Finance department <i>LECTURE: Fundamentals of technical analysis of the financial markets</i>	FOR STAFF https://open.augstskola.lv/b/ing-shc-rpx-krx Moderator: INGA SHINA
16:30 – 17:00	etECH2021 ONLINE WELCOME PARTY	FOR STAFF https://zoom.us/j/7410120219 Moderator: JELENA TITKO
18:30 – 20:30	LENKA SMOLIKOVA, Ing., Ph.D. Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Project team, project leader</i>	FOR STUDENTS https://open.augstskola.lv/b/ing-kl-jfk-1ft Moderator: INGA SHINA

THURSDAY, APRIL 22, 2021



FRIDAY, APRIL 23, 2021

Time	Activity	Link
9:30 – 11:30	Dr. DAVID SCHÜLLER , assistant Professor, Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Sustainable consumption and production</i> <i>LECTURE: Business idea development – six thinking hats technique</i>	FOR STUDENTS AND STAFF https://open.augstskola.lv/b/edg-c5q-zc4-3jx Moderator: EDGARS ČERKOVSKIS
11:00 – 12:30	WORKSHOP “Digital tools for teaching Project Management” Dr. KASPARS STEINBERGS , assistant Professor, Alberta College (Latvia)	FOR STAFF https://open.augstskola.lv/b/kas-tfq-qip-zft Moderator: KASPARS ŠTEINBERGS
10:00 – 15:00	INTERNATIONAL STUDENT CONFERENCE <i>STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE’2021</i> Foreign students’ session.	FOR STUDENTS https://open.augstskola.lv/b/ing-lmb-zve-c38 Moderators: NATALJA VERINA, INGA SHINA