

# The 5<sup>th</sup> International Academic Week

## AGENDA

APRIL 17 - 21, 2023

MONDAY, APRIL 17, 2023

Time	Activity	Venue	Responsible person
14:00 - 15:00	REGISTRATION, Welcome drink	EKA, Pernavas 62, Riga Room 303 Clothing room	
15:00 - 15:15	IAW2023 OPENING Vice-Rector Prof. JEĻENA TITKO	Room 301	
15:15 - 18:00	<b>QUICK DATING</b> 1. EKA University of the Applied Sciences, <b>LATVIA</b> 2. Alberta College, <b>LATVIA</b> 3. Klaipeda University, <b>LITHUANIA</b> 4. Kaunas University of Technology, <b>LITHUANIA</b> 5. Escola d'Art i Superior de Disseny de les Illes Balears, <b>SPAIN</b> 6. Aristotle University of Thessaloniki, <b>GREECE</b> 7. Prague University of Economics and Business, <b>CZECH REPUBLIC</b> 8. University of Economics in Katowice, <b>POLAND</b> 9. University of Warsaw, <b>POLAND</b> 10. University for Foreigners of Perugia, <b>ITALY</b> 11. ERUDIO Business School, <b>SLOVENIA</b> 12. Vytautas Magnus university Agriculture Academy, <b>LITHUANIA</b> 13. University of Applied Sciences in Burgenland, <b>AUSTRIA</b> 14. Kehl University of Applied Sciences, <b>GERMANY</b> 15. University of Verona, <b>ITALY</b> 16. University College London, <b>UK</b> 17. Opole university of Technology, <b>POLAND</b> 18. Ludwigshafen University of Business and Society, <b>GERMANY</b> 19. Lublin University of Technology, <b>SLOVENIA</b> 20. University of Žilina, <b>SLOVAKIA</b> 21. Kauno kolegija, <b>LITHUANIA</b> 22. Katowice Institute of Information Technologies, <b>POLAND</b> 23. State Academy of Applied Sciences in Wloclawek, <b>POLAND</b> 24. Sumy State University, <b>UKRAINE</b> 25. Babeş-Bolyai University in Cluj-Napoca, <b>ROMANIA</b> 26. University of Szczecin, <b>POLAND</b> 27. Vilnius Gediminas Technical University, <b>LITHUANIA</b> 28. Alanya Alaaddin Keykubat University, <b>TURKEY</b> 29. SWU "N.Rilski"- Blagoevgrad, <b>BULGARIA</b> 30. Déhora Central Europe s.r.o., <b>CZECH REPUBLIC</b>	EKA  Room 303	EKA Erasmus+ coordinator <b>MARINA TIHOMIROVA</b>
18:00 - ...	PHOTO SESSION	EKA, room 303; EKA entry	EKA PR manager <b>JURIS LUSIS</b>
18:30 - 20:30	<b>LECTURE</b> <i>TECHNIQUES OF EARNING MANAGEMENT BASED ON IFRS</i> <b>ANNA KUZIOR</b> , Assistant Professor , University of Economics in Katowice (Poland)	<a href="https://open.augstskola.lv/b/vit-vfn-pha-cqh">https://open.augstskola.lv/b/vit-vfn-pha-cqh</a>	EKA Professor <b>VITA ZARIŅA</b>
18:30 - 20:30	<b>LECTURE</b> <i>DRIVERS OF CHANGE IN THE INTERNATIONAL FINANCIAL SYSTEM IN THE 21<sup>ST</sup> CENTURY</i> <b>KRYSZYNA MITRĘGA-NIESTRÓJ</b> , Academic teacher, Vice-Dean of the School of Undergraduate and Graduate Studies , University of Economics in Katowice (Poland)	<a href="https://open.augstskola.lv/b/vit-vfn-pha-cqh">https://open.augstskola.lv/b/vit-vfn-pha-cqh</a>	EKA Professor <b>VITA ZARIŅA</b>

## TUESDAY, APRIL 18, 2023

TIME	ACTIVITY, MENTOR	VENUE	RESPONSIBLE PERSON
8:40 – 10:40	<b>Morning coffee</b>	Room 303	<b>NATALJA SOOPA</b>
9:00 – 10:30	<b>LECTURE</b> <i>FAMILY FIRMS: A REDISCOVERED ORGANIZATIONAL FORM IN CEE COUNTRIES</i>  <b>ALEŠ KUBIČEK</b> , Associate Professor, Prague University of Economics and Business (Czech Republic)	Room 302	<b>EDGARS ČERKOVSKIS</b>
10:40 – 12:10	<b>LECTURE</b> <i>ART OF MARKETING – HOW TO BUILD A STRONG BRAND</i>  Ing. <b>DAVID RIHA</b> , MBA PhD, Associate Professor, Prague University of Economics and Business (Czech Republic)	Room 310	<b>OĻEGS NIKADIMOVŠ</b> <b>EDGARS ČERKOVSKIS</b>
10:40 – 12:10	<b>LECTURE</b> <i>AGEING IN EUROPE, SAMPLE SURVEYS, COMPOSITE INDICATORS</i>  <b>IVANA MALA</b> , Associate Professor, Prague University of Economics and Business (Czech Republic)	Room 304	<b>EDGARS ČERKOVSKIS</b>
10:40 – 12:10	<b>LECTURE</b> <i>DATA ANALYSIS USING STANDARD STATISTICAL R PACKAGES; ACCESSING AND USING EUROBAROMETER SURVEYS</i>  <b>MARCO CARRADORE</b> PhD, Temporary Professor, University of Verona (Italy)	Room 306	<b>HARSH CHAUCHAN, JELENA TITKO</b>
12:30 – 14:00	<b>WORKSHOP/LECTURE FOR IAW2023 PARTICIPANTS AND EKA STAFF</b> <i>DIFFERENT FACETS OF THE SPIRAL DYNAMIC MODEL</i>  MBA <b>SVETLANA ZHURAVEL</b> , PMProfs LTD Owner, Multi-million start-up “Printify” Strategic initiative general manager, ICU Certified Coach since 2019, ICU Business and Executive Coach, NLP practitioner since 2017, Professional manager, PMP certified with more than 17 years’ experience.	Room 303	<b>JELENA TITKO</b>
14:00 – 15:00	<b>LUNCH BREAK</b>	Room 303	
15:00 – 16:30	<b>SLOW DATING</b> (meeting with EKA administration based on the preferences of IAW2023 participants)	401 – Research and International Projects 303 – Culture programmes 402 – Business and Economics programmes  219 – Design and DIG programmes 406 – Law SIC – Erasmus+	<b>JELENA TITKO, JEVGENIJA DEHTJARE</b> <b>JELENA BUDANCEVA</b> <b>INGA SHINA, VITA ZARINA, NATALJA VERINA, EDGARS ČERKOVSKIS</b> <b>KSENIJA MIĻČA</b> <b>KARINA ZALCMANE</b> <b>MARINA TIHOMIROVA</b>
16:30	<b>MEETING OF IAW2023 PARTICIPANTS</b> Photo session	EKA lobby at the ground floor	<b>MARINA TIHOMIROVA</b>
17:30 – 18:30	<b>IAW2023 SOCIAL PROGRAMME EVENT (DIGITAL ART HOUSE)</b>	Str. Skolas 2, Riga	EKA Assistant Professor, director of the programmes “Culture management” and “International Culture Project Management” <b>JELENA BUDANCEVA</b>
18:30 – 20:00	<b>IAW2023 WELCOME PARTY (DIGITAL ART HOUSE)</b>		
18:30 – 20:30	<b>LECTURE</b> <i>ACADEMIC WRITING</i>	<a href="https://open.augstskola.lv/b/aij-szn-cxk-17w">https://open.augstskola.lv/b/aij-szn-cxk-17w</a>	EKA Assistant Professor <b>AIJA POIKANE-DAUMKE</b> , PhD

## WEDNESDAY, APRIL 19, 2023

TIME	ACTIVITY, MENTOR	VENUE	RESPONSIBLE PERSON
10:00 – 10:40	Morning coffee	Room 303	NATALJA SOOPA
10:40 – 12:10	<b>WORKSHOP/LECTURE FOR IAW2023 PARTICIPANTS AND EKA STAFF</b> <i>NEXUS OF BUSINESS &amp; ART IN RESEARCH AND ENTREPRENEURSHIP</i>  NADIJA LOLINA PhD, Associated Professor, former Head of Design Department in KROK University, Ukraine / Researcher, University of London, UK	Room 303	JELENA TITKO
12:40 – 14:00	<b>LECTURE</b> <i>STORYTELLING AND GAMIFICATION IN CULTURAL EVENTS AND MARKETING</i>  AGNIESZKA POWIERSKA, Assistant Professor, State Academy of Applied Sciences in Wloclawek (Poland)	Room 302	EDGARS ČERKOVSKIS, KASPARS ŠTEINBERGS
12:20 – 13:40	<b>WORKSHOP/LECTURE FOR IAW2023 PARTICIPANTS AND EKA STAFF</b> <i>THE USE OF DIFFERENT ART TECHNIQUES IN EDUCATIONAL PROCESSES</i>  EKA Assistant Professor JELENA BUDANCEVA, MBA, director of the programmes “Culture Management” and “International Culture Project Management”	Room 303	
13:40 – 14:20	LUNCH	Room 303	
14:20 – 15:50	<b>WORKSHOP/LECTURE FOR IAW2023 PARTICIPANTS AND EKA STAFF</b> <i>APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE STUDY PROCESS AND RESEARCH</i>  KASPARS ŠTEINBERGS, Dr.oec., Assistant Professor, EKA University of Applied Sciences (Latvia)	Room 205	
14:20 – 15:50	<b>WORKSHOP FOR DOCTORAL STUDENTS</b>  TOMAS PEČIULIS, PhD candidate, Vilnius Gediminas Technical University (Lithuania) Topic of the dissertation: INTERACTION OF CURRENCY MARKET EVOLUTION WITH MONETARY POLICY INSTRUMENTS IN THE AGE OF DIGITIZATION.	Room 304	Prof. VELGA VEVERE; Prof. INGA SHINA Prof. VITA ZARINA; Associate Prof. KRISTINE UZULE, Asoc. Prof. JEVGENIJA DEHTJARE, PhD cand. EDGARS ČERKOVSKIS, PhD cand. NATALJA VERINA
14:20 – 15:50	<b>LECTURE</b> <i>Conflict Resolution in the Digital Age; Public Relations Practice in the Digital Era</i>  ANNA ADAMUS-MATUSZYNSKA, Professor, University of Economics in Katowice (Poland)	Room 302	JELENA BUDANCEVA, HARSH CHAUCHAN
14:20 – 15:50	<b>LECTURE</b> <i>Circular Economy: Unlocking Hidden Treasures</i>  JURGITA BRUNECKIENE, Professor, Kaunas University of Technology (Lithuania)	Room 308	EDGARS ČERKOVSKIS
16:00	<b>PHOTO SESSION</b> <b>IAW2023 CERTIFICATE AWARDING</b>	Room 303	
16:30	<b>MEETING OF IAW2023 PARTICIPANTS</b>	EKA lobby at the ground floor	EKA Erasmus+ coordinator MARINA TIHOMIROVA
16:30 – 18:00	<b>RIGA GUIDED TOUR</b> organized by Alberta College (for IAW2023 participants WHO ARE NOT etECH2023 participants)		
18:30 – 20:30	<b>LECTURE</b> <i>PECULIARITIES OF ACADEMIC WRITING IN ENGLISH</i>  GRETA DANILAVIČIENE, Lecturer, Kaunas University of Technology (Lithuania)	<a href="https://open.augstskola.lv/b/aij-8pl-lbb-ior">https://open.augstskola.lv/b/aij-8pl-lbb-ior</a>	AIJA POIKANE-DAUMKE

**THURSDAY, APRIL 20, 2023**

**EKA 25<sup>th</sup> ANNIVERSARY DINNER / etECH 7<sup>th</sup> ANNIVERSARY DINNER**

**Venue:** FANTADROMS, Gustava Zemgala gat. 74a, Rīga

**MEETING POINT TO GO TO THE DINNER BY BUSES:**

Riga, Grand Poet by Semarah Hotel, Raina bulvaris 5/6, main entry

**FRIDAY, APRIL 21, 2023**

<b>TIME</b>	<b>ACTIVITY, MENTOR</b>	<b>VENUE</b>	<b>RESPONSIBLE PERSON</b>
10:00 – 10:40	Morning coffee	Room 303	NATALJA SOOPA
10:40 – 12:10	<b>LECTURE</b> <i>LIVING IN THE ERA OF DIGITALIZATION AND NEW TECHNOLOGIES</i>  SASA ZUPAN KORZE, PhD, ERUDIO Business School (Slovenia)	Room 302	EKA Professor VELGA VEVERE
10:40 – 12:10	<b>LECTURE</b> <i>ALTERNATIVE DRIVES OF LOGISTICS; FUTURE MOBILITY IN THE LOGISTICS ENVIRONMENT</i>  Dr. rer. pol. STEFAN BONGARD, Professor, Department of Service and Consulting at the of Ludwigshafen University of Business and Society (Germany)	Room 306	KASPARS KARAŠEVSKIS  EDGARS ČERKOVSKIS
12:40 – 14:10	<b>LECTURE</b> <i>PARADOXES OF GLOBALIZATION: THE POWER OF 1 “CLICK”</i>  INETA ZYKIENE, Associate Professor, Kaunas University of Technology (Lithuania)	Room 302	VELGA VEVERE
11:00 – 16:00	<b>INTERNATIONAL STUDENT CONFERENCE</b>  <i>STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE'2023</i> Foreign students' session	Room 303	Moderators: NATALJA VERINA, INGA SHINA, KRISTINA UZULE, JEVGENIJA DEHTJARE