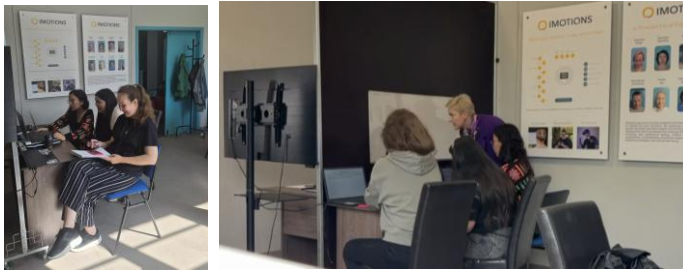


NEWS

LETTER

NEUROMARKETING RESEARCH TO ADVANCE HEALTHCARE INNOVATION



In August, the **EKA Research Laboratory** brought together specialists from abroad to exchange experience in neuromarketing research and training. The visit provided an opportunity to share research practices, explore the application of neuromarketing methods and strengthen international cooperation in experimental research.

Experts from the **Neuromarketing Laboratory of Almaty Management University (AlmaU), Kazakhstan** A. Abuzhalitova, A. Pankratova and G. Bekenova, contributed to the development of the experimental design and data collection for a research project commissioned by **Medical Centre ARS**. The study was conducted at the EKA Neuroscience Laboratory with the involvement of healthcare professionals and aimed to support digitalisation and the introduction of innovation in the healthcare sector.

The extensive research carried out within the initiative has resulted in a scientific publication:

“Reconsidering the Concept of Innovation in Healthcare” (by K. Uzule, J. Titko, A. Skuskovniks, A. Kolesnikova and U. Zilde) published in *Marketing and Management of Innovations*, a journal indexed in the CA Web of Science.

[More ARS Project](#)

Alongside the collaborative research, several training and knowledge-exchange sessions on neuromarketing were conducted:

- **Prof. T. Pimonenko and Prof. O. Lyulyov, Sumy State University** participated in a session dedicated to the application of eye-tracking laboratory research in different contexts.
- EKA research staff also attended the on-site lecture **“Fundamentals of Neuromarketing and Laboratory Practice,”** which combined theoretical insights with practical laboratory applications (lead by A. Abuzhalitova).



SHIELD PROJECT: INTERNATIONAL CYBERSECURITY TRAINING IN RIGA



Co-funded by
the European Union



In August, EKA hosted an international cybersecurity training programme within the SHIELD project, bringing together more than 20 teachers from Latvia, North Macedonia, Bulgaria and Kosovo.

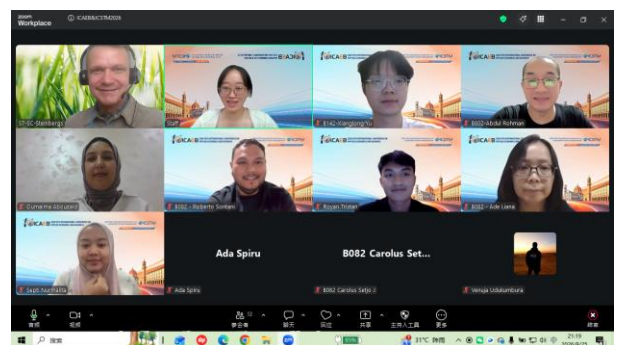
Led by **Dr Mijalce Santa** from Ss. Cyril and Methodius University in Skopje, the training combined expert guidance with individual and group activities. Participants explored cyber risks in schools, cyber hygiene and governance, cybersecurity policy development, phishing and scams, incident response, cyberbullying, and protection from harmful online content.

The international SHIELD project “United for Cyber Safety: Up-Skilling High School Communities for Protecting Students” aims to strengthen the cybersecurity competences of secondary-school teachers and staff, helping them create safer digital environments for students. [Red more](#)

REPRESENTING EKA AT ICAEB 2026

Assoc. Prof. **Kaspars Steinbergs** represented EKA at the **10th International Conference on Applied Economics and Business (ICAEB 2026)**, held in a hybrid format in Florence, Italy, and online 23-25 August 2026.

During a paper session, he presented the study *“Factors Influencing Digital Transformation Maturity and Business Performance in Tunisia’s Cultural and Creative Industries.”*



Assoc. Prof. Steinbergs also chaired Online Session VII “Digital Economy, Technology Adoption, and Labor Market,” facilitating scholarly discussion and the international exchange of research findings on digitalisation, technological change and employment. [Learn more about ICAEB 2026](#)

COOPERATION WITH THE ACADEMY OF MANAGEMENT

In July, EKA formalised its cooperation with the **Academy of Management (AOM)**, strengthening connections to international management research community.



As part of this cooperation, Prof. J. Titko was awarded a one-year membership through AOM's Community Accelerator Program. The membership provides opportunities to build

connections with international scholars, participate in global academic events and specialised workshops, engage with AOM editors and leading researchers, and access resources on research methods, high-impact publishing and teaching innovation.



[More about the AOM CAP](#)

INTERNATIONAL RECOGNITION THROUGH IETI FELLOWSHIP

In July, Prof. J. Titko, was elected a **Fellow of the International Engineering and Technology Institute (FIETI)** and joined the institute's international community of **2026 Fellows**.



The fellowship provides international professional recognition and new opportunities to engage with an interdisciplinary community of scholars. IETI Fellows may contribute to conferences and journals as reviewers, committee members, chairs, editors or invited speakers, as well as initiate and co-organise international academic activities.

For EKA, this distinction strengthens its representation in international research networks and creates further opportunities for interdisciplinary cooperation, knowledge exchange and the global visibility of EKA research.

[More about IETI](#)

RENEWED SCIENTIFIC COUNCIL ELECTED



In August, EKA University of Applied Sciences elected a renewed composition of its **Scientific Council for the next five years**.

The Council brings together EKA leadership, professors, leading researchers and representatives of the EKA Students' Council. Its diverse composition combines institutional governance, academic and research expertise, project experience and the student perspective.

During its new term, the Scientific Council will guide the development of EKA's priority research directions, prepare proposals for strengthening scientific activity, review research-related regulations and contribute to decisions concerning research positions and academic performance.

Through its work, the Council will support the quality, strategic development and international visibility of research at EKA.

EKA Scientific Council Members



Prof. Oksana
Lentjušenkova



Prof. Jelena
Titko



Prof. Inga
Šina



Assoc. Prof.
Karina
Zalcmane



Assoc. Prof.
Vita Zariņa



Assoc. Prof.
Kristine Užule



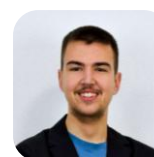
Assoc. Prof.
Jevgenija
Dehtjare



Assoc. Prof.
Kaspars
Šteinbergs



Student Darja
Golubeva



Student Oskars
Einbergs

[More about EKA Scientific Council](#)