



International Scientific Conference

Emerging Trends in Economics, Culture and Humanities (etECH2022)

APRIL 20-22, 2022, RIGA

HYBRID SESSIONS

PROGRAMME

Dear conference participants - partners and friends! Welcome to **etECH2022**!

The year, etECH conference celebrates its 6th birthday! Last two years we were forced to organize this event in online format, but our great participants supported us, not only presenting their research results in online sessions, but also being together during online parties... Dear partners and friends, thank you so much for being with us all these years! And, finally, welcome to real-life etECH2022!

In 2022, participants from the Germany, Lithuania, Poland, Slovenia, Ukraine, Portugal, Czech Republic, Scotland, Finland, and Latvia will present their research results in six parallel sessions.

WELCOME TO RIGA, WELCOME TO ETECH2022!



Sincerely yours,
Dr. Professor Jelena Titko
Vice-rector for Science and International Cooperation
etECH2022 coordinator

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Uwe Busbach-Richard, University of Applied Sciences Kehl /Germany/
Tatjana Tambovceva, Riga Technical University /Latvia/

AGENDA

WEDNESDAY, APRIL 20

19:00 – 22:00 ETECH2022 WELCOME PARTY, Grand Poet by Semarah Hotels, Dining zone

THURSDAY, APRIL 21

HOTEL SEMARAH GRAND POET, Raina blvd. 5/6, Riga, 2nd floor

9.30 – 10.00 REGISTRATION

10.00 – 11.30 OPENING CEREMONY / PLENARY SESSION (Hall EPIC)

<https://www.youtube.com/watch?v=01t88-h-CS8>

❖ *Welcome speech*

Dr. Oksana Lentjushenkova, Rector / EKA University of Applied Sciences

Dr. Jelena Titko, Vice-Rector for Science and International Cooperation / EKA University of Applied Sciences

Greetings from partner organizations:

Rita Burceva, Alberta College

❖ *Key note speakers*

Nadiia Lolina, PhD, associated professor Nadiia Lolina, former Head of Design Department in KROK University, Kyiv /Ukraine/

STREET ART AS A PART OF URBAN SYSTEM

11.30 – 13.00 PARALLEL SESSIONS (links to each session – see in session)

13:00 – 14:00 LUNCH BREAK *Grand Poet by Semarah Hotels, Ave Sol*

14.00 – ... PARALLEL SESSIONS (links to each session – see in session)

PARALLEL SESSIONS

- ❖ *ECONOMICS* <https://liedm.zoom.us/j/3345484140> *Grand Poet, hall SONET*
- ❖ *MANAGEMENT* <https://open.augstskola.lv/b/ing-7oh-mw3-riy> *Grand Poet, hall EPIC*
- ❖ *INFORMATION TECHNOLOGIES* <https://rtucloud1.zoom.us/j/2174011129> *Grand Poet, hall TRIOLET*
- ❖ *LAW* *only real-life format, Grand Poet, hall HAIKU*
- ❖ *PEDAGOGY AND EDUCATION* <https://open.augstskola.lv/b/vit-ww2-dph-dh8> *Grand Poet, hall ODE1*
- ❖ *CULTURE AND ART* <https://us06web.zoom.us/j/87694134212?pwd=eEhhZ0JRK2ZkWWlRWW1oOWUwNHpwZz09> *Grand Poet, hall ODE2*

19:00 – 22:00 **etECH2022 GALA DINNER**, *Grand Poet by Semarah Hotels, Ave Sol*

ECONOMICS

Sustainability and Circular Economy / Macroeconomics, International Economics, Public Economics and Financial Economics

Chairpersons: Dr. , Associate Professor VIKTORIJA SKVARIANY
Mg., PhD cand. EDGARS CERKOVSKIS

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall SONET

<https://liedm.zoom.us/j/3345484140>

Milena Seržantė, Viktorija Askoldavičiūtė. INVESTIGATION OF FACTORS DETERMINING LITHUANIAN PUBLIC DEBT TO FOREIGN COUNTRIES

Bohumil Stádník. PREDICTION OF THE DEVELOPMENT OF THE MARKET PRICE OF BITCOIN

Maria Magdalena Golec. THE PRINCIPLE OF SOLIDARITY IN COOPERATIVE BANKS IN POLAND ON THE EXAMPLE OF INSTITUTIONAL PROTECTION SCHEMES

Greta Keliuotytė-Staniulėnienė, Martyna Kudžmaitė. FINANCIAL STABILITY IN THE FACE OF THE COVID-19 PANDEMIC: THE CASE OF LITHUANIA

Armand Faganel. SOCIAL MARKETING AS A TOOL FOR A SUSTAINABLE MUNICIPAL WASTE MANAGEMENT

Ivana Malá. AGEING OF EUROPEAN POPULATION AND DEPRIVATION

Viktorija Skvarciany, Daiva Jurevičienė. HOW EFFECTIVE EU COUNTRIES' DIGITAL ECONOMIES TRULY ARE?

Philip L. Fioravante. ADAPTIVE INTELLIGENCE IN BUSINESS: THE NEXT LEVEL OF ORGANIZATIONAL SUSTAINMENT

Edgars Cerkovskis. DEVELOPMENT OF THE LATVIAN CIRCULAR ECONOMY INDEX

Viktorija ŠIUKŠČIŪTĖ, Indrė LAPINSKAITĖ. RESEARCH ON POTENTIAL RISKS OF FINTECH NEW SOLUTIONS IN LOTTERY ECOSYSTEM

MANAGEMENT

Emerging Trends in Business Administration, Marketing and Corporate Finance

Chairpersons: Dr., Professor INGA SHINA
Dr., Professor VELGA VEVERE

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall EPIC

<https://open.augstskola.lv/b/ing-7oh-mw3-riy>

Armand Faganel. *DEVELOPING AND ADAPTING THE EXISTING BUSINESS MODEL: CASE STUDY*

Stefan Bongard. *TOOL-SUPPORTED PROFITABILITY ANALYSIS OF ALTERNATIVE DRIVE TECHNOLOGIES*

Pedro Antonio Martín-Cervantes, María del Carmen Valls Martínez. *IS THERE A BALTIC MODEL FOR GENDER EQUALITY IN THE WORKPLACE?*

María del Carmen Valls Martínez, Pedro Antonio Martín Cervantes, Javier Membrives Salvador. *THE INFLUENCE OF BOARD GENDER DIVERSITY ON CORPORATE SOCIAL RESPONSIBILITY*

Inga Shina, Irina Serbinenko. *INDIVIDUAL LEVEL PREDICTORS OF ORGANIZATIONAL PERFORMANCE IN MANUFACTURING COMPANIES*

Inga Shina, Velga Vevere. *COVID-19 IMPACT ON START-UPS IN LATVIA*

Helmuts Lejnieks, Ilona Lejniece. *ANGEL INVESTING, CREATING INVESTMENT STRATEGIES, WHY ECONOMY CAN BENEFIT FROM IT: CASE OF BALTIC COUNTRIES*

Sofia Carujo, Pedro Anunciação, João Santos. *THE PROJECT MANAGEMENT APPROACH AS A CRITICAL SUCCESS FACTOR IN DIGITAL TRANSFORMATION INITIATIVES*

Nuno Monteiro, Pedro Anunciação. *IMPACTS OF SECURITY MANAGEMENT POLICIES AND STRATEGIES IN ONE OF THE LARGEST EQUIPMENT CARGO HANDLING COMPANIES IN PORTUGAL*

Vitor Dinis, Antonio Briones Peñalver, Francisco Esteves, Pedro Anunciação. *MAIN DIMENSIONS TO UNDERSTAND MAINTENANCE IN THE INDUSTRY 4.0 REALITY*

Agata Basińska-Zych, Agnieszka Springer. *WORKPLACE HEALTH PROMOTION PROGRAMES (WHPPs) IN PANDEMIC REALITY - ARE PREVIOUS EXPERIENCES OF EMPLOYEE HEALTH PROMOTION USEFUL IN DESIGNING THE WHPPs DURING A PANDEMIC?*

Laima Jesevičiūtė-Ufartienė, Vilma Morkūnienė, Gelmina Motiejūnė, Aušra Liorančaitė-Šukienė, Viltė Liaugodienė. *HEALTH CARE AND REHABILITATION SERVICE QUALITY MANAGEMENT: VALUES AND ITS IMPACT ON EMPLOYEE INVOLVEMENT*

Laima Jesevičiūtė-Ufartienė, Jūratė Masčinskienė. *BRAND AWARENESS OF BAKERY PRODUCTS: ONE BRAND CASE STUDY*

Iveta Cirule. *OPEN INNOVATION IN BUSINESS INCUBATION IN LATVIA*

INFORMATION TECHNOLOGIES

Emerging Trends in ICT Solutions for Business, Management and Education

Chairpersons: Dr., Professor TATJANA TAMBOVCEVA
Dr., Professor UWE BUSBACH

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall TRIOLET

<https://rtucloud1.zoom.us/j/2174011129>

Elina Mikelsons, Aivars Spilbergs, Jean-Pierre Segers. ADAPTATION AND APPROPRIATION OF DIFFERENT WEB-BASED IDEA MANAGEMENT SYSTEM TYPES

Jari Kaivo-oja, Theresa Lauraeus, Mikkel Stein Knudsen. TRENDS AND TRADE-OFF ANALYSES OF INDUSTRY 4.0 TECHNOLOGY TRENDS

Renata Walczak. IDENTIFICATION OF FACTORS DETERMINING ACCEPTANCE OF IoT SENSORS IN THE CITY OF PŁOCK FOR UNIVERSAL DESIGN PURPOSES.

Oskars Rasnacs, Maris Vitins. MODELS FOR FORECASTING STUDENTS' KNOWLEDGE ASSESSMENTS DEPENDING ON ASSESSMENTS IN INFORMATICS AND STATISTICS COURSES

Roland Böhmer, Uwe Busbach, Britta Kiesel. USE OF BUSINESS INTELLIGENCE IN PUBLIC SOCIAL WELFARE

Dzintra Atstaja, Tatjana Tambovceva, Maris Purvins. ICT SOLUTIONS DIGITIZING THE STUDY PROCESS AND ADULT EDUCATION

EMERGING TRENDS IN LAW

Chairpersons: Dr., Assistant Professor KARINA ZALCMANE
Dr., Assistant Professor MARINA KAMENECKA-USOVA

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall HAIKU

David McArdle. *DIRECT NATIONALITY DISCRIMINATION AND AMATEUR SPORT: REFLECTIONS ON TOPFIT AND BIFFI v. DLV*

Marina Kameņeckā-Usova. *GOOD GOVERNANCE IN NATIONAL SPORTS ORGANIZATIONS: THE IMPORTANCE OF THE INTERNAL DISPUTE RESOLUTION*

Karina Zalcmane. *CRIMINAL LIABILITY IN SPORTS*

Atis Bičkovskis. *JUSTIFICATION OF APPLICATION OF THE ZERO PERCENT VALUE ADDED TAX RATE*

Gediminas Valantiejus. *APPLICATION OF RULES OF CUSTOMS ORIGIN IN INTERNATIONAL TRADE: RECENT LEGAL CHALLENGES IN THE REPUBLIC OF LITHUANIA*

CULTURE AND ART

*Emerging Trends in Culture Studies and International Culture Project Management /
Creative Industries, Art and Design*

Chairpersons: MBA, Assistant Professor JELENA BUDANCEVA
Dr.oec., Associate Professor OKSANA LENTJUSHENKOVA

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall ODE

<https://us06web.zoom.us/j/87694134212?pwd=eEhhZ0JRK2ZkWmlRWw1oOWUwNHpwZz09>

Ilze Krūmiņa, Inga Milēviča. MEDIA USAGE SPECIFICS (VIDZEME REGION, LATVIA)

Anna Svirina. CREATING NEIGHBOURHOOD DEVELOPMENT PROJECT: EVIDENCE FROM SOCIAL EXPERIMENTING

Oksana Lentjushenkova. CULTURAL INTELLIGENCE AND INTERPERSONAL TRUST AS A DRIVERS FOR INTELLECTUAL CAPITAL DEVELOPMENT

Dita Pfeifere. THE ISSUES OF DEFINING AND CLASSIFYING CULTURAL CENTRES

Jeļena Budanceva, Sabīne Soida, Lāsma Sondore. OPPORTUNITIES FOR THE DEVELOPMENT OF INTERNATIONAL COOPERATION FOR PROFESSIONAL ORCHESTRAS

Harsh Chauhan, Natalja Verina. IMPACT OF SOCIOCULTURAL CHARACTERISTICS ON ATTITUDE TOWARD DIGITAL TRANSFORMATION

Imants Ļaviņš, Dace Ļaviņa. IMAGES OF THE REPUBLIC OF LATVIA AND NATION IN THE INTERWAR WORLD EXIBITIONS

Nadiia Lolina. AUTHENTIC ROOTS SURVIVAL: UKRAINIAN MODERN EXPERIENCE

Lina Melnyk. SANDPLAY THERAPY IN CHILD TRAUMA RESOLUTION - CASE STUDY

Liběna Jarolímková, Blanka Bejdáková. CURRENT CHALLENGES IN THE INTERPRETATION OF CULTURAL AND NATURAL HERITAGE

PEDAGOGY AND EDUCATION

Chairpersons: Dr., Professor VITA ZARINA
Dr., Associate Professor LARISA TURUSHEVA

11.30 – 13:00 14:00 – ...

Grand Poet by Semarah Hotels, hall ODE

<https://open.augstskola.lv/b/vit-ww2-dph-dh8>

Piotr Urbanek. THE EVOLUTION OF INSTITUTIONAL LOGIC IN THE SYSTEM OF HIGHER EDUCATION UNDER REFORM IN POLAND

Irena Klimaviciene, Jurate Vaiciulenaite. SOCIAL ACCOUNTABILITY OF LITHUANIAN UNIVERSITIES of APPLIED SCIENCES

Inga Shina, Vita Zarina. TRANSFER OF BUSINESS MENTORING EXPERIENCE TO THE EDUCATION SECTOR

Natalja Verina, Vita Zarina, Edgars Cerkovskis, Jelena Budanceva. PERCEIVED IMPORTANCE OF FINANCIAL ISSUES: RESULTS OF FINANCIAL LITERACY CHALLENGE FOR LATVIAN STUDENTS

Rita Burceva. VIEWS OF SCHOOL CAREER COUNSELLORS OR SUPERVISION

Jan Gondek. CHALLENGES TO ORGANIZATIONAL LEARNING IN CULTURAL INSTITUTIONS DURING THE COVID 19 PANDEMIC

Zane Veidenberga. DIALOGUE PROTOCOLS AND POST-TRANSLATION QUESTIONNAIRES: INSTRUMENTS FOR GETTING FEEDBACK FROM STUDENTS WHEN PILOTING NEW TRANSLATION GUIDELINES

Jelena Jermolajeva, Larissa Turusheva. EKA UNIVERSITY OF APPLIED SCIENCES FIRST AND LAST YEAR STUDENTS' MOTIVATION FOR LEARNING

Christian Riess, Maria Tyroller, Michael Simon Josef Walter. SUPPORTING THE INDIVIDUAL LEARNING PROGRESS OF STUDENTS BY INTRODUCING E-PORTFOLIOS TO A COURSE ON PRODUCT DESIGN

ETECH2022 INVITED SPEAKERS AND MODERATORS

KEY NOTE SPEAKER



Nadiia LOLINA is an associate professor, former Head of the Design Department in KROK University, Kyiv, Ukraine. She studied interior design at the Kyiv National University of Construction and Architecture and, after holding various positions in teaching and scientific researching (Governmental Academy of leading cadres of Culture and Arts, Kyiv National University of Culture and Arts, National Aviation University), worked in own private design-studio (Lolina.design.bureau). for approaching the differences between Ukrainian and European educational systems graduated from Telemark university college with a Master degree (Rauland, Norway). After his first appointment as associate professor and a member of the working group for achieving a licence for the Design Department in KROK University, was invited to position as a Head of Design Department. After successfully administering an accreditation procedure as a garant of the programs left the position.

Right now she is dedicated to scientific research in the areas of the urban system, implementation of modern street art in the city space, the question of design and monumental art as a part of the city complex.

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MODERATORS OF THE SESSION "Sustainability and Circular Economy / Macroeconomics, International Economics, Public Economics and Financial Economics"



Dr. Viktorija SKVARCANY holds a PhD in Economics and works as Director of Institute of Dynamic Management and as an Associate Professor at the Department of Economics Engineering and Vilnius Gediminas Technical University. Viktorija Skvarciany is an Editor-in-Chief of International Scientific Journal "Business, Management and Economics Engineering" and Managing Editor of "Economics and Culture". She has published more than 40 articles, and her research interests include quantitative decision making-methods and their application in the research on sustainable economic development.

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Edgars CERKOVSKIS (Mg.sc.soc., PhD. Cand.) is a Lecturer at the EKA University of applied Sciences (Latvia); he also a director of the Master study programme "Circular economy and social entrepreneurship". He has created and runs more than 10 innovative study courses in several Latvian universities - digital economy, digital technologies, artificial intelligence, digital tools and their applications and many more. He is the author of several digital tools, such as the Virtual Economy Cabinet and several simulation online games for students. The digital materials, programs and methods developed by Cerkovskis are still used in the largest Latvian learning centers - Riga Distance Learning Secondary School, European Distance Learning Center, Latvian Distance Learning Professional Center and European Distance Learning Secondary School. One of the most important works is the development and approbation of the Education Quality Index in Latvian schools, as well as the introduction of Virtual Reality in 3 Latvian schools.

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MODERATORS OF THE SESSION “Emerging Trends in Business Administration, Marketing and Corporate Finance”



Dr. Velga VEVERE is a Professor at the EKA University of Applied Sciences; the senior researcher at the Institute of Philosophy and Sociology of the University of Latvia. She is an expert of the Science Council of Latvia in two fields – philosophy and management. Her scientific interests range from the history of philosophy (existentialism, phenomenology, American pragmatism), the contemporary issues in philosophy (social/societal aspects, communication, feminism) to the ones in corporate social responsibility, business ethics. She has published more than 50 articles and 3 monographs.

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Dr. Inga SHINA is a Professor at the EKA University of applied Sciences (Latvia). She also holds an administrative position as the Program Director of Master degree program Business Administration and 1st level professional higher education study program Marketing. She is an expert in the field Economics and Entrepreneurship of the Latvian Council of Science; an author of more than 30 scientific papers in the field of economics, business, management and education, corporate social and environmental responsibility; co-author of two books: “Vide un ekonomika” (Environment and Economics) and “Green Economics: Policy and Practice in Eastern Europe”. She is the head of ES Eurydice project, which compiles analytical reports on European national education systems and current education policy issues. She is the Managing Editor of the Scientific Journal “Economics and Business”.

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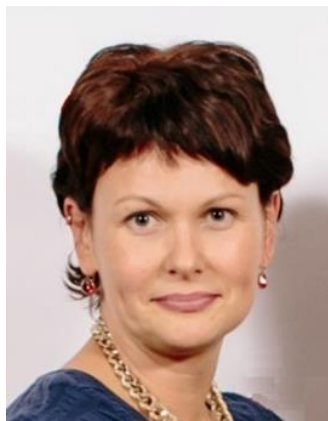
MODERATOR OF THE SESSION “Emerging Trends in Law”



Dr. Karina ZALCMANE is an Assistant Professor and Director of the study programme “Law” at the EKA University of Applied Sciences (Latvia). Mrs. Zalcmane is a lawyer within safety and security industry and is a member of the Board of International Association of Sports Law (IASL) and member of its Committee of Integrity, Security and Safety on Sports Competition, member of International Association Women in Sports Law (WisLaw), Deputy Editor-in-Chief of the official International Sports Law Journal of IASL “e-Lex Sportiva Journal”. Research interests of Mrs. Zalcmane cover Sports Law, Criminal Law, Criminology, Canon Law and Fire safety. Mrs. Zalcmane is an author of numerous publications on sports law, criminology, criminal law and safety of sports facilities. Karina Zalcmane is fluent in 4 languages: Russian, Latvian, English and German.

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MODERATORS OF THE SESSION “Emerging trends in ICT solutions for economy, business and society”



Dr. Tatjana TAMBOVCEVA is a Professor at the Riga Technical University (Latvia). She has more than 25 years' experience in lecturing both at the undergraduate and graduate levels. Her research interests focus on circular economy, green production and consumption; change of consumer behavior; corporate social and environmental responsibility; sustainable building, real estate management, project management and use of ICT in many areas. Dr. Tambovceva has published more than 150 articles in national and international academic journals. She is a member and an expert in a number of international Societies, Councils and Foundations. She is the Managing Editor of the Scientific Journal “Economics and Business” and Head deputy of the Department of Civil Construction and Real Estate Economics and Management at the Riga Technical University in Latvia.

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Dr. Uwe BUSBACH is a Professor at the University of Applied Sciences Kehl (Germany). He studied computer science at the University of Bonn and, after holding various positions in research (University of Ulm, German Research Center for Applied Mathematics and Computer Science), worked as a senior officer in various ministries and agencies of the federal administration of Germany. After his first appointment as professor in the field of software engineering at the University of Applied Sciences in Loerrach, he followed the call to his current position in 2002. His research interests are in the areas of CSCW, digitization of public administration, smart cities and design patterns.

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MODERATORS OF THE SESSION “Culture Studies and International Culture Project Management / Creative Industries, Art and Design”



Jelena BUDANCEVA (MBA) is an Assistant Professor and Director of the study programmes “Culture Management” and “Event and leisure industry management” at the EKA University of Applied Sciences (Latvia). She is an active culture manager, working in literature field with international projects and is producing the biggest international poetry festival in Latvia. Her scientific interests focused primary on consumption society and its sociological aspects. Author of several studies and articles.

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Dr. Oksana LENTJUSHENKOVA is an Associate Professor at the EKA University of Applied Sciences (Latvia). She also holds an administrative position of a Rector. She is an expert in the field of Economics and Entrepreneurship of the Latvian Council of Science. Dr. Lentjushenkova has more than twenty years academic experience in different educational institutions (e.g. Riga Technical University, National Defence Academy, EKA University of Applied Sciences, Alberta College etc.). During these years she worked with different groups of students with different level of knowledge and motivation for studies applying innovative teaching methods. Her research interests are focused in the field of intellectual capital management, quality assurance and strategic management.

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MODERATORS OF THE SESSION “Emerging trends in pedagogy and education”



Dr. Vita ZARINA is a Professor and a Director of program *Business Economics* at the EKA University of Applied Sciences. She has a practical work experience as a chief accountant and director of the Finance Department. Has been an editor of the professional magazine *Bilance*, has published there several articles, organized round-table discussions on actual topics. Participated in the organization of international and professional conferences, as well as presented with researches in several international scientific conferences, published researches in scientific journals and proceedings, author and co-author of several textbooks and monographs.

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Dr. Larissa TURUSHEVA is an Associate Professor at the Department of Foreign Languages of the EKA University of Applied Sciences (Latvia). Has study courses in Cross-cultural communication, Academic English, Business English, ESP. Research interests include competence, university didactics, long-life education, foreign language teaching/learning methods, applied linguistics, sociolinguistics, language policy, multilingualism, language acquisition. Has more than 60 scientific publications and two books.

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