



Uniwersytet  
Ekonomiczny  
w Katowicach

# **International Scientific Conference**

## **Emerging Trends in Economics, Culture and Humanities (etECH2017)**

### **PROGRAMME**

**APRIL 26 – 28, 2017, RIGA**



Dear conference participants!

Since our previous conference “21<sup>st</sup> Century Challenges for Economics and Culture 2016” we have been working on re-branding our conference. This year we are happy to introduce a new title and a new logo of our annual international scientific conference – “Emerging Trends in Economics, Culture and Humanities (etECH)”! We are also happy to have a new partner - the Faculty of Management of the University of Economics in Katowice!

This year we have an honour to host guests from USA, Lithuania, Poland, Russia, Kazakhstan, Slovakia, Italy, Israel, and Bangladesh. We hope our conference will become a widely known event and meeting place for even larger number of participants from all over the world.

Welcome to Riga! Welcome to the University of Economics and Culture!

Jelena Titko  
Vice-rector for Science and International Cooperation  
University of Economics and Culture

### CONFERENCE SCIENTIFIC BOARD

*Dr.oec., professor* **Stanislavs Keiss**, The University of Economics and Culture /Latvia/  
*Dr.phil., professor* **Velga Vevere**, The University of Economics and Culture /Latvia/  
*Dr.oec., professor* **Inga Shina**, The University of Economics and Culture /Latvia/  
*Dr., professor* **Michael Levens**, Walsh College /USA/  
*Dr.oec., professor* **Biruta Sloka**, University of Latvia /Latvia/  
*Dr.oec., professor* **Elina Gaile-Sarkane**, Riga Technical University /Latvia/  
*Dr.oec., professor* **Tatjana Tambovceva**, Riga Technical University /Latvia/  
*Dr.oec., professor* **Vita Zarina**, Turība University /Latvia/  
*Dr.habil. oec., professor* **Waldemar Dotkus**, Wrocław University of Economics /Poland/  
*Dr.habil.oec., professor* **Arvydas Virgilijus Matulionis**, Lithuanian Social Research Centre /Lithuania/  
*Dr., professor* **Iveta Simberova**, Brno University of Technology /Czech Republic/  
*Dr., professor* **Tatjana Polajeva**, Tallinn University of Technology /Estonia/  
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*Dr.oec., associate professor* **Jelena Titko**, The University of Economics and Culture /Latvia/  
*Dr.oec., associate professor* **Inara Kantane**, The University of Economics and Culture /Latvia/  
*Dr.paed., associate professor* **Larisa Turuseva**, The University of Economics and Culture /Latvia/  
*Dr.paed., associate professor* **Jelena Jermolajeva**, The University of Economics and Culture /Latvia/  
*Dr. oec., associate professor* **Deniss Sceulovs**, Riga Technical University /Latvia/  
*PhD, associate professor* **Zanina Kirovska**, Integrated Business Institute /Republic of Macedonia/  
*PhD, associate professor* **Malgorzata Rozkwitalska**, Gdansk School of Banking /Poland/  
*Dr., associate professor* **Andrei G. Zavaliy**, American University of Kuwait /Kuwait/

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**Jelena Titko**, The University of Economics and Culture /Latvia/  
**Oksana Lentjusenkovna**, The University of Economics and Culture /Latvia/  
**Vita Stīge-Škuškovnika**, Alberta College /Latvia/  
**Michael Levens**, Walsh College /USA/  
**Marcin Komanda**, The University of Economics in Katowice /Poland/  
**Velga Vevere**, The University of Economics and Culture /Latvia/  
**Stanislavs Keiss**, The University of Economics and Culture /Latvia/  
**Inga Shina**, The University of Economics and Culture /Latvia/  
**Tatjana Tambovceva**, Riga Technical University /Latvia/  
**Deniss Sceulovs**, Riga Technical University /Latvia/  
**Larisa Turuseva**, The University of Economics and Culture /Latvia/  
**Aija Sannikova**, The University of Economics and Culture /Latvia/  
**Gatis Dilans**, The University of Economics and Culture /Latvia/  
**Juris Juriss**, The University of Economics and Culture /Latvia/  
**Julija Asmuss**, The University of Economics and Culture /Latvia/  
**Marcis Pinnis**, The University of Economics and Culture /Latvia/  
**Erika Krutova**, The University of Economics and Culture /Latvia/  
**Jelena Jermolajeva**, The University of Economics and Culture /Latvia/  
**Kaspars Steinbergs**, The University of Economics and Culture /Latvia/  
**Zane Veidenberga**, The University of Economics and Culture /Latvia/  
**Ingus Barovskis**, The University of Economics and Culture /Latvia/

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## REGISTRATION / OPENING / PLENARY SESSION

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### WEDNESDAY, APRIL 26

<b>17.00 – 18.00</b>	MEETING OF HEI REPRESENTATIVES (HOTEL TOSS)
<b>18.00 – 19.00</b>	WELCOME DRINK (HOTEL TOSS)

### THURSDAY, APRIL 27

<b>9.30 – 10.00</b>	REGISTRATION (3 <sup>rd</sup> floor)
<b>10.00 – 11.00</b>	OPENING CEREMONY / PLENARY SESSION (room 305)

❖ *Welcome speech*

**Oksana Lentjushenkova**, Acting Rector / University of Economics and Culture

**Jelena Titko**, Vice-Rector for Science and International Cooperation / University of Economics and Culture

❖ *Emerging Trends in Brand Marketing*

**Michael Levens**, Chair and Professor of Marketing / Walsh College (USA)

❖ *Emerging Trends in Supply Chain Management*

**Anna Svirina**, Professor at the Department of Financial Engineering and Derivatives / TISBI University of management (Russia) – online presentation

<b>11.00 – 11.30</b>	COFFEE BREAK
<b>11.30 – 13.30</b>	PARALLEL SESSIONS
<b>13.30 – 14.30</b>	LUNCH
<b>14.30 – 15.30</b>	PARALLEL SESSIONS
<b>19.00 – 22.00</b>	CONFERENCE DINNER

# THURSDAY, APRIL 27

Parallel Sessions 11.30 – 13.30 / 14.30 – 15.30

## EMERGING TRENDS IN ECONOMICS AND FINANCE

room 307

**Chairpersons – Dr. oec. Professor Tatjana Tambovceva; Dr. oec. Professor Stanislavs Keiss; Dr. oec. Assistant Professor Aija Sannikova**

**Katarzyna Zak**

Physical Investment Financing: The Cases of Poland and Latvia

**Michael Levens**

The Influence of Organic Product Classification on Charitable Contributions Embedded in Retail Prices

**Liga Sadovica, Valentins Lavrinovics, Gatis Junghans**

Facilitating Distributed Flexibility through Aggregation: The Case of Latvian Energy Markets

**Magdalena Bywalec**

The Financial Efficiency of the Banking Sector of Latvia Compared to Other Sectors of the European Union in the Period 2007-2014

**Anna Jedrychowska**

Compensation for Lost Income for Indirectly Affected by the Death of a Household Member

**Anastazja Magdalena Kasztalska**

The Economic Theory of Luxury Goods

**Maria Misankova, Katarina Zvarikova, Jana Kliestikova**

Bankruptcy Practice in Countries of Visegrad Four

**Aija Sannikova, Tamara Grizane**

Factors Influencing the Supply of Labour in Latvia

**Magdalena Leska**

Rhetoric in Investor Relations: The Case of a Letter to Shareholders

**Piotr T. Nowakowski, Bogdan Wieckiewicz**

Major Principles of the Governmental Family 500 Plus Program and Its First Effects

**Lis Tomasz**

Analysis of the Credibility of the Report on the Equity Accounting

**Tatyana Daudisha**

Impact of the Changes in Personal Income Tax Regulation on Citizens' Well-Being

**Ludmila Verovska, Alexey Leontyev**

Use of the Tax Prism Method when Forming Tax Part of the Budget

**Liucija Birskyte**

The Effectiveness of Financial Support to Small and Medium Size Enterprises in Lithuania

**Aleksandra Lezgovko, Andrej Jakovlev**

The Evaluation of Trade Credit Insurance in Lithuanian Business Market as a Credit Risk Management Tool

**Lukas Radziunas, Rita Remeikiene**

The Valuation of Monetary Policy in the USA and Eurozone Countries after the 2007-2008 Crisis

**Angelina Ilchenko, Xiang Xiao Gang, Vladimir Stepanov**

Econometric Modelling of Influence of Level of the Social and Economic Infrastructure on Quality of Life of the Population

## **EMERGING TRENDS IN ICT SOLUTIONS FOR BUSINESS, MANAGEMENT AND EDUCATION**

**room 315**

**Chairpersons –Dr. sc. ing. Assistant Professor Julija Asmuss; Dr. sc. comp. Assistant Professor Marcis Pinnis**

**Ludmila Penicina, Daniels Stugis**

Electronic Workflow and E-signature Implementation Pilot-Project in Riga Technical University

**Sanita Meijere, Tatjana Tambovceva**

ICT Solutions for Education Effectiveness

**Marcis Pinnis**

Lessons Learned from Post-editing with Statistical Machine Translation and Neural Machine Translation Systems

**Rita Remeikiene, Gintare Grigaliune**

The Peculiarities of Digital Shadow Economy

## **EMERGING TRENDS IN INTERNATIONAL BUSINESS RELATIONS AND LEGISLATION**

**room 308**

**Chairpersons – Dr. iur. Assistant Professor Erika Krutova; Dr. iur. Assistant Professor Juris Juriss**

**Jolanta Dinsberga**

Establishment of Easements by Law

**Gediminas Valantiejus**

Are EU Member States Ready for the New Union Customs Code: Emerging Legal issues on the National Level

**Natalja Verina, Jelena Titko**

Demand for Students Graduated from Law Programmes at the Latvian Labour Market

**Dace Tarasova, Jolanta Dinsberga**

Annual Paid Leave

**Laila Vaivode**

International and Local Legal Regulation Aimed to Prevent and Combat Terrorism Activities

**Una Skrastina**

New Challenges in the In-House Public Procurement

**Natalja Verina**

Legal Rational for Application of Real Estate Tax in Latvia

**Erika Krutova**

Treaty of Lisbon and Police Cooperation

## **EMERGING TRENDS IN EDUCATION AND PEDAGOGY**

**room 309**

**Chairpersons –Dr. phil. Professor Velga Vevere; Dr. paed. Associate Professor Jelena Jermolajeva; Mg.edu.mgmt. Assistant Professor Zane Veidenberga**

**Jelena Titko, Edgars Cerkovskis**

Matching Competencies and Modern Labour Market Needs: Students' Self-Perception Study

**Iveta Cirule, Iveta Ludviga, Simona Adela Maria Grama, Ilmars Kreituss**

The University Business Incubators Service Utilization – research results from Latvia

**Anna Kwiecien**

The Role of Universities in Shaping Culture – Contemporary Changes

**Jelena Budanceva, Jekaterina Bierne, Zane Veidenberga, Jelena Titko**

Study Process Improvement Directions: Students' Viewpoint

**Vita Stige-SkuSkovnika, Agnis Skuskovniks**  
Trends in Career Development of Alberta College Graduates

**Mirosław Rewera, Jadwiga Daszykowska**  
Parents' Expenditure on Children Education in Poland

**Sandra Valantiejene**  
Problems of 14-18 Years Old Youth and the Trends of Organization of Prevention Activities: Lithuanian Case

**Velga Vevere, Consuelo Resentini, Marcos Garcia Alfaya, Angel Muniz Mejuto**  
Cultural Adaptation of Erasmus Students and Host University Responsibility

**Jelena Jermolajeva, Tatiana Bogdanova**  
Philosophy of the Profession and Professional Knowledge as the Structural Components of Professional Identity of Higher Education Teachers in Samples of Riga and Smolensk

**Jelena Jermolajeva, Svetlana Silchenkova**  
Professional Roles as the Structural Component of Professional Identity of Higher Education Teachers in Samples of Riga and Smolensk

**Ilze Liepa-Balode, Edite Igaune**  
Evaluation Indicators of Social Capital in the Context of Non-Formal Culture Education

**Anna Svirina, Olga Gerasimova**  
University Entrepreneurial Centres as a Tool for Reducing Poverty

**Mali Nets**  
Rerouting: Management of "Pedagogical Flexibility" in Professional Development in Israel

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## **EMERGING TRENDS IN APPLIED LINGUISTICS AND TRANSLATION**

**room 306**

**Chairpersons – Dr.philol. Assistant Professor Gatis Dilans; Dr. paed. Associate Professor Larisa Turusheva**

**Gatis Dilans**  
A Combined Process of Web-Search and Translation: The Case of user-Based Approach to Medical Terminology

**Silga Sviķe**  
A New Botany Dictionary: What Should It Be Like?

**Zane Veidenberga**  
Emotional Connotations in a Literary Text: Source Text and Target Text Reader Perception

**Larissa Turusheva**  
An Interdisciplinary Approach to Translation and Interpreting

**Margarita Spirida**  
Construction of Latvia's Image in British Media

**Inga Milevica**  
American Cinematic Text and Translation

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## **EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND HUMANITIES**

**room 311**

**Chairpersons: Mg.sc.env. PhD candidate Kaspars Steinbergs; Dr.philol. Assistant Professor Ingus Barovskis**

**Jekaterina Bierne, Jeļena Budanceva**  
The Attitude of the Inhabitants of the Maskavas District of Riga to Cultural Consumption

**Patrycja Farnczyk**  
Economics and Theology: A Change of Course?

**Santus Kumar Deb, Md. Kamal Uddin**  
Empirical Analysis of Factors Affecting The Adoption Of Smartphone On Young Generation

**Krzysztof Rejman, Grzegorz Ostasz, Tadeusz Olejarz, Krzysztof Prendecki**

Chosen Problems of the Economics of the Football

**Armando Rotondi**

Theatre as a Common Good: New Perspectives and Paradoxes in Theatre Creative Industries

**Lukasz Szwejka**

CCTV deployment and crime prevention- results from the pilot study

**Liliia V. Matraeva, Alexey A. Konov, Sergey G. Erokhin**

Analysis of Key Criteria Identifying Corporate Cultures

**Imants Lavins**

National Cultural Canon in between Multiculturalism and National Identity

**Ingus Barovskis**

Sacral and Profane in the Symbolary of the Decor of Living Rooms in Modern Society: Case of Region of Daugavpils

**Juris Millers**

Archival Documents Research Role in Latvian Cultural Heritage Exploration

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## **EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP**

### **room 313**

**Chairpersons: Dr. oec. Professor Inga Shina; Dr. oec. Associate Professor Deniss Sceulovs; Dr. Marcin Komanda**

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**Edyta Klosa**

The Approach towards Logistics Staff Improvement through Trainings in Polish Companies

**Saparbay Zhubayev**

The Development of Entrepreneurship in Kazakhstan

**Armiyash Nurmagambetova**

Social Entrepreneurship Development in Kazakhstan

**Viktorija Skvarciany**

Factors Influencing Individual Customers' Trust in Internet Banking: Case of Latvia

**Mateusz Bogolebski**

Cooperation of science and business on the example of warehouse area

**Maciej Pienkowski**

Lean Maturity Assessment Tool for Production Companies

**Marcin Komańda**

Ways of Organizing Forms of Trainings Concerning Internal Documentation and Databases in Polish Enterprises

**Monika Pisniak**

Technology in Decision-Making under Uncertainty's Condition

**Jacek Pasieczny**

Organizational Pathologies under Conditions of Economic Downswing

**Jana Kliestikova, Maria Misankova**

By Disobedience to Success: When Brand Value Should Be Measured in Different Way than Theory Recommends

**Andzela Veselova, Inara Kantane**

Influencing Factors for Implementing the EFQM Excellence Model in the Latvian Enterprises

**Natalja Verina, Jelena Titko**

Taxes and Corporate Social Responsibility Perceived by Business Sector Representatives: Development of the Research Instrument

## FRIDAY, APRIL 28

### 1st International Discussion "FINANCIAL LITERACY ISSUES IN THE BALTIC STATES"

**10.00 – 10.30** REGISTRATION / WELCOME COFFEE

**10.30 – 12.00** PRESENTATION SESSION (room 305)

❖ *Welcome speech*

**Jelena Titko**, Vice-Rector for Science and International Cooperation / University of Economics and Culture (Latvia)

**Ieva Upleja**, Coordinator of financial literacy activities in Latvia / Financial and Capital Market Commission (Latvia)

**Leonore Riitsalu**, Researcher of financial literacy and lecturer of consumer behaviour / Estonian Business School (Estonia)

**12.00 – 12.30** COFFEE BREAK

**12.30 – 13.30** ROUND TABLE DISCUSSION (room 306)  
"FINANCIAL LITERACY ISSUES IN THE BALTIC STATES"

**13.30 – 14.30** LUNCH