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# International Scientific Conference Emerging Trends in Economics, Culture and Humanities (etECH2026)

APRIL 22-23, 2026, RIGA

**PROGRAMME**



Dear conference participants - partners and friends! Welcome to **etECH2026!**

The year, etECH conference celebrates its 10<sup>th</sup> birthday!

In 2026, participants from the Armenia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Hungary, Italy, Kazakhstan, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, South Africa, Turkey, Ukraine, USA will present their research results in nine parallel sessions.

I wish you successful communication and cooperation during the conference! WELCOME TO RIGA, WELCOME TO ETECH2026!

Sincerely yours,

Dr. Professor Jelena Titko

## CONFERENCE SCIENTIFIC BOARD

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**Kaspars Steinbergs**, Dr.oec., EKA University of Applied Sciences /Latvia/  
Ing. **Renata Skýpalová**, Ph.D., Ambis University /Czech Republic/  
Ing. **Radka Vaničková**, Ph.D, University of Economics and Management /Czech Republic/

## CONFERENCE EXECUTIVE BOARD

**Kristine Astikė**, Vilnius Gediminas Technical University/ Lithuania  
**Andriew Lim**, Hotel School the Hague / Netherlands  
**Natalja Cudecka-Purina**, BA School of Business and Finance/Latvia  
**Tatjana Tambovceva**, Riga Technical University /Latvia  
**Vita Zarina**, EKA University of Applied Sciences /Latvia  
**Marcin Komanda**, Opole University of Technology/ Poland  
**Natalija Verina**, EKA University of Applied Sciences /Latvia  
**Akdana Abuzhalitova**, Almaty Management University/ Kazakhstan  
**Piotr Dzik**, Academy of Fine Arts and Design, Katowice/ Poland  
**Edgars Čerkovskis**, EKA University of Applied Sciences /Latvia  
**Laima Jesevičiūtė-Ufartienė**, Kauno kolegija Higher Education Institution/ Lithuania  
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**Annija Norde**, EKA University of Applied Sciences /Latvia  
**Jazeps Rutkis**, EKA University of Applied Sciences /Latvia  
**José P. Zagal**, University of Utah/USA

## AGENDA

### WEDNESDAY, APRIL 22

Venue: WELLTON RIVERSIDE HOTEL, 11 NOVEMBRA KRASTMALA 33, RIGA

Online Youtube translation <https://youtube.com/live/dH1JlqGsFp8?feature=share>

**12.00 – 13.00 REGISTRATION AND WELCOME COFFEE**

**13.00 – 14.15 OPENING CEREMONY / PLENARY SESSION**

❖ *Welcome speeches from EKA*

**Dr. OKSANA LENTJUSHENKOVA**, Rector and Board member / EKA University of Applied Sciences

**ANNA SALTIKOVA**, Founder / EKA University of Applied Sciences

**Dr. JELENA TITKO**, Vice-Rector for Science and International Cooperation / EKA University of Applied Sciences

❖ *Greetings from etECH strategic partners and supporters:*

**Alberta College. EVITA KRASMANE**, Deputy Director for Study Quality, **LATVIA**

**Ferris State University. MICHAEL LEVENS**, Associate Professor, **USA**

**Sumy State University. TETYANA PIMONENKO**, Professor, **UKRAINE**

**NewDoor Social Entrepreneurship Accelerator. DIANA LAPKIS**, Founder, **LATVIA**

**European Digital Learning Network – DLEARN. GIANLUCA COPPOLA**, President, **ITALY**

**European Marketing and Management Association - EUMMAS. ANDREI JEAN VASILE**, Vice-president of the academic consortium and President of the research network, **ROMANIA**

**The Institute of Economics, Latvian Academy of Sciences. NINA LINDE**, Director, **LATVIA**

**14.15 – 15.00 COFFEE BREAK**

**15.00 – 17.00 KEYNOTE SPEAKERS**

❖ Dr. **JOSÉ P. ZAGAL**, Professor at the Division of Games, University of Utah, **USA**

*GAMES AS CULTURAL ARTIFACTS: LEARNING, ETHICS, AND DESIGN\**

❖ Dr. **BAIBA RIVŽA**, Professor, Academician of the Latvian Academy of Sciences, **LATVIA**; Dr. **MARIA PARLINSKA**, Professor Helena Chodkowska University of Technology and Economics, **POLAND**

*ENGAGEMENT AS A PRIORITY FOR SOCIAL MEDIA PLATFORMS AND THE RISK OF FAKE NEWS AND HATE SPEECH*

❖ Dr. **ANDREI RĂDULESCU**, Senior Research Fellow at the Institute for World Economy of the Romanian Academy, **ROMANIA**

*THE TRANSFORMATION OF EUROPE - A VISION FROM THE EAST*

**18:00 – 21:00 etECH2026 WELCOME PARTY, WELLTON RIVERSIDE HOTEL (restaurant on the 1<sup>st</sup> floor)**

\*This project is organized with the financial support of BAFF – Baltic-American Freedom Foundation

Baltic-American  
Freedom Foundation



### THURSDAY, APRIL 23

Venue: EKA UNIVERSITY OF APPLIED SCIENCES, Pernavas str. 62

**10.00 – 11.00 MORNING COFFEE**

**11.00 – 12:30 / 13:00 PARALLEL SESSIONS** (links to the online session – see in the session)

**12:30 / 13:00 – 13:30 /14:00 LUNCH BREAK**

**13:30 / 14.00 – 16:00 PARALLEL SESSIONS**

**18:30 – 23:30 etECH2026 GALA DINNER, House of Blackheads (Melngalvju nams), Rātslaukums 7, Old Town**

## PARALLEL SESSIONS

- ❖ *MACROECONOMICS, INTERNATIONAL ECONOMICS, PUBLIC ECONOMICS AND FINANCIAL ECONOMICS (ECONOMICS)* Room 302
- ❖ *SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY (SUSTAINABILITY)* Room 303
- ❖ *ECONOMICS AND SUSTAINABILITY (ONLINE)* Link in the session
- ❖ *HUMAN RESOURCE MANAGEMENT* Room 405
- ❖ *BUSINESS ADMINISTRATION, MANAGEMENT AND CORPORATE FINANCE (BUSINESS)* Room 410
- ❖ *BUSINESS (ONLINE)* Link in the session
- ❖ *LAW* Room 105
- ❖ *EDUCATION AND YOUTH STUDIES* Room 306
- ❖ *INFORMATION TECHNOLOGIES AND DIGITALISATION* Room 402
- ❖ *CULTURE STUDIES AND INTERNATIONAL CULTURE PROJECT MANAGEMENT (CULTURE)* Room 403
- ❖ *CREATIVE INDUSTRIES, ARTS AND DESIGN (ARTS)* Room 315
- ❖ *DIGITAL GAMES, GAMIFICATION, VIRTUAL REALITY (GAMES)* Room 204

## LUNCH

ECONOMICS & SUSTAINABILITY & HR MANAGEMENT	12:30 – 13:30	Room 308
BUSINESS & EDUCATION & IT & LAW	13:00 – 14:00	Room 310
CULTURE & ARTS & GAMES	13:00 – 14:00	Room 312

DRESSING ROOM 304

## ETECH2026 INVITED SPEAKERS



**Dr. JOSÉ P. ZAGAL** is a Professor in the Division of Games at the University of Utah. He holds a PhD in Computer Science from the Georgia Institute of Technology, and his academic work focuses on game studies, game design, role-playing games, videogame ethics, and games education. He is the author and editor of several influential books, including *Seeing Red: Nintendo's Virtual Boy*, *The Routledge Handbook of Role-Playing Game Studies*, and *Fifty Years of Dungeons & Dragons*. His contributions to the field have been recognised through distinctions such as being named a Higher Education Videogame Alliance Fellow and a Digital Games Research Association Distinguished Scholar.

**E-mail:** [jose.zagal@utah.edu](mailto:jose.zagal@utah.edu)

**Linkedin:** <https://www.linkedin.com/in/jose-zagal-8453987/>



**Dr. BAIBA RIVŽA** is a tenure Professor at the Latvia University of Life Sciences and Technologies, Faculty of Economics and Social Development in Jelgava, Latvia. President of the Academy of Agricultural and Forestry Sciences of Latvia; Secretary General and Academician of the Academy of Sciences of Latvia. She also serves as a Member of the Council of the Union of European Academies for Sciences Applied to Agriculture, Food and Nature (UEAA), Chair of the Nordic Association of Agricultural Scientists (NJF), and Head of the Latvian Division and Vice-Chair of the Baltic Agri-Economic Section. Professor Rivža is a foreign member of several distinguished academies, including the Accademia dei Georgofili in Italy, the Royal Swedish Academy of Agriculture and Forestry, and the Lithuanian Academy of Sciences. She is also recognized as an economics expert on the Academic Advisory Board of the European Academies' Science Advisory Council (EASAC). Her main research interests include digitalisation, sustainability, agribusiness, the knowledge-based economy, and rural development scenarios.

**E-mail:** [baiba.rivza@lbtu.lv](mailto:baiba.rivza@lbtu.lv)

**Linkedin:** <https://www.linkedin.com/in/baiba-rivza-2580b7322/>



**Dr. ANDREI RĂDULESCU** is a Senior International Macroeconomist, with post-university studies and professional experience at top institutions in Portugal and Romania, in macroeconomic research and forecasting. He graduated with a Ph.D. in International Economics from the Bucharest University of Economic Studies and a post-doctorate in Economics at the Romanian Academy. He worked as a fundamental analyst and macroeconomist on the capital markets for seven years, and afterwards was Chief Economist of the largest lender in Romania and South Eastern Europe for almost 10 years, doing macroeconomic research and forecasting for the world economy, the Euroland economy, Romania, and Moldova. Since 2014, Andrei is a Senior Researcher at the Institute for World Economy within the Romanian Academy, developing applied macroeconomic research, from the world economy (US, China), to Europe, CEE, and Romania.

**E-mail:** [iemradulescu@gmail.com](mailto:iemradulescu@gmail.com)

**Linkedin:** <https://www.linkedin.com/in/andrei-radulescu-9250a544/>

## ETECH2026 SPECIAL GUESTS

**ANAR KUTTYBAYEVA**, the First Secretary of the Embassy of Kazakhstan

# MACROECONOMICS, INTERNATIONAL ECONOMICS, PUBLIC ECONOMICS AND FINANCIAL ECONOMICS

## Chairpersons:

KRISTINE ASTIKĖ, Vilnius Gediminas Technical University/ Lithuania

ANDRIEW LIM, Hotel School the Hague / Netherlands

**11:00 – 12:30    13:30 – 16:00**

**Room 302**

*Primož Pevcin, Katja Debelak, Rok Hržica. STRUCTURING EXPERT JUDGMENTS FOR AI ADOPTION IN PUBLIC ADMINISTRATION: ASSESSMENT OF AN AHP-BASED DECISION-SUPPORT FRAMEWORK*

*Andriew Lim. ACADEMIC – INDUSTRY PARTNERSHIP DRIVING AI IN HOSPITALITY*

*Kristine Astikė, Ieva Jankauskienė. THE IMPACT OF CULTURE AND EDUCATION ON ECONOMIC GROWTH: PANEL REGRESSION ANALYSIS IN THE BALTIC STATES*

*Bartłomiej Lisicki. SPORT ANOMALIES ON THE WORLDWIDE FINANCIAL MARKETS: CASE OF THE LAST FIFA WORLD CUPS*

*Samuli Saarinen, Alexey Litvinenko. TRANSITIONING ECONOMIC FILTERING TECHNIQUES FROM MATLAB TO R: ENHANCING ACCURACY, EFFICIENCY, AND RELIABILITY IN MACROECONOMIC FORECASTING*

*Aušrinė Černienė, Daiva Jurevičienė. MEASURING MACROECONOMIC CHANGE CAUSED BY INTERNATIONAL FINANCIAL INSTITUTIONS' FINANCIAL ASSISTANCE USING A COMPOSITE INDEX*

*Dorota Witkowska, Krzysztof Kompa. LIFE SATISFACTION IN EUROPEAN POST-COMMUNIST COUNTRIES*

*Asya Surmalyan. MACROECONOMIC SHOCKS AND GEOPOLITICAL RISK IN INTERNATIONAL RESERVE MANAGEMENT*

*Agnė Jaunuolytė, Tomas Pečiulis. COMPARATIVE ANALYSIS OF AI AND ECB MODELS IN FORECASTING THE IMPACT OF INTEREST RATE CHANGES ON KEY EU ECONOMIC INDICATORS*

*Valeriia Yakovenko, Milena Serzante. EARLY EVIDENCE ON CBAM AND EXPORT COMPETITIVENESS IN ECONOMIES WITH DIFFERENT CARBON PROFILES*

*Kseniia Kizilova, Daiva Jurevičienė. ECONOMIC CONVERGENCE IN THE BALTIC STATES: HARROD-DOMAR ANALYSIS*

*Andrejs Limanskis. FOREIGN DIRECT INVESTMENTS FROM THE NETHERLANDS IN LATVIA AS THE DRIVER OF SUSTAINABILITY AND DIGITISATION*

*Vilma Kazlauskienė, Algirdas Justinas Staugaitis. GREEN BOND ISSUANCE AND EMISSIONS REDUCTION: WESTERN-EASTERN DIFFERENCES IN THE EUROPEAN UNION*

*Angelė Lileikienė. THE ROLE OF STARTUP ECOSYSTEMS IN THE DIGITAL ECONOMY*

*Česlovas Christauskas, Algirdas Justinas Staugaitis. DIGITAL DIVIDE AND FINANCIAL VULNERABILITY ACROSS EUROPEAN UNION COUNTRIES*

# SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY

## Chairpersons:

NATALJA CUDECKA-PURINA, BA School of Business and Finance, University of Latvia/Latvia

TATJANA TAMBOVCEVA, Riga Technical University /Latvia

**11:00 – 12:30**

**13:30 – 16:00 Room 303**

*Agnieszka Wójcik-Czerniawska, Zbigniew Grzymała. CIRCULAR AND ETHICAL ECONOMIES: REDESIGNING MARKETS FOR PLANETARY WELLBEING*

*Indre Aglinieks, Indre Lapinskaite. RETHINKING THE ROLE OF FINANCIAL DERIVATIVES IN SUSTAINABLE DEVELOPMENT: A META-ANALYSIS*

*Kristina Razminienė, Daiva Jurevičienė. CIRCULAR LITERACY RESEARCH AS A BASIS FOR ASSESSING SOCIETAL READINESS FOR THE CIRCULAR ECONOMY*

*Kristine Astikė, Kristina Razminienė. UNDERSTANDING CIRCULAR LITERACY AS A DRIVER OF CIRCULAR ECONOMY TRANSITIONS*

*Zhansaya Temerbulatova, Aknur Zhidebekkyzy, Akmaral Smatayeva. MEASURING RENEWABLE ENERGY EFFICIENCY IN POST-SOVIET COUNTRIES: A COMPOSITE INDEX APPROACH*

*Nelson Duarte, Cristóvão Sousa, Carla Pereira, Bruno Silva. ENABLING OR DELAYING CIRCULARITY? INDUSTRY 4.0 AND 5.0 TECHNOLOGIES IN THE IMPLEMENTATION OF THE 10 R'S AND CIRCULAR BUSINESS MODELS*

*Yevheniia Ziabina, Serhii Solodovnikov, Yin Tingting. DIGITAL INCLUSION AND GREEN ECONOMIC GROWTH: EVOLUTION OF THE SCIENTIFIC LANDSCAPE*

*Liu Kenang, Olena Chygryn. GREEN COMPETITIVENESS AND SOCIAL RESILIENCE IN CONTEMPORARY SCIENTIFIC DISCOURSE*

*Lelde Vinkalna, Edgars Cerkovskis, Jelena Titko. OPPORTUNITIES FOR THE INTEGRATION OF CIRCULAR ECONOMY PRINCIPLES IN EVENT MANAGEMENT IN LATVIA*

*Raimonds Udačs, Natālija Cudečka-Puriņa. BARRIERS AND ENABLING FACTORS FOR LATVIAN SMES' ACCESS TO SUSTAINABILITY-FOCUSED EU STRUCTURAL AND INVESTMENT FUNDS*

*Ugnius Jakubelskas, Viktorija Skvarciany. EVALUATING EU CIRCULAR ECONOMY PERFORMANCE USING A FAHP-WEIGHTED COMPOSITE INDEX*

*Zanna Cernostana, Irina Kuzmina-Merlino, Innola Novykova, Ganna Resina. A DATA DRIVEN ANALYTICAL FRAMEWORK FOR CROSS INSTITUTIONAL FINANCIAL SUSTAINABILITY ASSESSMENT IN HIGHER EDUCATION INSTITUTIONS*

*Kristine Uzule, Vita Zarina, Agita Doniņa, Margarita Platace. A RELATIONSHIP BETWEEN SOCIAL IMPACT AND TOURISTS' SUSTAINABILITY VALUES: THE CASE OF ACCOMMODATION PRACTICES IN LATVIA*

*Oleksii Lyulyov, Tetyana Pimonenko. ENVIRONMENTAL COMMUNICATION IN HIGH-STRESS CONTEXTS: IMPLICATIONS OF WAR-RELATED STRESS FOR ECO-MESSAGE DESIGN*

*Evangelia Kyriakou, Antonis A. Zorpas. THE IMPORTANCE OF COMMUNICATION STRATEGIES IN THE FRAMEWORK OF SUSTAINABILITY AND CIRCULARITY*

**ONLINE.** *Katalin Nagy-Kercsó. BEYOND THE GREEN ILLUSION: SUSTAINABILITY BURNOUT IN THE TRANSYLVANIAN MARKET*

## ECONOMICS AND SUSTAINABILITY (ONLINE)

Chairpersons: VITA ZARIŅA, EKA University of Applied Sciences, Latvia

**11:00 – 13:00**

**14:00 – 16:00**

LINK <https://open.augstskola.lv/rooms/2nl-o0d-pol-dtz/join>

**ONLINE.** Katarzyna Maj-Serwatka, Katarzyna Stabryła-Chudzio. *THE IMPACT OF THE UNSTABLE GEOPOLITICAL SITUATION ON THE FINANCING OF DEFENCE POLICY IN THE BALTIC COUNTRIES BELONGING TO THE EUROPEAN UNION*

**ONLINE.** Dominika Gajdosikova, Katarina Valaskova. *BEYOND SINGLE RATIOS: A PATTERN-BASED VALIDATION OF FINANCIAL RISK RESILIENCE IN VISEGRAD ECONOMIES*

**ONLINE.** Ece Yakisik, Astra Auzina-Emsina. *FORECASTING THE EXPORT POTENTIAL OF EU WHEAT: A SCENARIO-BASED ANALYSIS OF PRICE VOLATILITY AND MARKET DEPENDENCE*

**ONLINE.** Kaloyan Kolev, Vanya Hristova. *ECONOMIC UNCERTAINTY AND THE ANCHORING HEURISTIC IN PRE-EURO BULGARIA: EVIDENCE ON HOUSEHOLDS' SENSITIVITY TO NUMERICAL CUES IN INFLATION EXPECTATIONS*

**ONLINE.** Jan Hunady, Veronika Chylakova. *DIGITAL FINANCIAL INCLUSION: DETERMINANTS AND DISPARITIES IN THE EU*

**ONLINE.** Tolegen Mukushev, Aliya Mukusheva, Ceslovas Christauskas. *STATE POLICY FOR DEVELOPING SMALL AND MEDIUM-SIZED ENTERPRISES IN THE REPUBLIC OF KAZAKHSTAN IN THE CONTEXT OF HUMAN RESOURCE TRANSFORMATION*

**ONLINE.** Tomas Kvietkus, Alina Studžienė. *NOWCASTING PRIVATE CONSUMPTION: CHALLENGES AND SOLUTIONS*

**ONLINE.** Hao He, Arnis Sauka. *TAX INCENTIVES AND THE CONVERSION OF INNOVATION OUTPUT INTO FIRM PERFORMANCE: EVIDENCE FROM CHINA*

**ONLINE.** Eglė Mėta Šimkūnienė, Jurgita Sekliuckienė. *TOWARDS THE THEORETICAL MODEL OF RESILIENCE IN GLOBAL VALUE CHAINS*

**ONLINE.** Anna Wichowska. *DEMOGRAPHIC AND ECONOMIC DISPARITIES OF POST-SOCIALIST AND WESTERN EUROPEAN REGIONS IN THE LIGHT OF SYSTEMIC TRANSFORMATIONS*

**ONLINE.** Kristine Uzule, Nellija Titova, Marija Bockarjova. *A CONCEPTUAL MODEL FOR COMMUNICATING SOCIAL IMPACT OF SUSTAINABILITY PRACTICES CONSISTENT WITH THE INTEGRATED REPORTING FRAMEWORK*

## HUMAN RESOURCE MANAGEMENT

### Chairpersons:

Marcin Komanda, Opole University of Technology/ Poland

Natalija Verina, EKA University of Applied Sciences /Latvia

**11:00 – 12:30**

**13:30 – 16:00 Room 405**

**LINK <https://open.augstskola.lv/rooms/cyi-dyi-vun-dbr/join>**

*Ekaterina Klishina, Annaleena Kolehmainen, Anne Pimiä. BRIDGING SUSTAINABILITY COMPETENCES AND ORGANIZATIONAL CULTURE: A PATH TO SOCIAL SUSTAINABILITY*

*Algirdas Justinas Staugaitis, Daiva Makutėnienė. THE ROLE OF DIGITAL AND PROFESSIONAL COMPETENCIES IN SUSTAINABLE AGRICULTURAL DEVELOPMENT Move to HRM*

*Aziz Ali Afzaly, Dr. Shavina Goyal. MENTAL HEALTH AND TURNOVER INTENTION AMONG HUMANITARIAN AID WORKERS*

*Stephan Weinert, Burkhard Schmidt. FROM NICHE TO MAINSTREAM: THE THEMATIC AND PUBLICATION EVOLUTION OF SUSTAINABLE HRM*

*Marcin Komańda, Wiktor Zygosz, Masoud Hajizade, Honorata Książek. EXPENDIENCY OF USE OF EMPLOYEES' KNOWLEDGE IN MARKET-IMMATURE SMEs IN POLAND*

*Natalja Verina, Tatjana Staube, Gita Actina. MEASURING THE DIMENSIONS OF EMPLOYEE DIGITAL WELL-BEING: A CASE STUDY OF LATVIA'S PUBLIC SECTOR*

*Wiktor Zygosz, Kristine Uzule. IDENTIFYING THE CORE COMPONENTS OF GENERATION Z EMPLOYMENT VALUES: INSIGHTS FROM CORPUS RESEARCH*

**ONLINE.** *Veronika Hedija, Renata Skýpalová, Jana Vávrová. EQUAL PAY FROM AN EMPLOYEE PERSPECTIVE: THE ROLE OF SECTOR AND GENDER Move to HRM*

**ONLINE.** *Ugnė Jurkutė, Alina Stundžienė. WORKING HOURS IMPACT ON WAGES IN BALTIC COUNTRIES*

**ONLINE.** *Masoud Hajizade, Marcin Komańda, Simin Masoudi, Wiktor Zygosz, Honorata Książek. THE EFFECTS OF ORGANIZATIONAL CULTURE AND EMOTIONAL INTELLIGENCE ON JOB PERFORMANCE. CASE OF IRANIAN PUBLIC UNIVERSITIES*

# BUSINESS ADMINISTRATION, MANAGEMENT AND CORPORATE FINANCE

## Chairpersons:

AKDANA ABUZHALITOVA, Almaty Management University/ Kazakhstan

PIOTR DZIK, Academy of Fine Arts and Design, Katowice/ Poland

**11:00 – 13:00**

**14:00 – 16:00**

**Room 410**

*Adrian-Gabriel Corpădean. ROMANIA'S SUPPORT TO THE REPUBLIC OF MOLDOVA FOR THE ENHANCEMENT OF AN EU-GEARED PROJECT MANAGEMENT CULTURE*

*Piotr Dzik. MANAGEMENT AND THE CONCEPT OF MARKETIZATION OF THE PUBLIC SPHERE: A CRITICAL PROBLEMATIZATION OF THE DISTINCTION BETWEEN 'PLACE/TERRITORIAL MANAGEMENT' AND 'PLACE BRAND MANAGEMENT' IN THE LIGHT OF NEOLIBERALISM AS AN IDEOLOGY*

*Nikoloz Maglaperidze. SIMULATION-BASED MANAGERIAL DECISION-MAKING UNDER UNCERTAINTY: A MONTE CARLO APPROACH USING R*

*Akdana Abuzhalitova, Madina Smykova, Aiman Kazybayeva, Elmaira Orazgaliyeva. COMPARATIVE NEUROMARKETING ANALYSIS OF OUTDOOR ADVERTISING PERCEPTION FACTORS: GENDER ASPECT, SPATIAL POSITIONING, AND RECIPIENT ROLE*

*Samuli Saarinen, Alexey Litvinenko. ASSESSING SOCIAL MEDIA'S INFLUENCE ON ASSET PRICE SYNCHRONIZATION: AN ECONOMETRIC ANALYSIS OF PRIVATE INFORMATION IMPACT*

*Indrė Knyvienė. COST-VOLUME-PROFIT ANALYSIS: THE CASE OF A LITHUANIAN MANUFACTURING COMPANY*

*Renāte Indrika, Vita Zariņa. EVALUATION OF THE BUSINESS ENVIRONMENT IN LATVIA: AN INSTITUTIONAL PERSPECTIVE*

*Renāte Indrika. BRIDGING THE STRATEGY-EXECUTION GAP THROUGH DATA INTEGRATION: A COMPARATIVE ANALYSIS OF THE STRIDE FRAMEWORK AS A CYCLICAL ARCHITECTURE OF STRATEGIC MANAGEMENT*

*Simona Survilaitė, Vladimirs Šatrevičs, Viktorija Skvarciany. EVALUATION OF FACTORS AFFECTING REMOTE WORK IN FINTECH COMPANIES*

*Tea Valishvili, Ilze Krumina, Lia Genelidze, Sandra Venta. BRAND COMMUNICATION AND FASHION INDUSTRY AMONG GEN Z GEORGIA VS LATVIA*

*Maryna Z. Solesvik. PROACTIVE LEARNING AND INNOVATION IN SME PERFORMANCE*

# BUSINESS ADMINISTRATION, MANAGEMENT AND CORPORATE FINANCE (ONLINE)

Chairpersons: EDGARS ČERKOVSKIS, EKA University of Applied Sciences, Latvia

11:00 – 13:00 14:00 – 16:00

LINK <https://open.augstskola.lv/rooms/dfb-sbq-twl-tqp/join>

**ONLINE.** *Liliana Fontes, Adalmiro Pereira, Tânia Teixeira. CORPORATE GOVERNANCE AND SUSTAINABILITY IN CONSTRUCTION COMPANIES IN PORTUGAL*

**ONLINE.** *Jincymol Joseph, Astra Auziņa-Emsiņa. DECISION-SUPPORT MODEL FOR E-MAIL MARKETING AUTOMATION TO ENHANCE CUSTOMER RETENTION IN THE FASHION INDUSTRY*

**ONLINE.** *Oļegs Nikadimovs. CORPORATE SOCIAL RESPONSIBILITY AS A DRIVER OF CONSUMER VALUE AND COMPETITIVE ADVANTAGE OF SMALL AND MEDIUM-SIZED ENTERPRISES IN LATVIA*

**ONLINE.** *Katarina Valaskova, Marek Nagy. THE ARCHITECTURE OF MARKET MASTERY: A DEEP BENCHMARKING STUDY OF FOREX AND EQUITY STRATEGIES*

**ONLINE.** *Eliņa Petrovska, Inese Ratanova, Gundars Berzins. FINANCIAL SUSTAINABILITY IN STATE-OWNED ENTERPRISES: A PANEL DATA ANALYSIS*

**ONLINE.** *Balázs Bács, Beáta Kádár, Katalin Nagy-Kercsó. KEEPING MINORITY YOUTH AT HOME: A SYSTEM-BASED PLACE MARKETING MODEL FOR THE SECLERLAND REGION*

**ONLINE.** *Marietta Balázsné Lendvai, Eszter Knúlné Pál, Ákos Nagy, Krisztina Pecze. COMPARING THE CONCEPT OF CUSTOMER EXPERIENCE FROM AN ACADEMIC PERSPECTIVE AND FROM THE PERSPECTIVE OF HUNGARIAN SMES*

**ONLINE.** *Aleksandra Lezgovko. BUSINESS BLIND SPOTS AS HIDDEN RISK DRIVERS IN DECISION-MAKING*

## LAW

### Chairpersons:

KARINA ZALCMANE, EKA University of Applied Sciences /Latvia

MARINA KAMENECKA-USOVA, EKA University of Applied Sciences, Riga Stradiņš University /Latvia/

**11:00 – 13:00 14:00 – 16:00 Room 105**

**LINK <https://open.augstskola.lv/rooms/flm-wr8-bpl-ih6/join>**

*Atis Bičkovskis. DECLARED VS ACTUAL CONSTRUCTION PRACTICES: SELF-PERFORMED WORKS, UNREGISTERED TEAMS AND TAX COMPLIANCE ISSUES*

*Nana Mchedlidze. ENVIRONMENTAL PROTECTION AND HUMAN RIGHTS UNDER THE EUROPEAN CONVENTION ON HUMAN RIGHTS: BALANCING COMPETING INTERESTS*

*Ilona Lejniece, Marina Kameņeckā-Usova, Jānis Žīdens, Signe Luika. STADIUMS OF LEGITIMACY: SPORT INFRASTRUCTURE, REPUTATIONAL POWER, AND SPORTSWASHING*

*Loreta Stūrmane, Jolanta Dinsberga. THE LEGAL REGULATION OF SURROGACY IN THE EUROPEAN UNION AND ITS DEVELOPMENT PROSPECTS IN LATVIA*

*Agita Holste, Jolanta Dinsberga. LEGAL PROTECTION AND ISSUES REGARDING THE BIOLOGICAL FATHER'S RIGHT TO BE INFORMED OF THE CHILD'S EXISTENCE*

*Jekaterina Stepanova, Jolanta Dinsberga. THE PRACTICAL SIGNIFICANCE OF MEDIATION IN THE RESOLUTION OF CIVIL LAW DISPUTES AND THE RELATED ISSUES*

*Karina Zalcmane. EXTRAORDINARY DEVIATIONS IN SPORT: A CRIMINOLOGICAL AND LEGAL ANALYSIS OF VIOLATIONS OF COMPETITIVE INTEGRITY*

*Elna Greine, Marina Kameņeckā-Usova. LEX SPORTIVA AND LEGAL COMPLEXITY IN EASTERN EUROPEAN FOOTBALL*

*Karina Palkova. ENERGY POVERTY AND THE RIGHT TO HEALTH IN EUROPE: A PUBLIC HEALTH AND HUMAN RIGHTS ANALYSIS*

**ONLINE.** *Krzysztof Kiszluk. REGULATORY SANDBOXES AS A MECHANISM FOR TRUSTWORTHY ARTIFICIAL INTELLIGENCE: A CRITICAL ANALYSIS OF THE AI ACT'S PROVISIONS AND THEIR IMPLEMENTATION*

**ONLINE.** *Lidija Jula, Silvestrs Selickis, Romans Putans. ALGORITHMIC PRICE PERSONALIZATION IN EU DIGITAL MARKETS: REGULATORY DESIGN, CONSUMER FAIRNESS AND THE LIMITS OF TRANSPARENCY*

## EDUCATION AND YOUTH STUDIES

Chairpersons: LAIMA JESEVIČIŪTĒ-UFARTIENĒ, Kauno kolegija Higher Education Institution / Lithuania  
KRISTINE UZULE, LARISA TURUSEVA, EKA University of Applied Sciences /Latvia

11:00 – 13:00 14:00 – 16:00 Room 306

LINK <https://open.augstskola.lv/rooms/sed-oya-yvz-k0q/join>

*Elmaira Orazgaliyeva, Madina Smykova, Gulsanat Bekenova, Akdana Abuzhalitova. MAPPING THE INTERSECTION OF DIGITAL MARKETING AND YOUTH PREVENTIVE HEALTH: A BIBLIOMETRIC REVIEW*

*Oksana Lentjušenkova, Jeļena Budanceva. DOES FINANCIAL LITERACY REDUCE FINANCIAL STRESS? LINKING KNOWLEDGE, BEHAVIOR, AND WELL-BEING IN LATVIA*

*Kristīne Užule, Jevgenija Dehtjare. FINANCIAL DIMENSIONS IN INCLUSIVE HIGHER EDUCATION RESEARCH: INSIGHTS FROM THE BIBLIOMETRIC ANALYSIS*

*Thushira Chamika Fernando Udiriappu Waduge, Vladimirs Šatrevičs, Irina Voronova, Rita Greitāne. THE DEVELOPMENT OPPORTUNITIES OF THE MUSIC INDUSTRY IN LATVIA THROUGH YOUTH ENGAGEMENT STRATEGIES*

*Giedrė Slušnienė, Kamilė Kesylė. TECHNOSTRESS IN TEACHERS' PROFESSIONAL ACTIVITY: A NEEDS ASSESSMENT IN EARLY CHILDHOOD EDUCATION IN LITHUANIA*

*Jevgenija Dehtjare, Anna Strazda. REFRAIMING UKRANIAN UNIVERSITIES AS THIRD PLACES*

*Sandra Tetere, Ana Živković, Zane Griškoveca. BRIDGING THE DIGITAL SKILLS GAP: BUSINESS-ORIENTED DIGITAL TOOLS AND AI IN MANAGEMENT AND ADMINISTRATION EDUCATION*

*Marina Tyutyunnikova, Galiya Yelubayeva, Bauyrzhan Yedgenov, Alima Ibrasheva, Adil Ashirbekov, Aida Sagintayeva, Zakir Jumakulov. YOUTH OCCUPATIONAL PREFERENCES, VOCATIONAL EDUCATION AND NEET RISK: EXPERIMENTAL EVIDENCE FROM KAZAKHSTAN*

*Innola Novykova. INTEGRATING MICRO-QUALIFICATIONS AND SHORT COURSES CREDITS INTO UNDERGRADUATE PROGRAMS IN HIGHER EDUCATION INSTITUTIONS*

*Kristine Užule, Jevgenija Dehtjare, Jelena Budanceva. THE RELATIONSHIP BETWEEN STUDENT BURNOUT AND PERSONAL PSYCHOLOGICAL RESPONSIBILITY FOR STUDY SATISFACTION*

*Anna Strazda. RESEARCH INTEGRITY RISKS IN BUSINESS SCHOOLS: AN ORGANISATIONAL PERSPECTIVE*

*Inga Šīna, Vita Zariņa. THE ROLE OF CREATIVE CULTURAL PRODUCTS AS EDUCATIONAL RESOURCES SUPPORTING INTERCULTURAL LEARNING IN MANAGEMENT EDUCATION PROGRAMS*

*Wiktor Zygosz, Marcin Komańda, Masoud Hajizade, Honorata Książek. THE AXIOLOGICAL DISTANCE OF GENERATION Z IN POLAND: COMPARING WORK-RELATED VALUE EXPECTATIONS WITH THE GLOBE MODEL'S SOCIETAL PRACTICES AND VALUES*

*Beata Šeinauskienė, Martynas Talmontas, Jūratė Maščinskienė, Laima Jesevičiūtė-Ufartienė. FROM BRAND AUTHENTICITY TO ATTACHMENT: THE ROLE OF CONSUMER SELF-CONGRUITY*

*Vilma Tamošauskaitė-Rimydienė, Laima Jesevičiūtė-Ufartienė. MANAGEMENT CHALLENGES IN HIGH-STANDARD SERVICE ORGANIZATIONS: EVIDENCE FROM FINE DINING RESTAURANTS*

*Laima Jesevičiūtė-Ufartienė, Raminta Andrėja Ligeikienė. STRATEGIC PLANNING OF NON-FORMAL LANGUAGE LEARNING: ORGANIZATIONAL DEVELOPMENT GUIDELINES IN THE CONTEXT OF QUALITATIVE RESEARCH*

**ONLINE.** *Olena Shestakova, Jevgenija Dehtjare, Tatyana Shtal, Oleksiy Dzenis, Marina Celika. RETHINKING UNIVERSITY COMPETITIVENESS METRICS IN EUROPE: STRUCTURAL LIMITS OF RANKING FRAMEWORKS UNDER GLOBAL DISRUPTION*

**ONLINE.** *Sandra Tetere, Ketevan Kukhianidze. ENHANCING ENTREPRENEURIAL COMPETENCE DEVELOPMENT IN HIGHER EDUCATION: A COMPARATIVE STUDY OF LATVIA AND GEORGIA*

# INFORMATION TECHNOLOGIES AND DIGITALISATION

## Chairpersons:

UWE BUSBACH, University of Applied Sciences Kehl /Germany

JURIJS RADIONOVS, EKA University of Applied Sciences /Latvia

**11:00 – 13:00**

**14:00 – 16:00**

**Room 402**

**LINK: <https://open.augstskola.lv/rooms/xvw-hfm-5ko-f5i>**

*Vilma Morkūnienė. ICT-DRIVEN DATA ANALYTICS: A CROSSOVER STUDY IN BUSINESS STUDIES*

*Elvis Dibanins, Ilona Lejniece. RETHINKING STUDENT ENGAGEMENT IN HIGHER EDUCATION THROUGH A USER EXPERIENCE (UX) PERSPECTIVE*

*Jegors Fjodorovs. DECISION SUPPORT UNDER UNCERTAINTY USING NON-PARAMETRIC STOCHASTIC MODELS*

*Erika Zelca, Galina Robertsons, Inga Lapina. DIGITAL MATURITY ASSESSMENT AS A FOUNDATION FOR PHARMACEUTICAL QUALITY SYSTEM DIGITALIZATION*

*Mārcis Pinnis. EVALUATING LARGE LANGUAGE MODELS FOR SMALLER LANGUAGES WITH TILDEBENCH*

*Uwe Busbach. DIGITAL SOVEREIGNTY IN GERMANY – REALITY OR HYPE*

*Patriks Morevs, Jurijs Radionovs, Olga Ovtšarenko. MODERN TRENDS OF EDUCATION IN INFORMATION TECHNOLOGIES: INTRODUCTION OF WEB PROGRAMMING BASICS TO STUDENTS THROUGH CREATION OF 2D AND 3D GAMES FROM SCRATCH USING PURE JAVASCRIPT AND HTML/CSS ONLY*

*Jeļena Pundure, Tatjana Tambovceva, Viktorija Politika, Andrejs Šišovs. IMPACT OF SECURITY ASPECTS ON SUSTAINABLE DEVELOPMENT OF LATVIAN BUSINESS AND THE WELFARE OF RESIDENTS IN THE CONTEXT OF ICT SOLUTIONS*

*Maksims Žigunovs. NEURAL NETWORK SYMBIOSIS AND KNOWLEDGE TRANSFER WITHOUT TRAINING THROUGH BIO-INSPIRED MUSHROOM SIGNAL COMMUNICATION PATTERNS*

**ONLINE.** *Alina Danileviča, Aina Čaplinska. DIGITAL TRANSFORMATION AND E-COMMERCE IN LATVIAN SMES*

**ONLINE.** *Inese Āboliņa. ANALYSIS OF CURRENT CYBERSECURITY MANAGEMENT SYSTEMS IN LATVIA*

**ONLINE.** *Jurijs Radionovs, Maksims Žigunovs, Tea Todua. THE IMPACT OF WEATHER ON STUDENTS' STUDY ATTENDANCE: A PREDICTIVE APPROACH*

# CULTURE STUDIES AND INTERNATIONAL CULTURE PROJECT MANAGEMENT

## Chairpersons:

JELENA BUDANCEVA, EKA University of Applied Sciences /Latvia

ZANE VEIDENBERGA, EKA University of Applied Sciences /Latvia

**11:00 – 13:00    14:00 – 16:00**

**Room 403**

**LINK <https://open.augstskola.lv/rooms/j4g-mtc-u9q-3ob/join>**

*Larissa Turusheva. CONSEQUENCES OF LACK OF CROSS-CULTURAL TRAINING IN ORGANISATIONS*

*Zane Veidenberga. TRANSLATOR'S CULTURAL BACKGROUND: IMPACT ON THE TRANSLATION END PRODUCT*

*Aija Poikāne-Daumke. NARRATING FREEDOM: AMINATA DIALO'S LIFE STORY AND IDENTITY IN THE BOOK OF NEGROES BY LAWRENCE HILL*

*Ieva Ekena. THE POSTER COLLECTION OF THE NATIONAL LIBRARY OF LATVIA*

*Imants Ļaviņš, Dace Ļaviņa. THE INFLUENCES OF EASTERN ART IN ROMANS SUTA'S ARTISTIC LEGACY*

*Elizabete Gribruška, Imants Ļaviņš. THE LATVIAN MENTALITY AS SEEN BY FOREIGNERS*

*Jekaterina Baije. AI CHINOISERIE: THE SIMULATION OF CHINESE SYMBOLIC IMAGERY*

*Jeļena Budanceva, Undīne Perse-Vilerte. THE SATISFACTION GAP IN MUSEUM EXPERIENCES: A COMPARATIVE ANALYSES OF PARENTAL EXPECTATIONS AND PRESCHOOLER ENGAGEMENT*

*Haidong Feng. REGIONAL IMPORT MARKET POTENTIAL AND CULTURAL CONSIDERATIONS IN NORTHWEST CHINA*

**ONLINE.** *Aija Dimza. THE SOCIAL IMPACT OF CULTURAL MANAGEMENT IN PUBLIC EVENTS: A CASE STUDY OF COMMUNITY SOLIDARITY, SOCIAL CAPITAL AND LOCAL IDENTITY AT CONCERT HALL "COLLEGIUM MUSICUM RIGA"*

**ONLINE.** *Olga Bogonis, Artūrs Homins. INCLUSIVE CULTURAL PROJECT MANAGEMENT IN TIMES OF CRISIS: DIGITAL ACCESSIBILITY AS A TOOL FOR RESILIENCE IN LATVIA AND UKRAINE*

**ONLINE.** *Baris Atiker. SUSTAINING CREATIVITY IN THE ERA OF GENERATIVE ARTIFICIAL INTELLIGENCE*

**ONLINE.** *Zane Saukane, Veroniiia Martyniuk. DEVELOPING TRANSNATIONAL VET ECOSYSTEMS THROUGH ERASMUS+ CULTURE INITIATIVES*

## CREATIVE INDUSTRIES, ARTS AND DESIGN

### Chairpersons:

KITIJA ALMANE-BULAHA, EKA University of Applied Sciences /Latvia

ANNIJA NORDE, EKA University of Applied Sciences /Latvia

**11:00 – 13:00 14:00 – 16:00 Room 315**

**LINK <https://open.augstskola.lv/rooms/pyf-f50-eq3-qm9/join>**

*Elizabete Grudovska. DESIGNING THE DIFFICULT PAST: CREATIVE DECISION-MAKING IN THE VR EXPERIENCE "TALLINN 1939/44"*

*Mārtiņš Priedītis. FROM DATA TO EXPERIENCE: AI-DRIVEN MULTISENSORY INTERPRETATION OF CULTURAL HERITAGE*

**ONLINE.** *Elena Tanasescu. THE ROLE OF VISUAL ART IN PEDIATRIC HEALTHCARE SPACE DESIGN: ENHANCING WELL-BEING AND RECOVERY*

**ONLINE.** *Baris Atiker. SUSTAINING CREATIVITY IN THE ERA OF GENERATIVE ARTIFICIAL INTELLIGENCE*

**ONLINE.** *Lefteris Heretakis. THE FUTURE OF DESIGN EDUCATION IN THE AGE OF ARTIFICIAL INTELLIGENCE: FORMATION, JUDGEMENT, AND THE IRREDUCIBLE HUMAN*

**ONLINE.** *Graeme Hanssen. TEACHING THE LANGUAGE OF VISUAL DESIGN IN A HOSTILE ENVIRONMENT*

**ONLINE.** *Krišjānis Určs, Sevastian Tsvetkov, Jevgenij Martinkevič, Szilárd Jakab. MULTIMODAL EFFECTS IN THE PERCEPTION OF HORROR AND SUSPEMSE IN VIRTUAL REALITY*

**ONLINE.** *Vita Pihina. INNOVATING TRADITION: AI-POWERED LEARNING OF LATVIAN NATIONAL SYMBOLS IN PRIMARY SCHOOL*

**ONLINE.** *Tiziana Contino. ENTANGLEMENT*

# DIGITAL GAMES, GAMIFICATION, VIRTUAL REALITY

## Chairpersons:

JAZEPS RUTKIS, EKA University of Applied Sciences /Latvia

JOSÉ P. ZAGAL, University of Utah/USA

**11:00 – 13:00**

**14:00 – 16:00**

**Room 204**

*Andrejs Birzgals. THE ROLE AND ANALYSIS OF PHYSICAL EVIDENCE IN CYBERCRIME INVESTIGATIONS*

*Andrejs Birzgals. SUPERPOSITION TECHNOLOGY APPLICATION IN INTERACTIVE MANUAL THERAPY TRAINING SYSTEMS*

*Kaspars Šteinbergs, Anete Bērza. FROM COMPETENCE FRAMEWORK TO PLAYABLE MISSIONS: A LATVIA CASE OF GREENCOMP AND CLIMATE LITERACY IN GAMIFIED DIGITAL ESCAPE ROOMS*

*Ksenija Žilcova-Ziņina, Ksenija Djačenko, Andrejs Stanislavs Kučiks, Maksims Lavrentiks. DEVELOPING AN INTERACTIVE FINANCIAL LITERACY GAME USING VISUAL NOVEL DESIGN: A NARRATIVE-BASED APPROACH TO RISK RECOGNITION*

*Alise Čukova. WHEN VIRTUAL REALITY BECOMES TOO REAL: HOW ETHICALLY APPROPRIATE IS VIOLENCE IN VR GAMES?*

*Anete Berza. THE IMPACT OF GAME-BASED LEARNING ON MOTIVATION AND KNOWLEDGE ACQUISITION IN AGILE METHODOLOGY TRAINING*

*Aleksandrs Priedītis. RISE OF THE METAGAME: SITUATING MODERN VIDEO GAME STRUCTURES IN AESTHETIC FRAMEWORKS*

*Jazeps Rutkis. REVIEW OF THE LATVIAN GAME INDUSTRY IN THE BALTIC CONTEXT*