



## **International Scientific Conference**

# **Emerging Trends in Economics, Culture and Humanities (etECH2023)**

**APRIL 19-21, 2023, RIGA**

**PROGRAMME**

Dear conference participants - partners and friends! Welcome to **etECH2023!**

The year, etECH conference celebrates its 7<sup>th</sup> birthday!

In 2023, participants from the Germany, Lithuania, Poland, Slovenia, Ukraine, Czech Republic, Finland, Italy, Spain, Slovak Republic, Slovenia and Latvia will present their research results in eight parallel sessions.

I wish you successful communication and cooperation during the conference!

WELCOME TO RIGA, WELCOME TO ETECH2023!



Sincerely yours,

Dr. Professor Jelena Titko  
Vice-rector for Science and International Cooperation  
etECH2023 coordinator

## CONFERENCE SCIENTIFIC BOARD

*Dr.oec. Professor Jelena Titko, EKA University of Applied Sciences /Latvia/  
Dr.phil. Professor Velga Vevere, EKA University of Applied Sciences /Latvia/  
Dr.oec. Professor Inga Shina, EKA University of Applied Sciences /Latvia/  
Dr.oec. Professor Vita Zarina, EKA University of Applied Sciences /Latvia/  
Dr. Professor Ann Saurbier, West Liberty University /USA/  
Dr., Associate Professor Oleksii Lyulyov, Sumy State University /Ukraine/  
Dr., Associate Professor Tetyana Pimonenko, Sumy State University /Ukraine/  
Dr.oec. Professor Primoz Pevcin, University of Ljubljana, Faculty of Administration /Slovenia/  
Dipl.-Inform., Professor Uwe Busbach, University of Applied Sciences Kehl /Germany/  
Dr.-Ing. Professor Antje Dietrich, University of Applied Sciences Kehl /Germany/  
Dr., Professor Jürgen Gemeinhardt, Schmalkalden University of Applied Sciences/Germany/  
Dr., Professor Pedro Fernandes Anunciacao, Polytechnic Institute of Setubal /Portugal/  
Dr.oec. Professor Elina Gaile-Sarkane, Riga Technical University /Latvia/  
Dr.oec. Professor Tatjana Tambovceva, Riga Technical University /Latvia/  
Dr., Professor Ljupco Sotirovski, European University /North Macedonia/  
Dr., Professor Akzhan Abdykhalykova L.N.Gumilyov Eurasian National University /Republic of Kazakhstan/  
Dr., Professor Daiva Jureviciene, Vilnius Gediminas Technical University /Lithuania/  
Dr hab., Associate professor Marcin Komanda, Opole University of Technology /Poland/  
Dr., Associate Professor Anatoli Beifert, Wismar University of Applied Sciences Technology Business and Design /Germany/  
Dr., Professor Viktorija Skvarciany, Vilnius Gediminas Technical University /Lithuania/  
Ph.D, Associate Professor Bohumil Stadnik, University of Economics in Prague /Czech Republic/  
Dr.oec. Associate Professor Greta Keliuotyte-Staniuleniene, Vilnius University /Lithuania/  
Dr.oec. Associate Professor Oksana Lentjusenkovna, EKA University of Applied Sciences /Latvia/  
Dr.oec. Associate Professor Anna Abeltina, EKA University of Applied Sciences /Latvia/  
Dr.oec. Associate Professor Julija Bistрова, Riga Technical University /Latvia/  
Dr.oec. Associate Professor Larissa Turusheva, EKA University of Applied Sciences /Latvia/  
Dr.iur. Associate Professor Karina Zalcmane, EKA University of Applied Sciences /Latvia/  
Dr.iur. Associate Professor Marina Kamenecka-Usova, EKA University of Applied Sciences /Latvia/  
Dr.psyh. Associate Professor Kristine Uzule, EKA University of Applied Sciences /Latvia/  
Dr.oec. Associate Professor Jevgenija Dehtjare, EKA University of Applied Sciences /Latvia/  
Ing. Renata Skýpalová, Ph.D., Ambis College /Czech Republic/*

## CONFERENCE EXECUTIVE BOARD

**Jelena Titko**, EKA University of Applied Sciences /Latvia/  
**Oksana Lentjusenkovna**, EKA University of Applied Sciences /Latvia/  
**Viktorija Skvarciany**, Vilnius Gediminas Technical University /Lithuania/  
**Vita Zarina**, EKA University of Applied Sciences /Latvia/  
**Edgars Cerkovskis**, EKA University of Applied Sciences /Latvia/  
**Inga Shina**, EKA University of Applied Sciences /Latvia/  
**Marcin Komanda**, Opole University /Poland/  
**Velga Vevere**, EKA University of Applied Sciences /Latvia/  
**Jelena Budanceva**, EKA University of Applied Sciences /Latvia/  
**Karina Zalcmane**, EKA University of Applied Sciences /Latvia/  
**Marina Kamenecka-Usova**, EKA University of Applied Sciences /Latvia/  
**Uwe Busbach-Richard**, University of Applied Sciences Kehl /Germany/  
**Tatjana Tambovceva**, Riga Technical University /Latvia/  
**Kristine Uzule**, EKA University of Applied Sciences /Latvia/  
**Kaspars Šteinbergs**, EKA University of Applied Sciences /Latvia/

## AGENDA

### WEDNESDAY, APRIL 19

**18:00 – 21:00** ETECH2023 WELCOME PARTY, *Grand Poet by Semarah Hotels, Raiņa bulvāris 5/6, Rīga*

### THURSDAY, APRIL 20

*Venue: Pullman Riga Old Town, Jēkaba 24, Rīga*

**9.00 – 10.00** REGISTRATION, Pullman hotel, lobby

**10.00 – 11.30** OPENING CEREMONY / PLENARY SESSION, Pullman hotel, Hall Arden,  
<https://open.augstskola.lv/b/jel-ux2-nks-buo>

❖ *Welcome speech*

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

❖ *Greetings from partner organizations:*

**Alberta College INESE RUTKA**, Deputy Director for Study Quality, **Latvia**

**Sumy State University** **Dr. TETYANA PIMONENKO**, Associate Professor, Vice-director for International Activity, Academic and Scientific Institute of Business, Economics and Management / Sumy State University, **Ukraine**

❖ *Key note speakers*

**Dr. Ing. BEN JANSEN**. CEO and owner of Dehora Consultancy Group/ **Netherlands, Belgium, Czech Republic, Poland, UAE**

#### *ORGANIZATIONS NEED A SHIFT OF PARADIGM*

**MBA JELENA BUDANCEVA**. Assistant professor, Program director at EKA University of Applied Sciences; PhD candidate in Sociology, Mindfulness mentor in Space bagel/ **Latvia**

#### *BURNOUT SYNDROME AMONG ACADEMIC STAFF - CAUSES, CONSEQUENCES AND ACTIONS*

**11.30 – 13:30** PARALLEL SESSIONS (links to each session – see in session)

**13:30 – 14:30** LUNCH BREAK

**14.30 – 16.00** PARALLEL SESSIONS

**16:00 – 16.30** BEST PAPER AWARD CEREMONY (PULLMAN, Hall ARDEN)

**19:00 – 02:00** GALA DINNER\* devoted to EKA 25<sup>th</sup> anniversary and etECH2023 7<sup>th</sup> anniversary, FANTADROMS, *Gustava Zemgala gatve 74a, Rīga* (entry from 18:00)

\*Meeting Point to go by bus **18:00 – 18:10** *Grand Poet entry, Raiņa bulvāris 5/6, Rīga*

## PARALLEL SESSIONS

- ❖ *ECONOMICS*      hall **ARDEN**      <https://liedm.zoom.us/j/3345484140>
- ❖ *MANAGEMENT*      hall **PASO FINO**  
<https://open.augstskola.lv/b/edg-zns-jgx-2a1>
- ❖ *INFORMATION TECHNOLOGIES*      hall **ROCKY MOUNTAIN**  
<https://rtucloud1.zoom.us/j/99933947729>
- ❖ *LAW*      only real-life format, **Room 239**
- ❖ *PEDAGOGY AND EDUCATION*      **Room 240**  
<https://open.augstskola.lv/b/vit-frc-k8r-ktp>
- ❖ *CULTURE AND ART* hall **PRIVATE LOUNGE**  
<https://open.augstskola.lv/b/jel-y5q-i18-iix>
- ❖ *TURBULANCES AND CHANGES IN SOCIAL AND ECONOMIC PHENOMENA IN EUROPE - APPLICATION OF STATISTICAL METHODS*, hall **MAREMANNO**  
<https://open.augstskola.lv/b/kar-ad7-t6w-pa2>
- ❖ *HUMAN RESOURCES, ETHICAL CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY*, hall **FJORD**  
<https://open.augstskola.lv/b/jel-k3j-zww-2lx>

# ECONOMICS

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

Chairpersons: Dr. , Professor VIKTORIJA SKVARCIANY  
Dr., Professor INGA SHINA

11.30 – 13.30 14.30 – 16.00

***Pullman Riga Old Town, hall ARDEN***

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

***Ammar Z-Alwrekiat, Antonio Mihi-Ramírez. ECONOMIC EFFECTS OF FORCED MIGRATION IN HOST COUNTRIES. A THEORETICAL REVIEW***

***Jari Kaivo-oja, Tony Kinder, Jari Stenvall. KEY TRENDS OF TANGIBLE AND INTANGIBLE PRODUCTS IN PUBLIC SECTOR PRODUCTION IN KEY OECD COUNTRIES: INTANGIBILITY AND THE OBFUSCATION OF PUBLIC SERVICE PRODUCTIVITY***

***Elena Stavrova. INFLATIONARY EXPECTATIONS, HEALTHCARE COSTS AND QUALITY OF LIVE INBULGARIA IN THE PERIOD OF POSTCRISIS***

***Marco Carradore, Giorgio Gosetti, Cristina Lonardi. EMERGING TREND IN SOCIAL WORK EXPENDITURE IN A LOCAL AREA WITHIN NORTHEAST ITALY***

***Ivana Malá. CHANGES IN BEHAVIOR OF PEOPLE IN THE LABOR MARKET BASED ON JOB EPISODE PANEL FROM SHARE SURVEY***

***Wojciech Gizicki. SOCIAL SECURITY AND CRISIS MANAGEMENT IN THE TIME OF WAR. THE CASE OF POLAND AND UKRAINE***

***Anatolijs Prohorovs, Julija Bistrova. LABOUR SHARE CONVERGENCE IN THE EUROPEAN UNION: SECTOR VIEW***

***Vita Zariņa, Inga Shina, Anna Svirina, Kristine Uzule. THE RELATIONSHIP BETWEEN ECONOMIC DEVELOPMENT AND HUMAN DEVELOPMENT IN LATVIA***

***Ugnius Jakubelskas, Viktorija Skvarciany. ASSESSMENT OF CIRCULAR ECONOMY IN THE BALTICS***

***Stefan Bongard, Kay Rosin. IMPLEMENTATION STRATEGIES FOR SUSTAINABLE VEHICLE FLEET MANAGEMENT***

***Marek Nagy, Katarina Valaskova. QUANTITATIVE EVALUATION OF THE DYNAMICS OF ECONOMICS DEVELOPMENT IN EU COUNTRIES IN THE CONTEXT OF THE SUSTAINABILITY AND COMPETITIVENESS OF SMES***

***Milena Seržantė. WHY SUSTAINABLE DECISION-MAKING IS IMPORTANT FOR ECONOMIC GROWTH?***

***Ingrida Silobrit, Daiva Jureviciene. THE IMPACT OF ECONOMIC BEHAVIOUR ON CIRCULAR ECONOMY TEXTILE DEVELOPMENT***

***Tetyana Pimonenko, Oleksii Lyulyov, Liliia Lyulyova, Yuliya Shaforost. ESG EFFECTS IN THE CHAIN “GREEN BRAND – SOCIAL RESPONSIBILITY OF BUSINESS”***

# MANAGEMENT

## Emerging Trends in Business Administration, Marketing and Corporate Finance

Chairpersons: Mg., PhD cand. EDGARS CERKOVSKIS  
Dr., Professor MARCIN KOMANDA

11.30 – 13.30 14.30 – 16.00

***Pullman Riga Old Town, hall PASO FINO***

<https://open.augstskola.lv/b/edg-zns-jgx-2a1>

***Marcin Komańda. KNOWLEDGE MANAGEMENT IN CONTEMPORARY DISCOURSE ON SUPPLY CHAINS***

***Olegs Nikadimovs. MICRO-CSR: THE IMPACT OF SMALL-SCALE CSR INITIATIVES ON CONSUMER BEHAVIOUR AND LOYALTY***

***Dominika Gajdosikova, Katarina Valaskova. BANKRUPTCY PREDICTION MODEL DEVELOPMENT AND ITS IMPLICATIONS ON FINANCIAL PERFORMANCE IN SLOVAKIA***

***Eva Kicová, Oľga Poniščiaková, Zuzana Rosnerová. FINANCIAL LITERACY OF CUSTOMERS OF THE SELECTED SLOVAK BANK AS A BASIS FOR MANAGERIAL DECISION-MAKING***

***Margareta Nadanyiova, Lucia Sujanska. THE IMPACT OF INFLUENCER MARKETING ON THE DECISION-MAKING PROCESS OF GENERATION Z***

***Jūratė Maščinskienė, Laima Jesevičiūtė-Ufartienė. MARKETING COMMUNICATION SOLUTIONS FOR INCREASING THE VALUE OF A SPORTS FACILITY AS AN ADVERTISING CHANNEL***

***Laima Jesevičiūtė-Ufartienė, Vilma Morkūnienė, Aušra Liorančaitė-Šukienė, Gelmina Motiejunė. THE EFFECT OF MANAGEMENT PRINCIPLES AND MOTIVATION ON EMPLOYEES' CONFIDENCE***

***Lucia Sujanska, Margareta Nadanyiova. SUSTAINABLE MARKETING AND ITS IMPACT ON THE IMAGE OF THE COMPANY***

***Agnieszka Dziubińska. MECHANISMS OF STRATEGIC ADAPTATION OF AN ORGANIZATION IN A CRISIS SITUATION - CONCEPTUALIZATION OF THE PROBLEM***

***Vida Davidavičienė, Ieva Meidutė-Kavaliauskienė. SOCIAL NETWORKS AND E-BUSINESS – HOW DO THEY GO TOGETHER?***

***Agata Basińska-Zych. THE CULTURE OF HEALTH IN KNOWLEDGE-BASED ENTERPRISES IN POLAND – HOW TO IDENTIFY AND MEASURE IT?***

***Roland Böhmer, Uwe Busbach, Britta Kiesel. THE KEHLER MANAGEMENT SYSTEM: INTEGRATION OF EXTERNAL STAKEHOLDERS IN THE QUALITY ASSESSMENTS OF MUNICIPAL ADMINISTRATIONS***

# INFORMATION TECHNOLOGIES

Emerging Trends in ICT Solutions for Business, Management and Education

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

11.30 – 13.30

*Pullman Riga Old Town, hall ROCKY MOUNTAIN*

<https://rtucloud1.zoom.us/j/99933947729>

*Tomas Pečiulis, Edgars Cerkovskis, Stefano Mastrostefano. BLOCKCHAIN AND CIRCULAR ECONOMY: A NEW ECONOMIC MODEL FOR ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY*

*Anatolijs Prohorovs, Levs Fainglozs. PROBLEMS OF USING CHATGPT TO FIND CONTRACTORS - DIGITAL MARKETING AGENCIES*

*Jakub Michulek, Lubica Gajanova. IS THE CONCEPT OF "INDUSTRY 4.0" STILL INTERESTING FOR SCIENTISTS DUE TO THE EMERGENCE OF "INDUSTRY 5.0"? BIBLIOMETRIC ANALYSIS*

*Lubica Gajanova, Jakub Michulek. DIGITAL MARKETING IN THE CONTEXT OF CONSUMER BEHAVIOUR IN THE ICT INDUSTRY – THE CASE STUDY OF THE SLOVAK REPUBLIC*

*Saša Zupan Korže. ISSUES RELATED TO EXTENSIVE USE OF NEW TECHNOLOGIES IN TOURISM*

*Sanita Meijere, Tatjana Tambovceva. TRUSTWORTHINESS AND ETHICAL CONSIDERATIONS OF AI / ML BASED SOLUTIONS IMPLEMENTATIONS*

*Larissa Turusheva. ICT COMPETENCY AS A PART OF STUDENTS PROFESSIONAL COMPETENCE*

*Maksims Žigunovs, Patriks Morevs. GENETIC ALGORITHMS AND CALCULATION OF GIVEN TRAJECTORY*

# EMERGING TRENDS IN LAW

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

**11.30 – 13.30**

***Pullman Riga Old Town, Room 239***

***Marina Kamenecka-Usova, Ilona Lejniece, Karina Zalcmane. LARGE SPORTS EVENTS: PROS AND CONS FOR HOSTING COUNTRY***

***Anna Di Giandomenico. THE OVERLAP BETWEEN ITALIAN STATE LEGAL SYSTEM AND SPORTS LEGAL SYSTEM. THE 2023 JUVENTUS FC CASE***

***Atis Bičkovskis. THE PROBLEMS RELATED TO COMBATING VALUE ADDED TAX FRAUD IN LATVIA IN CONNECTION WITH A MOBILE PHONES***

***Gediminas Valantiejus. INFRIGEMENTS OF EU TRADE AND CUSTOMS LAW: ARE WE HEADING TOWARDS THE UNIFIED SYSTEM OF RESPONSIBILITY?***

***Stella Kaprāne. THE IMPACT OF TRADEMARK USE IN THE LIGHT OF COMPETITION LAW AND UNFAIR COMMERCIAL PRACTICES***



# 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., Professor VELGA VEVERE

11.30 - 13.30 14.30 - 16.00

***Pullman Riga Old Town, hall PRIVATE LOUNGE***

<https://open.augstskola.lv/b/jel-y5q-i18-iix>

***Jeļena Budanceva, Ance Pērkone. SPECIFICS OF INTERNAL COMMUNICATION IN INTERNATIONAL SPORT PROJECTS***

***Dita Pfeifere. ACCESSIBILITY OF CULTURAL SERVICES FOR DIFFERENT SOCIAL GROUPS IN MUNICIPALITIES CULTURAL CENTRES IN LATVIA***

***Lina Marcinkevičiūtė, Jolanta Vilkevičiūtė. COHERENCE OF LOCAL TOURISM AND CULTURAL ECOSYSTEM SERVICES IN LITHUANIA***

***Anna Adamus-Matuszyńska, Piotr Dzik. THE CITY AS A BRAND: THEORY VERSUS PRACTICE***

***Nadiia Lolina. STREET ART OF SHOREDITCH: BEHIND THE WALLS***

***Imants Ļaviņš, Dace Ļaviņa. THE VISUAL CULTURE OF LATVIAN COMMERCIAL EXHIBITIONS IN THE INTERWAR PERIOD (1921-1940)***

***Vivita Leismane, Oksana Lentjušenkova. PRACTICE OF ORGANIZING INTERNATIONAL EVENTS***

***Elīna Grantiņa, Jeļena Budanceva. INCORPORATING ART INTO COMPANY ACTIVITIES - GOOD PRACTICE BY ZOO***

***Darja Semjonova, Velga Vevere. ROLE OF FESTIVALS IN CITY BRAND PROMOTION***

***Andrei Rodionov. FUNDRISING OPPORTUNITIES FOR LATVIAN COMMERCIAL INTERNATIONAL CULTURAL PROJECTS DEPENDING ON THEIR INITIAL PARAMETERS***

# **PEDAGOGY AND EDUCATION**

**Chairpersons: Dr., Professor VITA ZARINA  
Dr., Associate Professor KRISTINE UZULE**

**11.30 – 13.30**

***Pullman Riga Old Town, Room 240***

<https://open.augstskola.lv/b/vit-frc-k8r-ktp>

***Harsh Chauhan, Natalja Verina, Žanna Černoštana. PERSONAL AND INSTITUTIONAL BARRIERS PERCEIVED BY STAFF OF LATVIAN HIGHER EDUCATIONAL INSTITUTIONS IN THE PROCESS OF DIGITAL TRANSFORMATION***

***Piotr Urbanek. HARD VS SOFT MANAGERIALISM: HOW TO REFORM UNIVERSITIES AND LET THEM REMAIN UNIVERSITIES***

***Kristīne Užule. ENTREPRENEURIAL COMPETENCES OF STUDENTS AS DRIVERS OF SUSTAINABLE CAREER DEVELOPMENT***

***Aija Sannikova, Velga Vevere. THE ROLE OF UNIVERSITIES IN THE INSTITUTIONAL SYSTEM OF SOCIAL ENTERPRISES IN LATVIA***

***Ilze Krūmiņa, Inga Milēviča, Laura Šinka. WHAT ARE THE EXPECTATIONS OF HIGHER EDUCATION OF GEN Z***

***Zane Veidenberga. USE OF VARIOUS FEEDBACK COLLECTION METHODS FOR DEVELOPING GUIDELINES FOR NOVICE TRANSLATORS***

***Agnieszka Powierska. THE IMAGES OF THE DIGITAL LIFE OF THE YOUNG PEOPLE***

# **TURBULANCES AND CHANGES IN SOCIAL AND ECONOMIC PHENOMENA IN EUROPE - APPLICATION OF STATISTICAL METHODS**

Chairpersons: Dr. hab. Elżbieta Roszko-Wójtowicz

**11.30 - 13.30**

***Pullman Riga Old Town, hall MAREMANNO***

<https://open.augstskola.lv/b/kar-ad7-t6w-pa2>

***Elżbieta Roszko-Wójtowicz, Maria M. Grzelak, Barbara Borsiak-Dańska. IN SEARCH OF KEY DETERMINANTS OF INNOVATIVENESS IN THE REGIONS OF THE VISEGRAD GROUP COUNTRIES***

***Elżbieta Roszko-Wójtowicz, Maria M. Grzelak. CONTEMPORARY CHALLENGES FACING THE DEVELOPMENT OF THE TOURISM SECTOR IN POLAND***

***Kludia Przybysz, Agnieszka Stanimir. SUSTAINABLE DEVELOPMENT GOALS IN TOURISM - PERCEPTION AND IMPLEMENTATION OF ASSUMPTIONS BY SENIORS***

***Aleksandra Pleśniarska. THE EUROPEAN GROWTH MODEL – NEW DIRECTIONS AND CHALLENGES***

***Katarzyna Boczkowska. APPLICATION OF STATISTICAL METHODS IN HEALTH AND SAFETY RESEARCH***

# HUMAN RESOURCES, ETHICAL CORPORATE GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITY

Chairpersons: Ing. RENATA SKÝPALOVÁ, Ph.D.  
Ing. MÁRIA URBÁNOVÁ, Ing. - Paed. IGIP, PhD.

11.30 – 13.30 14.30 – 16.00

***Pullman Riga Old Town, hall FJORD***

<https://open.augstskola.lv/b/jel-k3j-zww-2lx>

***Janka Beresecká, Štefan Hronec, Martin Hronec, Jana Hroncová Vicianová, Veronika Svetlíková. EDUCATION AND SOCIALLY RESPONSIBLE MANAGEMENT AS AN EFFECTIVE COMMUNICATION TOOL IN LOCAL SELF-GOVERNMENT***

***Ivan Holúbek, Beáta Novotná. EU TAXONOMY AND ITS IMPACT ON THE COMPANIES BUSINESS IN THE CONTEXT OF ENVIRONMENTAL, SOCIAL AND GOVERNANCE RATINGS (ESG)***

***Vito Di Sabato, Jana Kozáková. INNOVATIVE APPROACHES TO RESPONSIBLE ACTIVITIES DURING COVID-19 PANDEMIC (STUDY OF DIFFERENCES BETWEEN CZECH AND SLOVAK BUSINESSES)***

***Radovan Savov, Patrik Fitala. CRAFT BEER REVOLUTION: CHANGES IN BEER INDUSTRY AND BEER CONSUMER PREFERENCES***

***Beáta Novotná, Luboš Jurík. INCREASING OF WATER AVAILABILITY IN THE AGRICULTURE LANDSCAPE FOR MEETING ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) GOALS AND THEIR EMERGING TRENDS***

***Renata Skýpalová, Jana Kozáková, Mária Urbánová, Vito di Sabato. CORPORATE SOCIAL RESPONSIBILITY OF MULTINATIONALS – ARE THERE ANY DIFFERENCES BETWEEN SLOVAKIA AND CZECH REPUBLIC?***

***Rivera Isaias. BUSINESS ETHICS IN THE GLOBAL AGE***

***Mária Urbánová, Dominika Čeryová, Viktória Bendáková, Patrícia Husárová. ELECTRIC CARS FROM AN ECONOMIC AND ENVIRONMENTAL POINT OF VIEW-CASE OF SLOVAKIA***

***Radovan Lapuník, Martin Hronec, Veronika Dobiášová, Katarína Mičicová, Janka Beresecká. HEALTH CARE AND TELEMEDICINE AS A NEW TREND IN MARKETING COMMUNICATION***

***Janka Beresecká, Monika Hudáková, Veronika Svetlíková, Jana Hroncová Vicianová, Štefan Hronec. PUBLIC RELATIONS AS A STRATEGIC MANAGEMENT TOOL FOR PRESENTING MOVABLE CULTURAL HERITAGE***

***Eduard Hégr. SHIFT WORK IMPACT ON THE HEALTH AND PERSONAL LIFE***

***Olga Cherednichenko, Oksana Ivashchenko, Luboš Cibák, Marcel Lincenyi. ITEM MATCHING MODEL IN ECOMMERCE: HOW USERS BENEFIT***

***Dariusz Pieńkowski, Renata Skýpalová. UNFAIR VALUE OF FAIR TRADE VALUE CHAINS***

# ETECH2023 INVITED SPEAKERS AND MODERATORS

## KEY NOTE SPEAKER



**Dr. Ing. Ben JANSEN**

CEO and owner of Dehora Consultancy Group

- The Netherlands - Amsterdam (headquarters)
- The Netherlands - Eindhoven
- Belgium - Antwerp
- Belgium - Brussels
- Czech Republic - Prague
- Poland - Warsaw
- UAE - Dubai



**Jelena BUDANCEVA** (MBA, PhD candidate) is an Assistant Professor and Director of the study programmes “International cultural project management” (Master level), “Culture management” (Bachelor level) and “Events organization” (College) at the EKA University of Applied Sciences (Latvia). She is an active culture manager, working in literature and art fields for more than 20 years. Her scientific interests focused primary on consumption society and its sociological aspects, as well as wellbeing aspects in work and studies. Recently engaged in international mindfulness project Space Bagel and the global non-profit network The Good Future Project. Author of several studies and articles.

**E-mail:** [jelena.budanceva@eka.edu.lv](mailto:jelena.budanceva@eka.edu.lv); [linkedin.com/in/jelena-budanceva-a25790b](https://www.linkedin.com/in/jelena-budanceva-a25790b)

## *MODERATORS OF THE SESSION “Sustainability and Circular Economy / Macroeconomics, International Economics, Public Economics and Financial Economics”*



**Dr. Viktorija SKVARCIANY** holds a PhD in Economics and works as Vice-Dean for Research and Innovation of the Faculty of Business Management and as a Professor at the Department of Economics Engineering and Vilnius Gediminas Technical University. Viktorija Skvarciany is an Editor-in-Chief of the 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.

**E-mail:** [viktorija.skvarciany@vilniustech.lt](mailto:viktorija.skvarciany@vilniustech.lt)



**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.

**E-mail:** [e.cerkovskis@eka.edu.lv](mailto:e.cerkovskis@eka.edu.lv)

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



**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 1<sup>st</sup> 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”.

E-mail: [inga.shina@gmail.com](mailto:inga.shina@gmail.com)



**Dr. Hab. Marcin KOMANDA** received his Ph.D. degree in economics (discipline: management) in 2010 from Management Faculty of this same University. He received master’s degree (Philosophy) from University of Silesia in Katowice in 2014. Now, he is a Professor at the Opole University (Poland). He conducts several courses for students regarding strategic management, operational management, and management accounting. He developed his competences at several postgraduate and vocational courses. Over the years, he cooperated with enterprises and public institutions in organizing official events and in implementing management solutions.

E-mail: [m.komanda@po.edu.pl](mailto:m.komanda@po.edu.pl)

## MODERATORS OF THE SESSION “Emerging Trends in Law”



**Dr. Karina ZALCMANE** is an Associate Professor, Vice-Rector for Academic affairs and Director of the study program “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” and member of editorial board of Sports Law, Policy & Diplomacy Journal (University of Rijeka, Faculty of Law, SLPD Centre, Croatia)

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.

E-mail: [karina.zalcmane@gmail.com](mailto:karina.zalcmane@gmail.com)



**Dr. Marina KAMENECKA-USOVA**, PhD is a lawyer, an associate professor at EKA University of Applied Sciences and an advisor to the member of the European Parliament. In year 2010 she graduated from the University of Latvia with a professional Master’s degree in Law and a year later received an LL.M degree in Commercial law at the Erasmus University of Rotterdam. Mrs. Kamenecka-Usova was one of 11 students from the whole pull of students who completed LL.M program in one year following the short track. All her childhood and teenage years she was doing gymnastics and participated in two World Championships in Aesthetic Group Gymnastics as a member of Latvian National team. Currently Mrs. Kamenecka-Usova is a mother of two, a member of International Association of Sport Law as well as visiting senior lecturer at Riga Stradins University. Her research interests include sports law and policy, alternative dispute resolution and mediation.

E-mail: [marina.k.usova@yahoo.com](mailto:marina.k.usova@yahoo.com)

*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.

**E-mail:** [tatjana.tambovceva@rtu.lv](mailto:tatjana.tambovceva@rtu.lv), [tatjana.tambovceva@gmail.com](mailto:tatjana.tambovceva@gmail.com)



**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.

**E-mail:** [busbach@hs-kehl.de](mailto:busbach@hs-kehl.de)

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



**Jelena BUDANCEVA** (MBA, PhD candidate) is an Assistant Professor and Director of the study programmes “International cultural project management” (Master level), “Culture management” (Bachelor level) and “Events organization” (College) at the EKA University of Applied Sciences (Latvia). She is an active culture manager, working in literature and art fields for more than 20 years. Her scientific interests focused primary on consumption society and its sociological aspects, as well as wellbeing aspects in work and studies. Recently engaged in international mindfulness project Space Bagel and the global non-profit network The Good Future Project. Author of several studies and articles.

**E-mail:** [jelena.budanceva@eka.edu.lv](mailto:jelena.budanceva@eka.edu.lv) [linkedin.com/in/jelena-budanceva-a25790b](https://www.linkedin.com/in/jelena-budanceva-a25790b)



**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.

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

## 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.

E-mail: [vita.zarina@eka.edu.lv](mailto:vita.zarina@eka.edu.lv)



**Dr. Kristine UZULE** is an Associate Professor and researcher at the EKA University of Applied Sciences. She is an expert of the Latvian Council of Science in two fields - educational sciences, economics and entrepreneurship. Her areas of specialization include entrepreneurship and psychology. She has participated in various international scientific projects on competences and digitalization. Her publications and conference presentations themes range from digitalization to entrepreneurship.

E-mail: [kristine.uzule@eka.edu.lv](mailto:kristine.uzule@eka.edu.lv)

## MODERATORS OF THE SESSION “Human resources, ethical corporate governance and corporate social responsibility”



**Ing. Renata SKÝPALOVÁ, Ph.D.** is an assistant professor at the Ambis College, a.s., Prague, Czech Republic. Her scientific interests include human resource management/development, employer branding, small and medium enterprises competitiveness, corporate social responsibility and business ethics. She is involved in various national and international scientific project, currently, she is the leader for the partner of the Czech Republic in the project Corporate Social Responsibility in business practices in Visegrad Region (project no. 22220149).

Email: [renata.skypalova@ambis.cz](mailto:renata.skypalova@ambis.cz)



**Ing. Maria Urbanova, Ph.D.** is an assistant professor\university teacher at SUA from 2012 teaching mainly economic subjects as economics of enterprises and business economics at the institute of economics and management. Focus within the research is mainly on businesses evaluation from different point of views as economic, environmental, consumer and managerial as well.

E-mail: [maria.urbanova1@uniag.sk](mailto:maria.urbanova1@uniag.sk)