



 **Ambis.Vysoká škola.**

International Scientific Conference Emerging Trends in Economics, Culture and Humanities (etECH2025)

APRIL 23-24, 2025, RIGA

PROGRAMME

Dear conference participants - partners and friends! Welcome to **etECH2025!**

The year, etECH conference celebrates its 9th birthday!

In 2025, participants from the Argentina, Austria, Bulgaria, China, Croatia, Czech Republic, Georgia, Germany, Hungary, Indonesia, Italy, Kazakhstan, Latvia, Lithuania, Netherlands, North Makedonia, Poland, Slovak Republic, Slovenia, South Africa, Spain, Turkey, Ukraine, and 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 ETECH2025!

Sincerely yours,

Dr. Professor Jelena Titko

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Dr.psyh. Associate Professor **Kristine Uzule**, EKA University of Applied Sciences /Latvia/
Dr.oec. Associate Professor **Jevgenija Dehtjare**, EKA University of Applied Sciences /Latvia/
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Ing. **Radka Vaničková**, Ph.D, University of Economics and Management /Czech Republic/

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Larisa Turusheva, EKA University of Applied Sciences /Latvia/

AGENDA

WEDNESDAY, APRIL 23

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

<https://youtube.com/live/lvMXfM91YeE?feature=share>

12.00 – 13.00 REGISTRATION

13.00 – 14.30 OPENING CEREMONY / PLENARY SESSION

❖ *Welcome speeches*

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 etECH strategic partners:*

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

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

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

University of Lodz. ELŻBIETA ROSZKO-WÓJTOWICZ, Associate Professor
Editor-in-Chief, journal *Folia Oeconomica*, **Poland**

The Association of Latvian Economists. IEVA BRUKSLE, Chairperson of the Board, **Latvia**

AMBIS University. RENATA SKYPALOVA, Head of the Department of Management and Human Resources, **Czech Republic**

❖ *Establishment of the "BALTIC CIRCULAR ECO-SYSTEM -BaCES": ceremonial announcement.* **EGDARS CERKOVSKIS, TATJANA TAMBOVCEVA, DZINTRA ATSTAJA**, BaCES Board members

Greetings from the founders:

EKA University of Applied Sciences. ANNA SALTIKOVA, Board member

New Door, Social Entrepreneurship Accelerator. DIANA LAPKIS, Board member

14.30 – 15.00 BREAK

15.00 – 16.30 KEYNOTE SPEAKERS

❖ **JAMES J. COCHRAN**, Professor, The University of Alabama / **USA**

CLEVERNESS: AN UNDERAPPRECIATED TOOL IN THE ACADEMIC RESEARCHER'S TOOLBOX

MARIA POVILAITE, entrepreneur, producer, and educator, co-founder of New Door social entrepreneurship foundation/ **Latvia**

SOCIAL IMPACT MEASUREMENT AND MANAGEMENT

❖ **ANGELINA BEKASOVA**, Senior Expert at the Department of Business Competitiveness, Ministry of Economics/ Director of International Cooperation and Industry Development, Latvian Space Industry Association / **Latvia**

COSMOS, CULTURE, COINS: HOW THE MODERN SPACE INDUSTRY CONTRIBUTES TO ECONOMY AND HUMANITIES IN LATVIA AND BEYOND?

18:30 – 22:00 etECH2025 WELCOME PARTY, WELLTON RIVERSIDE HOTEL

THURSDAY, APRIL 24

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

10.00 – 11.00 MORNING COFFEE

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

13:00 – 14:00 LUNCH BREAK

14.00 – 16:00 PARALLEL SESSIONS

19:00 – 23:00 etECH2025 GALA DINNER, WELLTON RIVERSIDE HOTEL, Restaurant (1st floor)

ETECH2025 INVITED SPEAKERS



JAMES J. COCHRAN is a Professor of statistics & operations research and Mike & Kathy Mournon Research Chair with the University of Alabama College. He has published 18 book chapters, 60+ research articles, 100+ other articles, and 8 textbooks in statistics, operations research, analytics, and data visualization. He has served on the boards for 18 journals and as editor of *INFORMS Transactions on Education*.

Dr. Cochran is the founding Editor-in-Chief of the *Wiley Encyclopedia of Operations Research and the Management Sciences*, *Wiley Series in Operations Research and Management Science*, Springer Nature *Synthesis Lectures on Operations Research and Applications*, and *INFORMS Analytics Body of Knowledge*. He established an international teaching effectiveness colloquium series and has organized these events in 20+ nations. He was a founding co-chair of [Statistics without Borders](#) and a founding committee member for the [INFORMS Pro Bono Analytics initiative](#). He has delivered keynote addresses to conferences in thirty nations.

Dr. Cochran has received the [INFORMS Prize for the Teaching of OR/MS Practice](#), [Mu Sigma Rho Statistical Education Award](#), [Waller Distinguished Teaching Career Award](#), [ASQ's William G. Hunter Award](#), and [Karl E. Peace Award](#) for outstanding statistical contributions for the betterment of society. He is a [Fellow of the American Statistical Association](#), [INFORMS](#), and the African Academy of Sciences. He has received the [ASA Founders Award](#), [INFORMS President's Award](#), and a Scripps Howard Award for Excellence in Journalism.



MARIJA POVILAITE is a social impact strategist, entrepreneur, and educator with over 20 years of experience in business development, creative industries, and social innovation.

She is the co-founder and board member of NewDoor, an International Social Innovation Platform and Social Entrepreneurship Accelerator, where she has designed and implemented programs that empower impact-driven businesses.

With extensive experience leading and managing international teams, Maria has worked across the EU, and Ukraine, guiding social entrepreneurs, creative professionals, and business innovators.

She specializes in customer-centric product development, marketing strategies, and social impact measurement, helping businesses align purpose with sustainability.

Maria has a strong background in creative industries, including film production, event management, and cross-sector collaboration.

She is passionate about creating environments where individuals and teams can thrive, driving meaningful change.

<https://www.linkedin.com/in/maria-povilaite/>



ANGELINA BEKASOVA is a Senior Expert for Space and Innovation Policy at the Ministry of Economics of the Republic of Latvia and the Director for International Relations and Industry Development at the Latvian Space Industry Association. Her mission is to inspire and assist Latvia's knowledge-intensive and innovative industries to advance, transfer and internationalise their capacities. In her role, Angelina is involved in the coordination of the implementation and governance of the Smart Specialisation Strategy of Latvia. Angelina is a representative of Latvia in the European Space Agency, European Organisation of Nuclear Research (CERN) and the European Union Space Programme.

Angelina entered the deep tech sector first in 2017 by joining the European Commission's Earth Observation unit and later, worked as a science communication and management consultant in an international space sector consultancy based in Brussels and Munich.

Additionally, Angelina has a professional background in international business support and holds interdisciplinary bachelor's and master's degrees in business and the humanities.

<https://www.linkedin.com/in/angelina-bekasova/>

ETECH2025 SPECIAL GUESTS

MARTIN VÍTEK, Ambassador of Czech Republic to Latvia

ANAR KUTTYBAYEVA, the First Secretary of the Embassy of Kazakhstan

MACROECONOMICS, INTERNATIONAL ECONOMICS, PUBLIC ECONOMICS AND FINANCIAL ECONOMICS

Chairperson: Dr. Associate Professor VITA ZARINA, EKA University of Applied Sciences

11:00 – 13:00

14:00 – 16:00 Room 302

Radovan Lapuník, Martin Hronec, Janka Beresecká, Štefan Hronec. EFFECTIVENESS OF PREVENTIVE CARE SPENDING AND ITS IMPACT ON POPULATION HEALTH: A COMPARATIVE ANALYSIS OF SELECTED EUROPEAN COUNTRIES

Martin Hronec, Janka Vicianová Hroncová, Kristína Murínová, Denisa Jánošová. ECONOMIC ANALYSIS OF OPPORTUNISM IN THE ENVIRONMENT OF SLOVAK MUNICIPALITIES: IMPACT ON THE ECONOMY AND FINANCIAL STABILITY

Rasa Mažrimienė, Daiva Jurevičienė. THE REGIONAL FINANCING SYSTEM AND THE IMPACT OF ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS ON REGIONAL FINANCING

Jurgita Pesliakaitė, Jelena Stankevičienė. THE IMPACT OF INTEGRATION INTO GLOBAL VALUE CHAINS ON ECONOMIC ACTIVITY: AN OVERVIEW

Janka Vicianová Hroncová, Štefan Hronec, Kristína Murínová, Michal Lukáč. OPPORTUNISM AS A FACTOR OF SOCIAL INEQUALITY IN MUNICIPALITIES

Angele Lileikiene. IMPORTANCE OF FINANCIAL TECHNOLOGIES (FINTECH) IN BUSINESS

Tomas Pečiulis, Asta Vasiliauskaitė. ADVANCED GARCH SPECIFICATIONS FOR CRYPTOCURRENCY VOLATILITY: INCORPORATING ASSYMETRY, REGIME-SWITCHING AND LONG-MEMORY EFFECTS

Ján Hunady, Eleonóra Demeová. TAX COMPETITIVENESS AND BUSINESS R&D EXPENDITURES: DO TAXES MATTER FOR INNOVATION?

Kristine Uzule, Vita Zarina, Inga Shina. A CONCEPTUAL MODEL FOR INTEGRATING FINANCIAL AND NON-FINANCIAL INFORMATION IN INTEGRATED REPORTS

Andrejs Limanskis. COMPARATIVE STUDY OF DIRECT INVESTMENTS FROM FRANCE AND UNITED KINGDOM IN LATVIA

Andrejs Limanskis, Abbos Saidkhonov, Islom Karimov. DIRECT INVESTMENT FROM UZBEKISTAN IN LATVIA: CHALLENGES AND SOLUTIONS

Chairperson: Dr. Professor INGA SHINA, EKA University of Applied Sciences

11:00 – 13:00 ONLINE

<https://open.augstskola.lv/rooms/wtw-zko-bkd-xkj/join>

ONLINE Etian Boress KEMGOU VOPTIA, Yulia STUKALINA. DIGITAL INFRASTRUCTURE AND SECTORAL REALLOCATION IN SUB-SAHARAN ECONOMIES: ANALYZING HOW DIGITAL CONNECTIVITY DRIVES LABOUR REALLOCATION ACROSS AGRICULTURE, INDUSTRY, AND SERVICES SECTORS.

ONLINE Etian Boress KEMGOU VOPTIA, Yulia STUKALINA. E-COMMERCE ADOPTION AND LABOR PRODUCTIVITY

ONLINE Khatuna Dondoladze. A NEW DEVELOPMENT IN GEORGIA: THE SOCIO-ECONOMIC EVOLUTION OF 2024, POLITICAL PROTESTS, AND THE TRANSFORMATION OF EMPLOYEE BEHAVIOR IN SHAPING THE FUTURE OF LABOR UNIONS

ONLINE Anna Wichowska. THE SHRINKAGE OF THE REGIONS OF WESTERN AND CENTRAL-EASTERN EUROPE AND THE STATE OF THEIR ECONOMIES

ONLINE Joana Lapkovskaja, Nijolė Maknickienė. FINANCIAL EFFICIENCY AND RESILIENCE OF SMALL AND MEDIUM ENTERPRISES: THEORETICAL APPROACH

ONLINE Solange Finkelsztein. ECONOMIC COSTS OF LABOR PRODUCTIVITY LOSSES DUE TO THE INAPPROPRIATE USE OF SOCIAL MEDIA AND SMARTPHONES: THE CASE OF ARGENTINA

ONLINE Veronika Labosova, Lucia Duricova, Pavol Durana. ONE MODEL FITS ALL ? EVALUATING BANKRUPTCY PREDICTION ACROSS DIFFERENT ECONOMIC PERIODS

ONLINE Zamira Bashu, Lyazzat Sembiyeva, Česlovas Christauskas. Improving the Performance Audit Mechanism to Enhance the Importance of Strategic Government Audit

SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY

Chairpersons: Edgars Cerkovskis, EKA University of Applied Sciences
Inga Uvarova, BA School of Business and Finance

11:00 – 13:00

14:00 – 16:00 Room 306

Ugnius Jakubelskas, Viktorija Skvarciany. HAPPINESS IN A CIRCULAR ECONOMY: A PANEL STUDY OF EU COUNTRIES

Mikus Dubickis, Romans Putans, Zane Hovlanne. FACTORS BASED INNOVATION READINESS ASSESSMENT METHOD IN CLOTHING AND TEXTILE INDUSTRY: TOWARDS CIRCULAR ECONOMY

Yufei Wang, Mangirdas Morkūnas, Jinzhao Wei. CONVIENCE AND CONSEQUENCE: A SURVEY STUDY ON WESTERN FAST FOOD AND HOUSEHOLD FOOD WASTE IN HONG KONG

Milena Serzante, Valeriia Yakovenko. THE CIRCULAR ECONOMY IN THE CONTEXT OF EU SUSTAINABLE DEVELOPMENT: EVALUATION OF SUCCESS

Alina Danileviča, Oleg Rybalkin, Günter Hofbauer, Krzysztof Krukowski. A GREENER FUTURE WITH ELECTRIC CARS: THE CASE OF EU COUNTRIES

Fitala Patrik, Skýpalová Renata, Adam Klement, Peter Šedík. DATA-DRIVEN INSIGHTS INTO SUSTAINABLE STRATEGIC MANAGEMENT IN SLOVAKIAN COMMERCE: A STATISTICAL AND BIBLIOGRAPHIC APPROACH

Jelena Topić Božič, Lucija Galič. CAN LIFE CYCLE ASSESSMENT HELP IN ACHIEVING SUSTAINABLE DEVELOPMENT GOALS?

Inga Uvarova, Tatjana Volkova, Liga Peiseniece, Aivars Vembris, Silvija Kristapsone, Julija Saveljeva, Gatis Polis, Jekaterina Novicka. INTEGRATING CYBERSECURITY INTO SUSTAINABILITY PRACTICES OF COMPANIES

Astra Auzina-Emsina. TOMMOROW TODAY: CROSS-INDUSTRY ECONOMIC EFFECTS OF GREENER TRANSPORT TECHNOLOGIES

Alise Patrīcija Dreimane, Natālija Cudečka-Puriņa. THE IMPACT OF ESG SCORES ON FINANCIAL PERFORMANCE: A STUDY OF NASDAQ BALTIC-LISTED COMPANIES FROM AN INSTITUTIONAL INVESTOR PERSPECTIVE

Chairperson: Dr. Professor Viktorija Skvarciany, Vilnius Gediminas Technical University

11:00 – 13:00 ONLINE

<https://open.augstskola.lv/rooms/0ku-ttv-s5a-48r/join>

ONLINE Denis Juracka, Marcel Figura, Katarina Valaskova. *PERFORMANCE OF THE EU COUNTRIES IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT AND CIRCULAR ECONOMY PRINCIPLES*

ONLINE Vittoria Scalise, Frank Andreas Schittenhelm. *SUSTAINABILITY AND INNOVATION IN SMES: A SYSTEMATIC LITERATURE REVIEW*

ONLINE Anna Jasińska-Biliczak. *ACHIEVE GROWTH: ENTERPRISES UNDER SUSTAINABLE CHANGE*

ONLINE Gizay Daver, Özge Sezgin Alp, Guray Kucukkocaoglu, Caner Ozdemir. *BIBLIOMETRIC ANALYSIS OF INDUSTRIAL SYMBIOSIS, CIRCULAR ECONOMY, AND SUSTAINABLE FINANCE: MACROECONOMIC AND PUBLIC POLICY PERSPECTIVES*

ONLINE Jurgita Sekliuckienė, Greta Danilavičienė. *DETERMINANTS OF SUSTAINABILITY-ORIENTED INNOVATIONS IN THE TEXTILE AND FASHION SUPPLY CHAIN*

ONLINE Diyan Velikov. *POSSIBILITIES FOR COMBINING THE CASH AND ACCRUAL BASIS IN A DINAMIC REPORT IN THE REPORTING OF SUSTAINABILITY IN BULGARIA*

BUSINESS ADMINISTRATION, MANAGEMENT AND CORPORATE FINANCE

Chairpersons: Dr. Kaspars Steinbergs, EKA University of Applied Sciences
Ing. Renata Skypalova PhD, AMBIS University

11:00 – 13:00

14:00 – 16:00

Room 308

ONLINE <https://open.augstskola.lv/rooms/8ha-ssn-ytd-5dh/join>

Ludin, Daniela, Selin Duman, Valentin Kirchner, Monika Mikulec. MORE APPOINTMENTS, LESS TIME IN WAITING ROOMS? HOW DIGITAL INNOVATION AFFECTS HEALTHCARE MANAGEMENT AND PATIENT BEHAVIOR

Dorota Witkowska, Krzysztof Kompa. DOES THE WOMEN PRESENCE ON BOARDS MATTER?

Martina Hudecová, Peter Šedík. GENERATION Z AND SUSTAINABLE TOURISM: THE ROLE OF MARKETING COMMUNICATION IN SHAPING PERCEPTIONS AND DECISIONS

Peter Šedík, Kristína Predanócyová, Marián Čvirik, Renáta Skypalová, Martina Hudecová. SWEET CHOICES: EXPLORING FEMALE CONSUMER ATTITUDES TOWARDS REGIONAL FLAVOURED HONEY

Kuhnle-Schadn Alexandra, Simlinger Andreas. FINANCIAL LITERACY OF COMPANY FOUNDERS – IMPORTANCE FOR THE SUCCESS OF THE COMPANY

Lucrecia Valentine. FUNDAMENTAL COMPETITIVENESS AND QUALITY REQUIREMENTS FOR EFFECTIVE SMALL FRESH PRODUCE FARMING IN EMERGING ECONOMIES

Laima Jesevičiūtė-Ufartienė, Jūratė Maščinskienė, Gabrielė Savickaitė. PACKAGING IMPACT OF CONSUMER PURCHASE DECISION TOWARDS COSMETIC PRODUCTS

Laima Jesevičiūtė-Ufartienė, Raminta Andrėja Ligeikienė, Ieva Daugėlienė. INFLUENCE OF ORGANIZATIONAL IMAGE ATTRIBUTES ON EMPLOYEE MOTIVATION

ONLINE *Yusuf Enril Fathurrohman, Enikő Kontor. EXPLORING CONSUMER BEHAVIOR TOWARD HALAL FOOD: THEORETICAL PERSPECTIVES, KEY DETERMINANTS, AND CHALLENGES*

ONLINE *Marek Nagy, Katarina Valaskova. NAVIGATING SUCCESS: PORTFOLIO MANAGEMENT THROUGH RISK AND PERFORMANCE ANALYSIS*

Elvis Dibanins, Ilona Lejniece. ROLE OF HUMAN CAPITAL IN THE DIGITAL ECONOMY OF LATVIA

Jevgenija Dehtjare, Anna Strazda, Kristine Uzule. IMPROVING THE MANAGEMENT PROCESS OF HEIS BY INTEGRATING COMPONENTS OF ENTREPRENEURSHIP AND INNOVATION

Kristine Uzule, Nellija Titova, Iza Gigauri. THE CONCEPT OF VALUE CREATION IN ORGANIZATIONAL REPORTING: COMPARING INTEGRATED, SUSTAINABILITY AND ANNUAL REPORTS

SOCIAL IMPACT RESEARCH

Chairpersons: Dr. Professor Velga Vevere, EKA University of Applied Sciences
Dr. Andrew Lim, Hotelschool The Hague, the Netherlands

11:00 – 13:00

14:00 – 16:00 Room 310

ONLINE <https://open.augstskola.lv/rooms/dve-phr-8gu-hay/join>

Session opening. Liva Svarce. Social Entrepreneurship Association of Latvia.

FROM DATA TO IMPACT: WHAT EUROPEAN SOCIAL ENTERPRISE MONITOR (ESEM) REVEALS ABOUT SOCIAL ENTREPRENEURSHIP?

Diana Lapkis, Maria Povilaite. New Door – Social Entrepreneurship Accelerator.

SOCIAL INNOVATION ECOSYSTEM IMPACT ASSESMENT FRAMEWORK STUDY

Piotr Dzik. International Scientific Conference "Corporate Social Irresponsibility (CSIR)

Andrew Lim, Fabian Fagel. ESG CHALLENGES FOR SMEs COMPETITIVE ADVANTAGE IN HOSPITALITY INDUSTRY Aija Sannikova, Kristine Uzule. THE NEED FOR KNOWLEDGE MARKET DEVELOPMENT IN THE SOCIAL ENTREPRENEURSHIP SECTOR

Oļegs Ņikadimovs. CORPORATE SOCIAL RESPONSIBILITY AND COMPANY PERFORMANCE: THE CASE OF COMPETITIVE ADVANTAGE AND REPUTATION

Marta Barbara Wysogłqd, Anna Janus. SOCIAL SERVICES CENTERS AS A PROCESS OF DEINSTITUTIONALIZATION IN POLAND AND EUROPE ON SELECTED EXAMPLES

Jana Kozáková, Skýpalová Renata, Boris Rumanko. GENDER PERSPECTIVES AND ETHICAL CHALLENGES: CZECH REPUBLIC, POLAND AND SLOVAKIA CROSS-COUNTRY STUDY

ONLINE *Jaqueline Backes, Marius Schönberger. ARTIFICIAL INTELLIGENCE LIVING AS A SOLUTION TO THE NURSING CRISIS: ACCEPTANCE AND POTENTIAL IN GERMAN ASSISTED LIVING FACILITIES*

ONLINE *Jurgita Paužuolienė, Ilvija Pikturnaitė, Saidas Rafjevas, Julija Mironova. CHALLENGES AND OPPORTUNITIES FOR YOUTH INVOLVEMENT IN VOLUNTARY ACTIVITIES: A COMPARATIVE STUDY OF LATVIA AND LITHUANIA*

LAW

Chairpersons: Dr. Associate Professor Karina Zalcmāne, EKA University of Applied Sciences
Dr. Associate Professor Marina Kamenecka-Usova, EKA University of Applied Sciences

11:00 – 13:00

14:00 – 16:00 Room 312

ONLINE <https://open.augstskola.lv/rooms/av3-1lv-lfq-mvb/join>

Erika Krutova. THE IMPACT OF ILLEGAL IMMIGRATION ON THE INTERPRETATION AND PRACTICE OF THE UNIVERSALITY OF HUMAN RIGHTS

Marina Kamenecka-Usova, Karina Zalcmāne. GLOBALIZATION OF FOOTBALL: GOVERNANCE, CHALLENGES, AND THE FEASIBILITY OF THE BALTIC FOOTBALL LEAGUE

Marina Kamenecka-Usova, Janis Zidens, Elina Greine. SHAPING THE EUROPEAN SPORTS LEGAL FRAMEWORK: THE INTERACTION OF SPORTS GOVERNANCE AND LEX SPORTIVA

Anna Di Giandomenico. THE EUROPEAN AI ACT. EMERGING LEGAL ISSUES

Gediminas Valantiejus. PROBLEMATIC ASPECTS OF APPLICATION OF THE EU CUSTOMS LAW: LESSONS FROM THE PRACTICE OF BALTIC STATES SINCE 2020

Iļona Lejniece, Marina Kamenecka-Usova, Janis Zidens, Signe Luika, Andra Fernate. THE ECONOMICS AND SUSTAINABILITY OF STADIUMS SAFETY: COSTS, INVESTMENTS, AND LONG-TERM IMPACT

ONLINE *Julija Liodorova, Marius Barkauskas. CALCULATION OF LOST PROFITS IN FORENSIC ACCOUNTING: APPLICATIONS IN COMMERCIAL AND CRIMINAL CASES*

ONLINE *Jolanta Dinsberga. LEGAL AND PRACTICAL ASPECTS OF ESTABLISHING A LIVESTOCK ROUTE EASEMENT*

ONLINE *Andrius Juškys. NAVIGATING AUTHORS' RIGHTS IN THE ERA OF AI: CHALLENGES AND POLICY IMPLICATIONS*

PEDAGOGY AND EDUCATION

Chairpersons: Dr. Associate Professor Kristine Uzule, EKA University of Applied Sciences
Dr. Larisa Turuseva, EKA University of Applied Sciences

11:00 – 13:00

14:00 – 16:00

Room 402

ONLINE <https://open.augstskola.lv/rooms/xic-rlk-52z-ka3/join>

Jevgenija Furgasė, Indrė Knyvienė. BRIDGING THE GAP: ARTIFICIAL INTELLIGENCE AND THE FUTURE OF ACCOUNTING EDUCATION

Ann L. Saurbier, D.M. Exploring the Impact of Perceptions of Value in the Broader Higher Education Stakeholder Context

Anna Limanovskaja, Vida Davidavičienė. DIGITISATION IN HIGHER EDUCATION: CHALLENGES AND TRANSFORMATION DIRECTIONS

Algirdas Justinas Staugaitis, Česlovas Christauskas. ARTIFICIAL INTELLIGENCE IN FINANCIAL AND MANAGEMENT ACCOUNTING: THE IMPORTANCE OF HIGHER EDUCATION

Kristine Uzule, Inta Miķele, Jevgenija Dehtjare, Anna Strazda, Bojan Kitanovikj, Edgars Čerkovskis. IMPLEMENTATION OF DIVERSITY IN HIGHER EDUCATION INSTITUTIONS: PERCEPTIONS OF EMPLOYEES

Marta Adamczyk, Piotr Dzik. EMPLOYER BRANDING: THE ROLE OF SOCIALLY RESPONSIBLE MANAGEMENT AS A COMPETITIVE ADVANTAGE IN A PRIVATE UNIVERSITY SETTING

Buldybayev Timur, Kudaibergenova Renata, Abeshev Kuanysh, Aryn Assel. ACADEMIC EXCELLENCE INITIATIVE: INTERNATIONAL PRACTICE AND KAZAKHSTANI CONTEXT

ONLINE *Kutlu Ergün. THE DETERMINANTS OF DEMAND FOR FINANCIAL EDUCATION IN DIFFERENT SOCIETIES: A COMPARATIVE ANALYSIS AMONG ROMANIAN AND TURKISH STUDENTS*

ONLINE *Ilvija Pikturņaite, Jurgita Paužuolienė, Julija Mironova, Małgorzata Karczewska. LEAVING NO ONE BEHIND IN ACCESS TO HIGHER EDUCATION IN BALTIC STATES*

ONLINE *Oxana Kirichok, Julija Kharkova, Nitika Doohan. INVESTING IN MINDS: THE ROLE OF HIGHER EDUCATION IN ECONOMIC GROWTH THROUGH LABOR MARKET TRENDS, LEGAL REFORMS AND LIFELONG LEARNING POLICIES*

Akzhan Abdykhalykova, Larisa Turuševa, Aygul Tadjibaeva, Lyazzat Beisenbayeva, Balaban Aida. PODCASTS IN CONVERSATIONAL ENGLISH LEARNING: METHODOLOGICAL AND PRACTICAL ASPECTS

Natalja Verina. DIGITAL TRANSFORMATION IN LATVIAN HIGHER EDUCATION: EXPERT PERSPECTIVES INTO INSTITUTIONAL AND PERSONAL BARRIERS

Gita Actiņa. CROSS-CULTURAL ANALYSIS OF STUDENTS' ATTITUDES TOWARDS SUSTAINABLE ENTREPRENEURSHIP

Anna Strazda, Jevgenija Dehtjare, Julija Mironova, Remigijus Kinderis. THE INFLUENCE OF AI TOOLS ON E-LEARNING PROCESS IN HIGHER EDUCATION

ICT SOLUTIONS FOR ECONOMY, BUSINESS AND EDUCATION

Chairpersons: Dr. Professor Uwe Busbach, University of Applied Sciences Kehl
Dr. Professor Tatjana Tambovceva, Riga Technical University

11:00 – 13:00

14:00 – 16:00 Room 304

<https://rtucloud1.zoom.us/j/94826352559?pwd=2QD7raj66euqwTTRm11hTSa8qBMvaK.1>

Celine Blettner, Marc Ritter, Esther Berkemer, Gerhard Raab. EXPLORING THE ACCEPTANCE AND APPLICATION OF A HUMANOID ROBOT: INSIGHTS FROM THREE FIELD STUDIES

Viktorija Politika, Jelena Pundure, Andrejs Sisovs, Tatjana Tambovceva. INTEGRATION OF UNMANNED AERIAL VEHICLES IN THE DIGITAL TRANSFORMATION OF FIRE AND RESCUE SERVICES

Regina Veckalne, Tatjana Tambovceva, Niginakhon Rakhmatillaeva. AI-DRIVEN INNOVATIONS IN SOCIAL MEDIA: OPPORTUNITIES, CHALLENGES, AND FUTURE TRENDS

Galina Robertsons, Leonards Budniks, Inga Lapiņa. DIGITAL CAPABILITIES AND PRODUCT AND SERVICE INNOVATION IN MANUFACTURING

Jegors Fjodorovs, Anastasija Vasiljeva. RISK-AWARE PORTFOLIO OPTIMIZATION WITH COPULA-GARCH MODELS: A COMPUTATIONAL FINANCE APPROACH FOR EUROPEAN INVESTMENTS

Patriks Morevs, Mikhail Li, Nasiba Salikhova Ibadullayevna. TOWARDS EFFICIENT TEACHING: A 3D GAME ENGINE CREATED FROM SCRATCH BY STUDENTS OF EKA

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CULTURE STUDIES AND INTERNATIONAL CULTURE PROJECT MANAGEMENT / CREATIVE INDUSTRIES, ART AND DESIGN

Chairpersons: Assistant Professor Jelena Budanceva, EKA University of Applied Sciences
Assistant Professor Zane Veidenberga, EKA University of Applied Sciences

11:00 – 13:00

14:00 – 16:00 Room 403

ONLINE <https://open.augstskola.lv/rooms/jgh-ab3-6b1-ent/join>

Audrius Dabrovolkas. FROM VALUE TO MARKETS IN THE BALTIC FILM EXHIBITION: FILM POLICY MODEL FOR THE SMALL FILM INDUSTRIES IN LITHUANIA, LATVIA AND ESTONIA

Marcin Komańda. CONTEMPORARY CHALLENGES IN MUSEUM MARKETING COMMUNICATION

Jana Horová, Magdalena Sawczuk. RE-THINKING AUDIENCE ENGAGEMENT: HOW MUSEUMS IN POLAND AND CZECHIA NAVIGATE RECENT CHALLENGES

Magdalena Sawczuk. CROWDSOURCED MUSEUM? EXPLORING AND SYSTEMATIZING CROWDSOURCING PRACTICES IN THE MUSEUM CONTEXT

Keisha LaRaine Ingram. BRIDGING CULTURES: EFFECTIVE STRATEGIES FOR MANAGING INTERNATIONAL CULTURAL PROJECTS IN A GLOBALIZED WORLD

Consuelo Diodati. WOMEN CERAMIST IN THE ABRUZZO MOUNTAINS

Janka Beresecká, Denisa Jánošová, Alexandra Ďurovová, Jaroslav Bednárik. TRADITIONAL CRAFTS AS A KEY TO TOURISM DEVELOPMENT THROUGH NEUROMARKETING

Emna Boudaya, Velga Vevere. CULTURAL INTELLIGENCE AS A CONTRIBUTING FACTOR FOR INTERNATIONAL STUDENT RECRUITMENT PROJECTS

Renate Cane, Kaspars Steinbergs. Innovation in cultural and creative industries as a factor for sustainable regional development in Latvia

Zane Veidenberga. THE ROLE OF COMBINING THEORETICAL AND PRACTICAL RESEARCH METHODS AND INSTRUMENTS IN THE PROCESS OF DEVELOPING SUPPORT TOOLS FOR TRANSLATORS

Jeļena Budanceva, Yohan de Silva. RISK AND RESILIENCE IN INTERNATIONAL LITERATURE FESTIVALS: A MIXED-METHODS STUDY

Imant Ļaviņš. LATVIAN LITERATURE AND THE NOBEL PRIZE. MEDIA DISCOURSE (1920-1930)

Aija Poikāne-Daumke. THE SIGNIFICANCE OF PSYCHOLOGICAL TRAUMA IN NINA WILNER'S NOVEL FORTY AUTUMS: A FAMILY'S STORY OF COURAGE AND SURVIVAL ON BOTH SIDES OF THE BERLIN WALL

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MODERATORS OF THE SESSION “Macroeconomics, International Economics, Public Economics and Financial Economics”



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