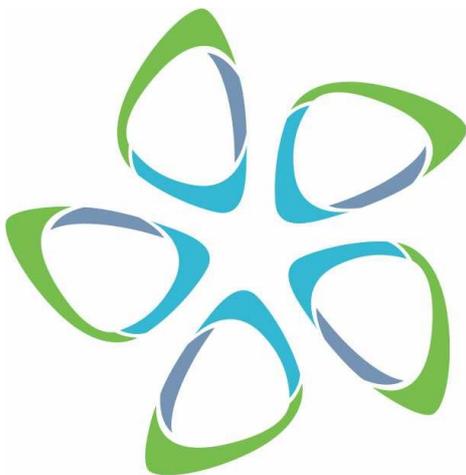


International Scientific Conference

Emerging Trends in Economics, Culture and Humanities (etECH2018)

APRIL 26 – 27, 2018, RIGA

PROGRAMME



International Conference

ETECH 2018

Emerging Trends in Economics,
Culture and Humanities

Dear conference participants!

We are happy to announce that etECH brand attracts more and more participants! This year we have an honour to host guests from USA, Germany, Russia, Lithuania, Poland, Georgia, Turkey, Kazakhstan, Slovenia, Slovakia, Macedonia, Romania and Hungary.

Special gratitude to our great partners – Alberta College, Walsh College and the Faculty of Management of the University of Economics in Katowice - for their support in organization of the conference activities!

We hope our guests will find here a great place for dissemination their research results and establishing new partnership!



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

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AGENDA

WEDNESDAY, APRIL 25

19.00 – 21.00 WELCOME PARTY (HOTEL SEMARAH GRAND POET, Raina blvd. 5/6)

THURSDAY, APRIL 26

9.30 – 10.00 REGISTRATION (3rd floor)

10.00 – 11.00 OPENING CEREMONY / PLENARY SESSION (room 305)

❖ *Welcome speech*

Dr. Oksana Lentjushenkova, Acting Rector / University of Economics and Culture

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

Dr. Linda Hagan, Professor of Marketing/ Walsh College (USA)

❖ *Emerging Trends in Relationship Marketing*

Dr. Anna Svirina, Professor, Head of Innovative enterprises economy department/ Kazan National Research Technical University named after A. N. Tupolev (Russia)

❖ *Emerging Trends in Education*

11.00 – 12.30 / 13.30 PARALLEL SESSIONS

12.30 – 13.30 / 13.30 – 14.30 LUNCH

13.30 – 14.30 / 14.30 – 16.00 PARALLEL SESSIONS

19.00 – 22.00 CONFERENCE DINNER (HOTEL SEMARAH GRAND POET, Raina blvd. 5/6)

FRIDAY, APRIL 27

10.00 – 10.30 WELCOME COFFEE

10.30 – 11.30 MEETING WITH EKA RECTOR AND ADMINISTRATION

11.30 – 12.30 PRESENTATION OF SPIDE PROJECT OUTCOMES: ICCE AND BSS COMPONENTS

12.30 – 13.30 LUNCH

13.30 – 15.30 ROUND TABLE DISCUSSION CHALLENGES IN ADULT EDUCATION AND TRAINING (for NordPlus project partners and relevant stakeholders)

14.30 – 15.30 ERASMUS+ KA107 PROJECT WORKING MEETING

THURSDAY, APRIL 26

EMERGING TRENDS IN FINANCE, ECONOMICS AND POLITICS

Chairpersons –Dr. oec. Professor Stanislavs Keiss; Dr. oec. Professor Anna Svirina; Dr. oec. Professor Vita Zarina

11.00 – 13.00 (room 309)

Piotr T. Nowakowski, Bogdan Więckiewicz. MAJOR PREMISES OF THE GOVERNMENTAL APARTMENT PLUS PROGRAM AND THE PROCESS OF ITS IMPLEMENTATION

Kristina Puleikiene, Angele Lileikiene, Ilona Rupsiene. THE IMPACT OF CAPITAL STRUCTURE ON PERFORMANCE IN THE BUSINESS COMPANIES

Anna Svirina. CENTRAL BANK MONITORING OF RUSSIAN BANKING SYSTEM: EFFICIENCY ASSESMENT

Tatyana M. Shpilina, Ekaterina S. Vasiutina. YOUTH UNEMPLOYMENT AND “WORKING POOR”: GLOBAL TRENDS AND RUSSIAN SPECIFICS

Rasa Kanapickiene, Ieva Stankeviciute, Almute Grebliune. EVALUATION OF ACCOUNTING INFORMATION DISCLOSURE QUALITY IN THE PUBLIC SECTOR: THE CASE OF LITHUANIA

Katarzyna Zak. FOREIGN DIRECT INVESTMENTS AND FOREIGN DIRECT DIVESTMENTS: THE CASES OF POLAND AND LATVIA

Michail Lezgovko, Aleksandra Lezgovko. SERVICE CLUSTERIZATION EFFECT ON ECONOMIC DEVELOPMENT

Tatyana Boikova. SMALL OPEN EUROPEAN ECONOMIES IN TERMS OF GLOBAL IMBALANCE

Marta Strykowska, Michal Maciazek. E-VOTING: THREAT OR DEVELOPMENT OPPORTUNITY?

LUNCH 13.30 – 14.30

14.30 – 16.00

Atis Papins, Normunds Gutmanis. CHALLENGES FACING THE DAIRY PRODUCTION INDUSTRY OF LATVIA DUE TO RUSSIAN FOOD EMBARGO

Armands Kalniņš, Maija Anspoka, Edgars Čerkovskis. LABOUR DEMAND AND OFFER OF HIGHER EDUCATIONAL INSTITUTIONS FOR THE ENTERPRISES OF THE FIELD OF INFORMATION AND COMMUNICATION TECHNOLOGIES

Ivana Podhorska, Maria Kovacova, Katarina Valaskova. SEARCHING FOR KEY FACTORS IN ENTERPRISE BANKRUPT PREDICTION: A CASE STUDY IN SLOVAK REPUBLIC

Lucia Svabova, Marek Durica, Ivana Podhorska. PREDICTION OF DEAFULT OF SMALL COMPANIES IN THE SLOVAK REPUBLIC

Anna Siekelova, Tomas Kliestik, Peter Adamko. PREDICTIVE ABILITY OF CHOSEN BANKRUPTCY MODELS: A CASE STUDY OF SLOVAK REPUBLIC

Nino Mushkudiani. DEVELOPMENT OF ELECTRONIC PAYMENTS IN GEORGIA

Primoz Pevcin. THE ANALYSIS OF DRIVERS OF MUNICIPAL COOPERATION AND MERGERS: CASE STUDY FOR SLOVENIA

Inese Abolina. PRESIDENTIAL INTERACTION WITH PARLIAMENT WITHIN DECISION-MAKING PROCESS IN LATVIA: VALDIS ZATLERS, ANDRIS BĒRZIŅŠ, RAIMONDS VĒJONIS

EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP

Chairpersons: Dr. oec. Professor Linda Hagan; Dr. oec. Associate Professor Viktorija Skvarciany ; Dr. Marcin Komanda

11.00 – 13.30 (room 305)

Linda M. Hagan. THE SHIFT FROM SELLER-BUYER TO SELLER-INFLUENCERS-BUYER: THE CONVERGENCE OF MARKETING AND PR IN REACHING BUYERS

Edyta Klosa, Marcin Komańda. APPROACHES TO INFORMATION SHARING IN SUPPLY CHAIN RISK MANAGEMENT

Jacek Pasieczny. DYSFUNCTIONAL ORGANIZATIONAL GAMES – SOURCES AND MANIFESTATIONS

Agnieszka Dziubińska. ABSORPTION OF UNCERTAINTY IN STRATEGY PROCESSES

Martin Kiselicki, Zanina Kirovska, Saso Josimovski, Lidija Pulevska. THE CONCEPT OF GAMIFICATION AND ITS USE IN SOFTWARE COMPANIES IN THE REPUBLIC OF MACEDONIA

Weronika Kawecka, Agata Kubiak, Marek Sekieta. HOW TO OVERCOME LANGUAGES BARRIERS AND CULTURAL DIVERSITY IN THE PRODUCTION COMPANY?

Laima Skrickiene, Daiva Cepuraite, Kęstutis Staras. LEARNING ORGANIZATION IN THE CONTEXT OF THE MODERN PUBLIC ADMINISTRATION

Aneta Szymanska. COMPLIANCE IN THE PRACTICE OF CORPORATE RESPONSIBLE BUSINESS: THE INFLUENCE ON THE ORGANIZATION'S BRAND IMAGE MANAGEMENT IN ITS MARKETING ENVIRONMENT

Indre Razbadauskaite-Venske, Viktoriia Rabcheniuk, Jurgita Martinkiene, Remigijus Dailide. IMPLEMENTATION OF NEURO-MARKETING TOOLS INTO TRADITIONAL MARKETING RESEARCH METHODS: PACKAGING DESIGN AS A COMPETITIVE ADVANTAGE IN CUSTOMER DECISION-MAKING PROCESS

Viktor Nagy. EVALUATION OF DECISION EFFECTIVENESS OVER TIME

Viktor Nagy, Timea Kozma. BUSINESS COOPERATIONS ALONG THE SUPPLY CHAIN

LUNCH 13.30 – 14.30

14.30 – 16.00

Viktorija Skvarciany, Mangirdas Morkunas. DETERMINANTS OF INDIVIDUAL CUSTOMERS' TRUST IN PHYSICAL BANKING: CASE OF BALTIC STATES

Margareta Nadanyiova, Jana Klietikova, Juraj Kolencik. SENSORY MARKETING AS A SUPPORT TOOL FOR BUILDING BRAND VALUE

Andzela Veselova, Inara Kantane. THE ANALYSIS OF THE FACTORS THAT IMPACT THE IMPLEMENTATION OF EFQM BUSINESS EXCELLENCE MODEL IN THE LATVIAN ENTERPRISES

Julija Mironova. LATVIAN HOTEL INDUSTRY: ARE HOTELS USING SOCIAL MEDIA AS A MARKETING CHANNEL?

Dominika Moravcikova, Anna Krizanova, Lucia Svabova. EVALUATION OF THE EFFECTIVENESS OF SELECTED SLOVAK BRANDS ON THE PRINCIPLE OF DEA MODELS WITH THE POSSIBILITY TO OPTIMIZE THEM

Eva Kicova, Katarina Janoskova, Pavol Kral. BRAND'S COMMUNICATION STRATEGY DEVELOPED ON CUSTOMER SEGMENTATION BASED ON PSYCHOLOGICAL FACTORS AND DECISION-MAKING SPEED IN PURCHASING

Celina Sołek-Borowska, Maja Brzuchalska. INTERNET BASED TECHNOLOGIES USED IN THE SELECTION AND RECRUITMENT PROCESSES

Vita Stige-Skuskovnika, Inga Milevica, Olga Civzele, Armiyash Nurmagambetova. ENTERPRISES COMMUNICATION IN E-ENVIRONMENT: CASE STUDY OF LATVIA AND KAZAKHSTAN

Reinis Lazda, Armands Kalnins. THE 18 SHADES OF THE PERSONNEL SPECIALIST

Velga Vevere, Inga Shina. CHARITY PROGRAMS AS PART OF LATVIAN COMMERCIAL BANK CORPORATE SOCIAL REPOSNSIBILITY STRATEGY

Natalja Verina. THE NEW TRENDS IN THE HUMAN RESOURCE MANAGEMENT

Sergejs Paramonovs, Ksenija Ijevleva. ANALYSIS OF PASSENGERS' PERCEPTION OF CUSTOMER SERVICE AT BALTIC AIRPORTS

Mesut Atasever. MULTICULTURAL MANAGEMENT, CHALLENGES AND SOLUTION SUGGESTIONS IN E-COMMERCE BUSINESSES

Anastazja Magdalena Kasztalska. MARKETING OF A LUXURY TOURISM

Anastazja Magdalena Kasztalska. CULTURE GOODS MANAGEMENT ON THE BASIS OF THE FLAG FEN MANAGEMENT

Anastazja Magdalena Kasztalska. MARKETING MANAGEMENT OF A BRAND

EMERGING TRENDS IN ICT SOLUTIONS FOR BUSINESS, MANAGEMENT AND EDUCATION

Chairpersons – Dr. oec. Professor Tatjana Tambovceva

11.00 – 13.30 (room 312)

Yulia Efimova. USER IMAGE ANALYSIS IN CONTEMPORARY IT TECHNOLOGY

Artem Gavrilov. INTER-VEHICLE COOPERATIVE PERCEPTION SYSTEM

Marcis Pinnis. TOWARDS A POLITICAL TWEET SENTIMENT ANALYSER FOR LATVIAN

Antje Dietrich, Uwe Busbach-Richard. A FRAMEWORK FOR MULTIDISCIPLINARY BUSINESS SIMULATIONS

Rinat Minyazev, Dmitrijs Finaskins. DEVELOPMENT OF DATA COMPRESSION MODULE FOR GRAPHICAL PROCESSOR UNITS

LUNCH 13.30 – 14.30

EMERGING TRENDS IN APPLIED LINGUISTICS AND TRANSLATION

Chairpersons – PhD Associate Professor Gatis Dilāns; Dr. paed. Associate Professor Larisa Turusheva; Mg.edu.mgmt. Assistant Professor Zane Veidenberga

11.00 – 12.30 (room 306)

Aija Poikane-Daumke. AFRO-GERMAN IDENTITY: THEODO WONJA MICHAEL'S LIFE UNDER NATIONAL SOCIALISM

Neila Nasiri, Zane Veidenberga. INTERPRETING IN RELIGIOUS SETTINGS: INTERPRETER AS A CO-PREACHER

Akvile Simeniene. FEMINIST PHENOMENOLOGY IN LITERARY CRITICISM

Gemma Navickiene. THE IMPORTANCE OF GRAMMAR FOR TRANSLATOR TRAINING

Larissa Turusheva. CHALLENGES OF POLITICAL TRANSLATION

Gatis Dilāns, Mārtiņš Pavlovskis. NOUN AND VERB BASED COLLOCATIONS IN *JRC ACQUIS* BILINGUAL CORPUS AND NATIONAL LEGISLATION WEBSITE LIKUMI.LV

LUNCH 12.30 – 13.30

EMERGING TRENDS IN INTERNATIONAL BUSINESS RELATIONS AND LEGISLATION

Chairpersons – Mg.iur. Assistant Professor Natalja Verina, Mg.iur. LL.M. Assistant Professor Marina Kamenecka-Usova; Mg.iur. Atis Bickovskis

11.00 – 12.30 (room 307)

Karina Palkova. OVERVIEW AND ANALYSIS OF LEGAL REGULATIONS IN MEDICAL PRACTITIONERS PRACTICE

Jolanta Dinsberga. ROAD EASEMENT POSSESSION

Atis Bickovskis. PRECIOUS METAL ALLOY AS A TOOL FOR VALUE ADDED TAX FRAUD

Inga Eglite. PECULIARITIES OF NATURAL PERSON'S INSOLVENCY PROCESS IN LATVIA AND CERTAIN EU COUNTRIES

Ineta Lilinfelde. BASIS FOR ESTABLISHMENT OF SEPARATE CUSTODY

LUNCH 12.30 – 13.30

13.30 – 14.30

Jelena Alfejeva. HEALTH INSURANCE IN LATVIA - PUBLIC SERVICES AND PRIVATE UNDERTAKINGS

Una Skrastina. PROTECTION OF TRADE SECRETS IN PUBLIC PROCUREMENT

Jolanta Dinsberga. JUST AND CAREFUL USE OF ROAD EASEMENT

Marina Kamenecka-Usova. MEDIATION PROCESS: IDENTIFYING MEDIATION STAGES

EMERGING TRENDS IN EDUCATION AND PEDAGOGY

Chairpersons –Dr. paed. Associate Professor Jelena Jermolajeva; Mg.psyh. Assistant Professor Jekaterina Bierne

11.00 – 12.30 (room 308)

Simona Bieliune. CULTURE AS A TOOL FOR SCHOOL IMPROVEMENT: THE CASE OF CHILDREN SOCIALIZATION CENTERS

Sandra Valantiejene. THEORETICAL ASSUMPTIONS OF THE IMPLEMENTATION OF PREVENTIVE ACTIVITY IN GENERAL EDUCATION SCHOOLS AND THE POSSIBILITIES OF THEIR APPLICATION IN THE REPUBLIC OF LITHUANIA

Jadwiga Daszykowska, Mirosław Rewera. CONTEMPORARY TRENDS IN EDUCATION – AN ATTEMPT TO APPLY IN POLISH CONDITIONS

Agnieszka Pawluk-Skrzypek. STUDENTS WITH SPECIAL EDUCATIONAL NEEDS IN THE OPINION OF THEIR PEERS

Monika Jurewicz. THE DIVERSE CASES OF INDIVIDUALITY IN SCHOOL EXPERIENCE OF PEDAGOGY STUDENTS

Ann Saurbier. DETERMINING QUALITY IN HIGHER EDUCATION: APPLICATION OF THE STAKEHOLDER PERSPECTIVE TO ADVANCE QUALITY IN THE U.S. HIGHER EDUCATION ACCREDITATION PROCESS

LUNCH 12.30 – 13.30

13.30 – 14.30

Ricardas Butenas, Irena Klimaviciene. DEVELOPMENT OF SOCIO-ECONOMIC PERCEPTION IN THE STUDY PROCESS

Rasa Grigolienė, Raimonda Tamoševičienė. FACTORS INFLUENCING STUDENT CHOICE IN HIGHER EDUCATION

Carmen Alexandrache. COLLABORATIVE LEARNING AS A DIDACTICAL MODALITY TO REDUCE THE DISCRIMINATION IN THE HIGHER EDUCATION

Jelena Jermolajeva, Tatiana Bogdanova, Svetlana Silchenkova. STRUCTURAL COMPONENTS OF SCHOOLTEACHER PROFESSIONAL IDENTITY IN LATVIAN AND RUSSIAN SAMPLES

Jelena Titko, Edgars Cerkovskis, Jekaterina Bierne. DEVELOPMENT OF STUDENTS' ENTREPRENEURIAL COMPETENCIES: RESULTS FROM THE WORKSHOP WITHIN THE FRAMEWORK OF SPIDE PROJECT

EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND HUMANITIES

Chairpersons: Dr. phil. Professor Velga Vevere; Dr.oec. Assistant Professor Kaspars Steinbergs

11.00 – 12.30 (room 311)

Ewelina Wejbert-Wąsiewicz, Emilia Zimnica-Kuzioła. POLISH SOCIOLOGY OF ART (THEATER AND FILM). TRADITION AND TRENDS

Aleksandra Laucuka. COMMUNICATIVE FUNCTIONS OF HASHTAGS

Cyntia Valocikova. HUNLYWOOD – COMPARISON OF EU CINEMATOGRAPHY FOCUSING ON HUNGARIAN AND LATVIAN FILM INDUSTRY

Klaudia Muca. ENGAGED HUMANITIES. NEW PERSPECTIVES OF EXPERIENCE-ORIENTED HUMANITIES

Karina Zalcmāne. THE SUBCULTURE OF FOOTBALL FANS AND ITS PLACE IN THE DELINQUENT SUBCULTURE

Anita Kolnhofer Derecskei. RISK ALL AROUND THE WORLD

Imants Lavins. PRAGMATIC NATURE VERSUS ETHICAL ACTION IN CONSUMPTION PROCESSES

Kaspars Steinbergs, Kristine Freiberga. LABOUR MARKET AND EDUCATION CHALLENGES IN THE FIELD OF LATVIAN EVENT MANAGEMENT: INVENT PROJECT OUTCOMES

Jelena Budanceva. CULTURE CONSUMPTION IN LATVIAN REGIONS

LUNCH 12.30 – 13.30