

International Scientific Conference

Emerging Trends in Economics, Culture and Humanities (etECH2019)

APRIL 24 – 26, 2019, RIGA

PROGRAMME



International Conference

ETECH 2019

**Emerging Trends in Economics,
Culture and Humanities**

Dear conference participants - partners and friends!
Welcome to Riga! Welcome to **etECH2019**!

This is the third year, when we organize our conference using etECH brand, and we are happy that it becomes more and more popular! In 2019, we have participants from USA, Germany, Russia, Lithuania, Poland, Estonia, Albania, Tatarstan, Kazakhstan, Slovenia, Slovakia, Italy, Macedonia, Romania, Hungary, Malta, Ukraine and Cyprus!

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!



Jelena Titko
Vice-rector for Science and International Cooperation
EKA University of Applied Sciences

CONFERENCE SCIENTIFIC BOARD

*Dr.oec., Professor Stanislavs Keiss, 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/
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Dr.oec., Professor Elina Gaile-Sarkane, Riga Technical University /Latvia/
Dr.oec., Professor Tatjana Tambovceva, Riga Technical University /Latvia/
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Professor Akzhan Abdykhalykova L.N.Gumilyov Eurasian National University /Republic of Kazakhstan/
Dr.habil. oec., Professor Waldemar Dotkus, Wroclaw University of Economics /Poland/
Dr.,Professor Aleksandra Lezgovko, Mikolas Romeris University /Lithuania/
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Dr., Associate Professor Michael Ben Jacob, Neri Bloomfield School of Design and Education /Israel/
Ph.D, Associate Professor Malgorzata Rozkwitalska, Gdansk School of Banking /Poland/
Ph.D, Associate Professor Gatis Dilans, EKA University of Applied Sciences /Latvia/
Dr.oec., Associate Professor Oksana Lentjusenkov, EKA University of Applied Sciences /Latvia/
Dr.oec., Associate Professor Jelena Titko, EKA University of Applied Sciences /Latvia/
Dr.oec., Associate Professor Inara Kantane, EKA University of Applied Sciences /Latvia/
Dr.paed., Associate Professor Larisa Turuseva, EKA University of Applied Sciences /Latvia/
Dr.paed., Associate Professor Jelena Jermolajeva, EKA University of Applied Sciences /Latvia/*

CONFERENCE EXECUTIVE BOARD

Jelena Titko, EKA University of Applied Sciences /Latvia/
Vita Zarina, EKA University of Applied Sciences /Latvia/
Anna Svirina, Kazan National Research Technical University /Russia/
Inga Shina, EKA University of Applied Sciences /Latvia/
Marcin Komanda, The University of Economics in Katowice /Poland/
Ann Saurbier, Walsch College /USA/
Jelena Jermolajeva, EKA University of Applied Sciences /Latvia/
Larisa Turusheva, EKA University of Applied Sciences /Latvia/
Kaspars Steinbergs, EKA University of Applied Sciences /Latvia/
Velga Vevere, EKA University of Applied Sciences /Latvia/
Tatjana Tambovceva, Riga Technical University /Latvia/
Gatis Dilans, EKA University of Applied Sciences /Latvia/
Marina Kamenecka-Usova, EKA University of Applied Sciences /Latvia/
Gediminas Valantiejus, Mykolas Romeris University /Lithuania/
Viktoria Skvarciany, Vilnius Gediminas Technical University /Lithuania/

AGENDA

WEDNESDAY, APRIL 24

- 15.00 – 16.00 PARTNERS' MEETING WITH EKA/AK ADMINISTRATION**
EKA University of Applied Sciences, Lomonosova 1/5, Riga
- 16.00 – 17.00 MEETING WITH DACE PURINA, EURAXESS Bridgehead Organisation in Latvia, State Education Development Agency**
EKA University of Applied Sciences, Lomonosova 1/5, Riga
- 18.00 – 20.00 ETECH2019 WELCOME PARTY**
HOTEL SEMARAH GRAND POET, Raina blvd. 5/6, Riga)

THURSDAY, APRIL 25

HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

9.30 – 10.00 REGISTRATION

10.00 – 11.30 OPENING CEREMONY / PLENARY SESSION (Hall EPIC)

❖ *Welcome speech*

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 partner organizations:

Dr. Ann Saurbier, Professor at Walsh College

Vita Stige-Skuskovnika, director of Alberta College

Dr. Marcin Komanda, Faculty of Management of the University of Economics in Katowice

❖ *Key note speakers*

Michael Rinkus, D.B.A., Executive Vice President and Chief Academic Officer, Walsh College

EMERGING TRENDS IN THE AMERICAN AND EUROPEAN BANKING INDUSTRY AND THE IMPACT OF SANCTIONS ON TRADE AND CROSS BORDER CURRENCY FLOWS

Dr. Andrew Phelps, Professor at the Human Interface Technologies Laboratory NZ (HITLabNZ)/ the College of Engineering at the University of Canterbury

EMERGING TRENDS IN HIGHER EDUCATION: GAMES & LEARNING, DESIGN & DEVELOPMENT

AGENDA

THURSDAY, APRIL 25

HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

11.30 – 13.00 PARALLEL SESSIONS (I part)

Emerging Trends in:

- ❖ Economics and Finance (hall EPIC)
- ❖ Business Administration, Marketing and Entrepreneurship (hall ODE)
- ❖ Culture, Creative Industries and Humanities (hall HAIKU)
- ❖ International Business Relations and Legislation (hall SONNET)
- ❖ Applied Linguistics and Translation (hall TRIOLET)
- ❖ Education and pedagogy (hall ODE)
- ❖ ICT solutions for business, management and education (hall TRIOLET)

13.00 – 14.00 LUNCH (Semarah Grand Poet hotel, Hall AVE SOL)

14.00 – 17.00 PARALLEL SESSIONS (II part)

19.00 – 22.00 CONFERENCE DINNER (Andalūzijas suns [Andalusian dog], Elizabetes Str. 83, Riga)

BEST PRESENTATION AWARD CEREMONY

Meeting point: Freedom Monument, at 18:30

AGENDA

FRIDAY, APRIL 26

EKA UNIVERSITY OF APPLIED SCIENCES (Lomonosova Str. 1/5, Riga)

10.00 – 10.30 WELCOME COFFEE, room 102

All day long PRESENTATION OF CREATIVE WORKS OF EKA STUDENTS FROM STUDY
2ND floor hall PROGRAMME "INTERIOR DESIGN"

10.30 – 16.00 INTERNATIONAL STUDENT CONFERENCE
STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE'2019
Room 305 Foreign students' session

10.30 – 14.30 SIMULATION OF A COURTROOM – A HISTORICALLY FAMOUS CASE

Room 307 Participants:

- ❖ Elena Prendjova, Lecturer in Legal English Institution: European University-Republic of Macedonia
- ❖ Marina Kamenecka-Usova, director of EKA study programme "LAW"
- ❖ students from the programme "LAW", EKA
- ❖ students from L.N. Gumilyov Eurasian National University, Astana, Kazakhstan

12.00 – 13.30 ROUNDTABLE DISCUSSION GAME EDUCATION IN THE BALTIC STATES AND USA*

Room 102 Participants:

- ❖ Andrew Phelps, Professor at the College of Imaging Arts & Sciences, Rochester Institute of Technology (USA), President of the Higher Education Video Game Alliance (HEVGA)
- ❖ Kaspars Steinbergs, Director of Study Program "Computer Game Design and Graphics", EKA University of Applied Sciences (Latvia)
- ❖ Marge Robam, Head of Curriculum of Study Program "Game Design and Development", Estonian Entrepreneurship University of Applied Sciences (Estonia)
- ❖ Mindaugas Šukys, Lecturer of Study Program "Game Design", Vilnius Business College (Lithuania)
- ❖ Moderator: Adams Mayes, Lecturer at Department of Game Design, Uppsala University (Sweden)

14:30 - 18:00 STUDENTS' COMPUTER GAME PRESENTATIONS

Room 102

*This program is made possible by funding from the Baltic-American Freedom Foundation (BAFF). For more information about BAFF scholarships and speaker support, visit www.balticamericanfreedomfoundation.org

ETECH2019 INVITED SPEAKERS AND MODERATORS



Dace Purina manages EURAXESS Bridgehead Organisation and network of EURAXESS Contact Points in Latvia. Her main responsibilities are to support researcher mobility and career development with overall aim to enhance scientific collaboration between Europe and the World. She is a senior expert in the Science, Research and Innovation Policy Support Department of the State Education Development Agency. Dace has an academic background in the International relations and more than 18 years of professional experience as programme and project manager in multicultural environments both in Latvia and foreign countries.

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Michael Rinkus, D.B.A., Executive Vice President and Chief Academic Officer, Walsh College. He has been associated with Walsh College for nearly three decades, first serving as an adjunct faculty member and later as a full-time professor of Finance and Economics teaching courses in international finance, financial institutions and capital markets, financial statement analysis, banking and commercial lending, and international management. Mike also managed the Walsh College Finance Lab and integrated its use into other disciplines. During a long-standing professional business career, Mike has held several increasingly responsible corporate finance executive positions, including senior vice president and national leader of trade finance, International Operations, at Comerica Bank. His professional memberships have included the board of directors, Bankers Association of Finance and Trade, the International Financial Services Association, and the board of directors, Comerica Trade Services, Hong Kong. Dr. Rinkus is past president, Institute of Management Accountants, Detroit chapter. Dr. Rinkus earned his Doctorate in Business Administration (DBA) degree from Lawrence Technological University in 2015. He also received a Master of Arts in Management from Central Michigan University in 1981 and a Bachelor of Science in Business Administration from Wayne State University in 1975. Mike has also written several articles on international trade for professional publications. Finally, Dr. Rinkus is a U.S. Army veteran and is a strong supporter of Walsh College's veterans' programs.

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Andrew "Andy" Phelps is a Professor at the Human Interface Technologies Laboratory NZ (HITLabNZ) within the College of Engineering at the University of Canterbury. He also serves as a Professor of Art & Design at the Rochester Institute of Technology (RIT). He is the founder of the RIT School of Interactive Games & Media, the founder of the RIT Center for Media, Arts, Games, Interaction & Creativity (MAGIC) and the founder of MAGIC Spell Studios at RIT, a \$25M public-private partnership aimed at expanding the game, film, and media industry. He led the design and establishment of the RIT Masters of Science in Game Design & Development, as well as the Bachelors of the same name, both of which have been ranked in the top 10 in the United States since their creation as ranked by the Princeton Review, and for which he served as the founding director. He currently serves as president of the Higher Education Video Game Alliance (HEVGA) which now

represents over 310 colleges and universities with games curricula world wide. In the spring of 2019 Phelps is serving as a Games Scholar in Residence at the School of Communications at American University and the AU Game Lab.

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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.

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Dr. Anna Svirina graduated from Kazan National Research Technical University in 2001, acquired her PhD in Industrial economics in 2004 and habilitated degree in Economics and management in 2011. Her research interests are focused in the field of management, IT technologies and IT entrepreneurship. Since 2011 she is the head of Innovative Enterprise Economics department of Kazan National Research Technical University, and since 2017 - the head of Chistopol autonomous campus at the same university. After over 10 years of business planning experience she joined Internet Initiatives Development Fund (one of the top-10 IT oriented venture funds in the world) as an expert for preaccelerating and tracing programmes.

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Dr. Tatjana Tambovceva is a Professor at the Faculty of Engineering Economics and Management in Riga Technical University (Latvia). She also serves as a professor of ICT and management at the EKA University of Applied Sciences and Latvian Academy of Sport Education. She is founder of the IT company working with programming and maintenance of computers. She has also more than 25 years of experience in business consulting. She is a member of and an expert in a number of international Societies, Councils and Foundations; author and co-author of more than 150 publications and 11 books. Research interests mostly focus on environmental management and sustainable development; corporate social and environmental responsibility; green production and consumption, change of consumer behaviour; education for sustainable development, sustainable building, project management and use of ICT in many areas.

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Dr. Viktorija Skvarciany holds a PhD in Economics and works as an Associate Professor at the Department of Economics Engineering and as a Vice Dean for Research and Innovation of the Faculty of Business Management at Vilnius Gediminas Technical University. Since 2018 Viktorija Skvarciany is a Managing Editor of International Scientific Journal "Business, Management and Education". Her research interests include quantitative decision making-methods and their application for behavioural economics research.

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Dr. Marcin Komańda received his master's degree (management and marketing) in 2002 from University of Economics in Katowice, and the 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. Since 2010 he is an Assistant Professor at the Department of Corporate Management of University of Economics in Katowice. 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.

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Dr. Inga Shina is a Professor at the EKA University of Applied Sciences (Latvia). She is an author or co-author of more than 20 scientific publications, co-author of two books. I.Shina has 20 years of professional experience in Latvian commercial banks and European financial companies, holding leading positions. Former Vice President of the fourth biggest Latvian bank. She has a working experience in foundation and liquidation of Latvian and ES companies. 11 years of experience as a head of the largest private charity funds in Latvia.

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Dr. Larissa Turusheva (Dr.paed.) is an Associate Professor and Director of the study programme "Translation and Interpreting" at the EKA University of Applied Sciences (Latvia). She is an expert in Applied Linguistics and Higher Education at the Latvian Academy of Sciences. Research interests include competence, university didactics, long-life education, foreign language teaching/learning methods, applied linguistics, sociolinguistics, language policy, multilingualism, language acquisition. Pedagogical and translation experience is more than 40 years.

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Dr. Gatis Dilāns is an Associate Professor of Linguistics at EKA University of Applied Sciences(Rīga). As an applied linguist, he has mostly been working in professional translation programs. Yet, over the years, he has also taken part in various lexicographic, computational linguistics, corpus linguistics, language learning, language processing and localization projects. Gatis has published and reviewed articles (both domestically and internationally) on multilingualism, language learning, corpus linguistics and translation.

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Marina Kamenicka-Usova is a lawyer, an assistant professor and a director of a study program "Law" at the University of Economics and Culture. 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. She 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 she is a mother of two, a member of International Association of Sport Law as well as a PhD candidate and a visiting lecturer at Riga Stradins Univeristy. Her research interests include

alternative dispute resolution, mediation and sports law.

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Gediminas Valantiejus graduated from the Law Faculty of Vilnius University (Lithuania) in 2002 and prepared his Ph.D. dissertation (in 2019) in the field of international and EU trade law at the Mykolas Romeris Law School (Vilnius, Lithuania) in 2019. His academic research interests are focussed to the areas of public international law, EU law and national administrative law, especially to the topics related to tax and customs law, taxation of international trade, international economic law and legal regulation of international trade. Since 2012 he works a lecturer at the Mykolas Romeris University (Lithuania) where he teaches courses on European Union finance, tax, and customs law. Gediminas Valantiejus is also an author of more than twenty peer-reviewed scientific articles and other scientific and practical publications on these topics, including reports of EU institutions' legal research projects, studies, and proposals for the improvement of legal regulations in the EU and its Member States. During his professional career Gediminas has also accumulated an extensive practical professional legal experience which includes both public and private sectors, where for more than ten years he served as lawyer at the Supreme Administrative Court of Lithuania and as an Associate in one of the leading law firms in the Baltic States and the Republic of Lithuania (Motieka & Audzevicius).

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Dr. Kaspars Steinbergs is an Assistant Professor at the Alberta College and guest lecturer at the EKA University of Applied Sciences where he also serves as a director of study programme Computer Game Design and Graphics. He is teaching courses in Strategic Management and Creative Industries for undergraduate and graduate students. Kaspars holds Doctoral Degree in Business Management (Dr.oec.) from Riga Technical University and his research interests are creative industries, business management and business clusters.

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Dr. Ann Saurbier, D.M. is a Professor of Management and chair of the Management Department at Walsh College. Dr. Saurbier has taught a wide variety of management courses, at the undergraduate and graduate level. In addition, she is currently teaching courses on business to both the Bachelor of Fine Arts and the Master of Fine Arts students at the College for Creative Studies in Detroit, Michigan. Across her academic career, in addition to teaching Dr. Saurbier served as the Director of Student Outcomes Assessment working with administration and faculty to advance Walsh College's assessment of student learning processes. Prior to joining Walsh, Dr. Saurbier also served as the Budget Development Director for Wayne State University in Detroit, Michigan. Her professional career included experience in the automotive and professional services industries. At Walsh, she has combined her experience in assessment and her doctoral research to author several articles on the application of evidence-based management to the American higher education accreditation process. Ann has also presented her work to the Accreditation Council for Business School Programs (ACBSP) and serves as an ACBSP peer reviewer. Dr. Saurbier earned her Doctor of Management in Executive Leadership and Master of Science in Management from Walsh College, and holds a Bachelor of Science in Accountancy from Miami University in Oxford, Ohio.

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Dr. Jelena Jermolajeva /Elena Ermolaeva/ graduated from Moscow State University (Faculty of Mechanics and Mathematics, 1973) and Nizhny Novgorod State Conservatoire (Faculty of History and Theory of Music, 1983). She holds a doctorate in pedagogy from the Institute of Pedagogy and Psychology, University of Latvia; the title of the thesis is "The dialogical approach to contemporary teaching" (1997). The subjects she lectured in HEI are pedagogy, culturology, art, and music. Research interests are pedagogy of dialogue, teacher professional identity, pedagogy of creative writing, and cultural studies. She currently serves as an Associate Professor at EKA University of Applied Sciences, and a teacher of the Pushkin Lyceum (Riga). She is expert of the Latvian Council of Science and Chef Editor of the Pushkin

Lyceum Literary and art annual miscellany "ARS".

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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 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.

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Marge Robam graduated from Estonian Academy of Art. At the moment, she is a Lecturer and Head of Curriculum of Game Design and Development at the Estonian Entrepreneurship University of Applied Sciences. Her career in the creative field lasts more than 20 years. During that time M.Robam got experiences as a calligrapher and decorator in theatre, a graphic designer in advertising studio, designer and head of the department in the publishing house. Teaching has been her challenge for more than 7 years. Now, she teaches Visual Communication, Graphic Design and Photomanipulation for Game Development and Graphic Design students in Estonian Entrepreneurship University of Applied Sciences.

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THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

EMERGING TRENDS IN FINANCE, ECONOMICS AND POLITICS

Chairpersons – Dr. Professor Vita Zarina; Dr. oec. Viktorija Skvarciany

11.30 – 13.00 (hall EPIC)

Beata Szluz. THE SILVER ECONOMY IN POLAND: OPPORTUNITIES FROM AGEING

Piotr Urbanek. INSTITUTIONAL DETERMINANTS OF REMUNERATION POLICY TRANSPARENCY: EVIDENCE FROM THE POLISH BANKING SECTOR

Audrone Kvedariene, Daiva Jureviciene, Agne Simelyte. EVALUATION OF COUNTRIES INVOLVEMENT INTO DEVELOPMENT, IMPLEMENTATION AND DISSEMINATION OF HIGH TECHNOLOGIES

Maurizio Pompella. FINANCIAL INTERMEDIARIES AND DISRUPTIVE TECHNOLOGIES, WHAT'S AHEAD

Greta Keliutyte-Staniulėniene, Gintare Smolskyte. ANALYSIS OF THE FINANCIAL TECHNOLOGY SECTOR DEVELOPMENT POSSIBILITIES AND IMPACT ON BANKING SECTOR PROFITABILITY IN LITHUANIA

Marta Martyniak. CHANGES IN HOUSING AVAILABILITY INDICATOR IN SELECTED POLISH CITIES IN THE YEARS 2006-2018

Wojciech Kaczmarczyk. THE IMPACT OF ACQUISITION ON STOCK VALUE IN CASE OF WARSAW STOCK EXCHANGE

Una Skrastina, Juris Radzevics. POSITION OF THE CHAIRMAN OF LOCAL GOVERNMENT COUNCIL IN THE STATE ADMINISTRATION SYSTEM

LUNCH 13.00 – 14.00 (hall AVE SOL)

14.00 – 17.00 (hall EPIC)

Larisa Bule, Liga Leitane, Kristine Rozite. ASSESSMENT OF SELECTED ISSUES OF PERSONAL INCOME TAX REFORM IN LATVIA

Jevgenija Cesnauske. DIGITAL ECONOMY AND SOCIETY: THE BALTIC STATES IN THE EU CONTEXT

Vita Zarina, Anna Abeltina. ECONOMIC DEVELOPMENT TRENDS IN THE BALTIC STATES

Santa Voitkane, Ingrida Jakusonoka. ASSESSMENT OF THE FINANCIAL PERFORMANCE TRANSPARENCY OF PUBLIC BENEFIT ORGANISATIONS

Viktorija Skvarciany, Gintare Volskyte. KEY FACTORS FOR SUSTAINABLE ECONOMIC DEVELOPMENT

Olga Piterina, Alexander Masharsky. ENERGY CONSUMPTION OF RAIL BALTICA PROJECT: REGIONAL ASPECTS OF ENVIRONMENTAL IMPACT

Renate Zujeva, Ludmila Verovska. THE ROLE OF SMALL BUSINESS IN THE ECONOMY AND METHODS OF ITS GOVERNMENT SUPPORT ON THE EXAMPLE OF THE REPUBLIC OF LATVIA

Stanislavs Keiss. INFLUENCE OF GLOBALIZATION PROCESSES ON THE DEVELOPMENT OF LATVIAN FINANCIAL SECTOR

Olga Shulzinger, Ingrida Jakusonoka. THE REEMIGRATION IN THE CONTEXT OF THE ECONOMICS OF LATVIA

Daiva Jureviciene, Deividas Martinaitis. PECULIARITIES OF VALUATION TECHNIQUES APPLIED BY VENTURE CAPITAL FUNDS

Inga Brasla. DANGEROUS GOODS CONTAINING LITHIUM BATTERIES IN AIRMAIL

THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP

Chairpersons: Dr. oec. Professor Inga Shina; Dr. Marcin Komanda

11.30 – 13.00 (hall ODE)

Pavol Durana, Jana Kliestikova, Maria Kovacova. *THE QUALITY OF BRAND PRODUCTS: EXPECTED ATTRIBUTES VS. PERCEIVED REALITY*

Aniko Kelemen-Erdos, Adel Molnar. *COOPERATION OR CONFLICT? MARKETING AND SALES ORGANIZATIONAL NETWORKS*

Primož Pevcin. *A NOTE ON THE EVOLUTION OF CITY LABELLING IN THE LITERATURE*

Sllavka Kurti, Petrit Dollani. *EVALUATION OF COMMUNICATION CHANNELS AND BARRIERS IN BANKING SYSTEM ORGANIZATIONS – A CASE STUDY FROM ALBANIA*

Laima Jeseviciute-Ufartiene. *CONSUMER INVOLVEMENT IN THE PURCHASING PROCESS: CONSCIOUSNESS OF THE CHOICE*

Delia Pop-Flanja. *CRISIS COMMUNICATION. A CASE STUDY ON THE “COLECTIV” TRAGEDY*

Marcin Komanda. *PLAYING WITH PRICE SENSITIVITY AMONG FITNESS INDUSTRY CUSTOMERS: AN EVIDENCE FROM POLAND*

LUNCH 13.00 – 14.00 (hall AVE SOL)

14.00 – 17.00 (hall ODE)

Michael Levens. *ENHANCING THE VALUE OF LIFESTYLE BUNDLES*

Agnieszka Dziubinska. *ACTING IN UNKNOWN – LESSON FROM DEVELOPING ACTIVITIES IN EMERGING MARKET ENVIRONMENT*

Elena Malkawi, Georgios Afxentiou, George Antoniadis. *THE ROLE OF STRESS MANAGEMENT IN MANAGERIAL DECISION MAKING: CYPRUS HOTEL INDUSTRY*

Aldis Bulis, Sajal Kabiraj, Md Nur Alam Siddik. *COMPETITIVENESS IMPEDIMENTAL FACTORS OF COMPANIES IN CHINA*

Pavol Kral, Katarina Janoskova, Pavol Durana. *LINEAR MODEL FOR BRAND PORTFOLIO OPTIMIZATION*

Vita Stige-SkuSkovnika, Inga Milevica, Agnis Skuskovniks. *UNDERSTANDING OF PUBLIC RELATIONS IN SOCIETY OF LATVIA*

Oksana Didenko, Larysa Hrytsenko. *MANAGEMENT OF INVESTMENT PROJECTS IN PUBLIC-PRIVATE PARTNERSHIP*

THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
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ICT SOLUTIONS FOR BUSINESS, MANAGEMENT AND EDUCATION

Chairpersons – Dr.oec., Professor Tatjana Tambovceva, Dr.oec. Professor Anna Svirina

11.30 – 13.00 (hall TRIOLET)

Uwe Busbach-Richard, Brian Gerber. ASSESSING SMART CITY RESILIENCE IN THE FACE OF NATURAL HAZARD AND CYBER-ATTACK VULNERABILITIES

Tatjana Tambovceva. BIG DATA AND CITY MANAGEMENT

Dora Konstantinou. MAKERSPACES: THE WAY TO DEVELOP THE LEARNING AND INNOVATION SKILLS(4C'S) OF THE 21ST CENTURY

Natalja Verina, Inga Shina. DIGITAL TRANSFORMATION IN HIGHER EDUCATION IN LATVIA

Anna Svirina. ANALYSIS OF TECHNOLOGY STARTUP DEVELOPMENT DYNAMICS AT PRODUCT CREATION STAGE

Dmitrijs Finaskins. DATA PRE-PROCESSING AND MACHINE LEARNING CAPABILITIES IN APACHE SPARK 94

Yulia Efimova, Artem Gavrilov. SYSTEM JOURNALS MONITORING FOR REVELATION OF SUSPICIOUS ACTIVITY IN CORPORATE NETWORKS

Janis Peksa. ROAD MAINTAINERS IN REPUBLIC OF LATVIA

LUNCH 13.00 – 14.00 (hall AVE SOL)

EMERGING TRENDS IN APPLIED LINGUISTICS AND TRANSLATION

Chairpersons – PhD Associate Professor Gatis Dilans; Dr. paed. Associate Professor Larisa Turusheva

14.00 – 17.00 (hall TRIOLET)

Zaiga Kabuce, Gatis Dilans. TRANSLATION VARIATION IN THE EUROPEAN MEDICINES AGENCY BILINGUAL CORPUS

Jolanta Lacka-Badura. ONLINE CONSUMER REVIEWS AND TESTIMONIALS AS WORD-OF-MOUTH: A COMPARATIVE SPEECH ACT ANALYSIS

Klaudia Muca. TRANSLATION IN FAVOUR OF THE BLIND. AUDIODESCRIPTION AS A MEASURE OF INCLUSION POLICY 76

Rima Jasnauskaite, Zavinta Silingaite. HOW TO SURVIVE IN THE JUNGLES OF METHODS AND TECHNIQUES: ON TRANSLATION OF FILM TITLES FROM ENGLISH INTO LITHUANIAN AND RUSSIAN

Tatjana Mette. COMPOUND ADJECTIVES

Zane Veidenberga. TRANSFER OF EMOTIONAL CONNOTATIONS EXPRESSED BY LATVIAN DIMINUTIVES: PERSPECTIVE OF TRANSLATION STUDENTS

Aija Poikane-Daumke. INTRODUCTION TO AND TRANSLATION OF CHILDREN'S LITERATURE

Larissa Turusheva. CRITICAL READING AS A BASIS FOR ACADEMIC WRITING

THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

EMERGING TRENDS IN INTERNATIONAL BUSINESS RELATIONS AND LEGISLATION

Chairpersons – LL.M. Assistant Professor Marina Kamenicka-Usova; Gediminas Valantiejus

11.30 – 13.00 (room SONNET)

Karina Zalcmāne. *THE “BLACK-OUT RULE” OF THE UEFA IN LATVIA AND ABROAD*

Marina Kamenicka-Usova. *THE TOPICALITY OF SPORTS LAW*

Una Skrastiņa, Džeina Gaile. *EFFICIENT USE OF FUNDS AND RISK REDUCTION AS ONE OF THE AIMS OF PUBLIC PROCUREMENT*

Gediminas Valantiejus, Saulius Katuoka. *UNIFORMITY OF APPLICATION OF THE EU CUSTOMS LAW: PROBLEMATIC ASPECTS IN THE BALTIC STATES*

Oksana Lentjusenкова, Ilona Lejniece, Inese Stankevica. *LEGISLATION INFLUENCE ON INTELLECTUAL CAPITAL AT HIGHER EDUCATION INSTITUTIONS: CASE OF LATVIA*

Anna Saltikova. *LEGAL DISPUTES IN ENTERTAINMENT INDUSTRY: A CASE STUDY*

Jolanta Dinsberga. *CONCEPTUAL MEANING OF A SERVITUDE AS THE RIGHT IN RESPECT OF THE PROPERTY OF ANOTHER*

Jolanta Dinsberga. *DECISION ON PROVISIONAL REGULATION IN CASES RELATED TO ESTABLISHING A SERVITUDE OF RIGHT OF WAY AT COURT – NECESSITY AND IMPLEMENTATION PROSPECTS IN LATVIA*

Inara Brante, Aina Joppe. *BOARD LIABILITY FOR LOSSES CAUSED TO A COMPANY*

Tatjana Kalin, Tatjana Polajeva. *RESIDENCE ASSOCIATION AS FORM OF MANAGEMENT OF REAL ESTATE: THE LEGAL STATUS OF LEGAL ENTITY UNDER LEGISLATION OF THE REPUBLIC OF ESTONIA*

Katarzyna Zak. *POSITION ON THE INVESTMENT DEVELOPMENT PATH: THE CASES OF POLAND AND LATVIA*

Sofiya Shvelidze. *RUSSIAN ARCTIC SECTOR BOUNDARIES: THE INTERNATIONAL ISSUES OF LEGAL REGIME IN THE ARCTIC REGION*

LUNCH 13.00 – 14.00 (hall AVE SOL)

THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

EMERGING TRENDS IN EDUCATION AND PEDAGOGY

Chairpersons – Dr., Professor Ann Saurbier; Dr. paed., Associate Professor Jelena Jermolajeva

11.30 – 13.00 (hall ODE)

Grzegorz Palus. FORMATION AND EVALUATION OF ACADEMIC GOVERNANCE OF POLISH PUBLIC UNIVERSITIES ON THE EXAMPLE OF THE UNIVERSITY OF SILESIA IN KATOWICE

Ann Saurbier, D.M. STUDENTS AS STAKEHOLDERS: EXPLORING THE STUDENTS' STAKE IN POST-SECONDARY BUSINESS EDUCATION

Akzhan Abdykhalykova. MODERN TECHNOLOGIES IN FOREIGN LANGUAGE TEACHING: THE CASE OF L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY

Nazgul Narmukhametova. FIGURATIVENESS OF THE ECONOMIC DISCOURSE

Jelena Jermolajeva, Tatiana Bogdanova, Svetlana Silchenkova. PROFESSIONALISM AS VIEWED BY TEACHERS FROM LATVIAN AND RUSSIAN SAMPLES

Elena Prendjova. USE OF THE BUZZER IN THE UNIVERSITY CLASSROOM

Sandra Valantiejene. RELATIONSHIPS BETWEEN THE QUALITY OF PREVENTION IN THE GENERAL EDUCATION SCHOOL AND THE LEARNING OF THE CLASS LEADERS TO IMPLEMENT PREVENTION ACTIVITIES

LUNCH 13.00 – 14.00 (hall AVE SOL)

14.00 – 17.00 (hall ODE)

Abbas, Syed Ali. ASSESMENT OF STUDENTS' BRAND LOYALTY IN HIGHER EDUCATION INSTITUTIONS

Aigul Niyazova. THE ROLE OF FOREIGN LANGUAGES LEARNING IN THE PERIOD OF INTERNATIONALIZATION OF THE MODERN EDUCATION SYSTEM

Aizhan Baltynova. "CHALLENGE" APPROACH IN TEACHING FOREIGN LANGUAGES

Agnieszka Pawluk-Skrzypek, Monika Jurewicz. PREPARING STUDENTS OF PEDAGOGY TO WORK WITH A PUPIL IN A CHRONIC CONDITION IN THE PERCEPTION OF THEMSELVES

Iveta Cirule, Monta Micule, Irena Komarova, Ina Gudele. SENIOR DIGITAL UP-SKILLING - ERASMUS PLUS PROGRAMME PROJECT DIAL CASE STUDY

Jelena Titko, Tatjana Tambovceva. AWARENESS OF CIRCULAR ECONOMY AMONG THE STUDENTS

THURSDAY, APRIL 25
HOTEL SEMARAH GRAND POET,
Raina blvd. 5/6, Riga, 2nd floor

EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND HUMANITIES

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

11.30 – 13.00 (hall HAIKU)

Lukasz Szwejka. FUNCTIONS OF THE CLOSED CIRCUIT TELEVISION (CCTV) CREATED BY THE MEDIA

Aija Staskevica. THE SPECIFIC NATURE OF THE COMPETENCY-BASED APPROACH IN CREATIVE INDUSTRIES IN LATVIA

Rafał Rydzewski. MARKET-TO-BOOK RATIO AND CRATIVE INDUSTRIES – EXAMPLE OF POLISH VIDEO GAMES DEVELOPERS

Kaspars Steinbergs, Kristine Freiberga, Agnese Hermane, Paula Podniece. CHALLENGES FOR THE EVENT INDUSTRY IN LATVIA

Imants Lavins, Dace Lavina. CONSTRUCTING THE REPRESENTATION OF CULTURAL IDENTITY AT THE INTERNATIONAL FORUM PARIS INTERNATIONAL EXHIBITION OF MODERN DECORATIVE AND INDUSTRIAL ARTS, 1925

Velga Vevere. THE IMPACT OF CULTURAL BACKGROUND ON BUSINESS STUDENTS' ATTITUDES TO CORPORATE SOCIAL RESPONSIBILITY IN LATVIA. A PILOT RESEARCH

Jelena Budanceva. THE CONSUMPTION OF CULTURE: YOUNG MIGRANTS IN LATVIA

Ainur Tashmakova. THE IMAGE OF KAZAKHSTAN IN BRITISH NEWSPAPERS (THE GUARDIAN, THE DAILY MIRROR) BETWEEN 1991-2015

Vita Stige-Skuskovnika, Dace Briede. TRENDS OF SOCIAL MEDIA COMMUNICATION OF CINEMAS IN LATVIA

LUNCH 13.00 – 14.00 (hall AVE SOL)