

**International Scientific Conference**

**Emerging Trends in Economics, Culture  
and Humanities (etECH2020)**

**APRIL 22-23, 2020, RIGA**

**VIRTUAL SESSIONS**

**PROGRAMME**

Dear conference participants - partners and friends! Welcome to **etECH2020**!

The beginning of the Year 2020 was not easy for most of us! COVID-19 changed our life, work, consumption and communication patterns... But we should remember – “Omnia transeunt et id transibit quoque”.

We should stay committed to science and your participation in etECH2020 is a great confirmation of your commitments. This year – only virtually, but not less intensive!

Participants from the USA, Germany, Russia, Lithuania, Poland, Slovenia, Slovakia, Italy, Malta, Ukraine, Portugal, UK, Cyprus and South Africa will present their research results in five online parallel sessions. Online welcome party and online plenary session – I am sure that it will be an interesting and valuable experience for all of us!

Thank you, dear partners and friends, for being with us and supporting etECH2020!



Sincerely yours,  
Dr. Jelena Titko

Vice-rector for Science and International Cooperation  
at EKA University of Applied Sciences  
etECH2020 coordinator

## CONFERENCE SCIENTIFIC BOARD

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*Dr.oec., Professor Tatjana Tambovceva*, Riga Technical University /Latvia/  
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*Dr.oec., Associate Professor Inara Kantane*, EKA University of Applied Sciences /Latvia/  
*Dr.paed., Associate Professor Larisa Turuseva*, EKA University of Applied Sciences /Latvia/  
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*Dr.oec., Associate Professor Anna Abeltina*, EKA University of Applied Sciences /Latvia/

## CONFERENCE EXECUTIVE BOARD

**Jelena Titko**, EKA University of Applied Sciences /Latvia/  
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**Vita Stige-Skuskovnikā**, Alberta College /Latvia/  
**Anna Svirina**, Kazan National Research Technical University /Russia/  
**Tatjana Tambovceva**, Riga Technical University /Latvia/  
**Agnieszka Dziubińska, Ph.D., Katowice University of Economics /Poland/**  
**Ann Saurbier**, Walsch College /USA/  
**Larisa Turusheva**, EKA University of Applied Sciences /Latvia/  
**Velga Vevere**, EKA University of Applied Sciences /Latvia/  
**Karina Zalcmane**, EKA University of Applied Sciences /Latvia/  
**Marina Kameneckā-Usova**, EKA University of Applied Sciences /Latvia/

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## AGENDA

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### WEDNESDAY, APRIL 22

**16.00 – 17.00** ETECH2020 ONLINE WELCOME PARTY

### THURSDAY, APRIL 23

Moodle system

**11.00 – 12.00** OPENING CEREMONY / PLENARY SESSION

❖ *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

❖ *Keynote speakers*

**Gianluca Coppola**, President of the European Digital Learning Network (Dlearn), **Italy**

*THE FUTURE EDUCATIONAL SCENARIOS SHAPED BY DIGITAL TRANSFORMATION. CONVENTIONAL TEACHING IS OUTDATED?*

**Dr. Ephias Ruhode**, Associate Professor, Acting Faculty Research Coordinator, Faculty of Informatics and Design, Cape Peninsula University of Technology, **South Africa**

*CONVERGENCE OF SCIENCE: CONCEPTUALISING TRANSDISCIPLINARY RESEARCH FOR SOCIAL CHANGE*

**12.00 – 13.00** BREAK

**13.00 – 15.30** PARALLEL SESSIONS

**16.00 – 17.00** BEST PRESENTATION AWARD CEREMONY

#### PARALLEL SESSIONS

Emerging Trends in:

- ❖ *Finance, Economics and Politics*
- ❖ *Business Administration, Marketing and Entrepreneurship*
- ❖ *Pedagogy and Education*
- ❖ *Law and International Relations*
- ❖ *ICT Solutions for Economy, Business and Society*

# EMERGING TRENDS IN FINANCE, ECONOMICS AND POLITICS

Chairpersons: Dr., Professor JELENA TITKO  
Dr. , Associate Professor VIKTORIJA SKVARCIANY

**13.00 – 15.30**

**Viktorija Skvarciany, Indre Lapinskaite, Silvija Vidziunaite.** ASSESSMENT OF DECENT WORK AND ECONOMIC GROWTH IN G20 COUNTRIES

**Primoz Pevcin.** ANALYSING THE SCOPE OF GOVERNMENT IN THE EUROPEAN CONTEXT: A COMPARISON BETWEEN SMALLER AND LARGER STATES

**Greta Keliuotyte-Staniuleniene, Monika Kukarenaite.** EVALUATION OF THE BUSINESS LOAN PRICE IN THE CROWDFUNDING AND PEER-TO-PEER PLATFORMS

**Roland Bohmer, Uwe Busbach-Richard, Britta Kiesel.** THE KEHLER MANAGEMENT SYSTEM: A HOLISTIC FRAMEWORK FOR THE ADMINISTRATION OF MUNICIPALITIES

**Bohumil Stadnik.** INTEREST RATES SENSITIVITY ARBITRAGE

**Janis Kudins.** SILVER ECONOMY – A CHALLENGE OF THE 21ST CENTURY IN LATVIA

**Irena Klimaviciene, Jurate Vaiciulenaite.** THE ECONOMIC GOALS OF SUSTAINABLE DEVELOPMENT

**Oleksii Lyulyov, Tetyana Pimonenko, Yana Us, Liliia Lyulyova.** FORESIGHT OF NATIONAL ECONOMY STABILITY: SOCIAL, ECOLOGICAL AND ECONOMICS DIMENSIONS

**Deimante Krisiukeniene, Vaida Pilinkiene.** TRADE COMPETITIVENESS ANALYSIS OF CREATIVE INDUSTRIES IN EU

**Gintare Grigaliune, Rita Remeikiene.** IDENTIFICATION OF DIGITAL SHADOW ECONOMY CONCEPT AND PECULARITIES

**Dace Krumina, Ilona Lejniece, Jelena Titko.** FACTORS AFFECTING PROFITABILITY OF LATVIAN BANKS

# EMERGING TRENDS IN BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP

Chairpersons: MBA, Assistant Professor JELENA BUDANCEVA  
Mg.sc.soc., Assistant Professor VITA STIGE-SKUSKOVNIKA

**13.00 – 15.30**

**Jelena Budanceva.** *THE CONTRIBUTION OF LOCAL ENTREPRENEURS TO THE DEVELOPMENT OF THE IMAGE OF LATVIA*

**Anibal Areia, Joao Rocha Santos, Pedro Anunciacao, Francisco Esteves.** *THE DPODE MODEL FOR ORGANIZATIONAL SUSTAINABILITY: VALIDATION OF ITS STRUCTURE, PILLARS AND COMPONENTS AMONG MASTER DEGREE STUDENTS*

**Marcin Komanda.** *FITNESS TRAINERS' SATISFACTION FROM RUNNING A BUSINESS: OPINIONS ON PROFITABILITY OF SERVICES RENDERED*

**Agata Basinska-Zych, Agnieszka Springere.** *ORGANIZATIONAL STRATEGIES FOR PROMOTING HEALTH - A REVIEW FROM EMPIRICAL RESEARCH*

**Agnieszka Dziubinska.** *DIVERGENT LEARNING OF ORGANIZATION IN THE FACE OF UNCERTAINTY*

**George Antoniades, Dace Briede, Marta Kontina, Inga Milevica, Vita Stige-Skuskovnika.** *INFLUENCERS' ENGAGEMENT IN A BRAND COMMUNICATION: LATVIA AND CYPRUS CASES*

**Robert Jadach.** *MARKETING CONSEQUENCES OF CONSUMER ETHNOCENTRISM: A CASE STUDY OF POLISH FMCG SECTOR*

**Laima Jeseviciute-Ufartiene, Urszula Widelska, Gelmina Motiejune.** *ENTREPRENEURSHIP AND INNOVATION: TRENDS OF STARTING NEW BUSINESS AMONG LITHUANIAN AND POLISH STUDENTS*

**Natalja Verina, Evita Sternberga.** *NEW EMPLOYEE ONBOARDING PROCESS IMPLEMENTATION AND IMPROVEMENT IN LATVIA*

**Ieva Andzane.** *IMPACT OF COVID-19 ON DIGITAL COMMUNICATION OF LATVIAN MUSEUMS*

# EMERGING TRENDS IN ICT SOLUTIONS FOR ECONOMY, BUSINESS AND SOCIETY

Chairpersons: Dr., Professor TATJANA TAMBOVCEVA  
Dr., Professor ANNA SVIRINA

**13.00 – 15.30**

**Sanita Meijere, Tatjana Tambovceva.** *HOW COMPANIES CAN INCREASE THEIR OPERATIONAL PERFORMANCE BY DATA DRIVEN DECISIONS*

**Anna Svirina.** *SHAPING DIGITAL STARTUP DEVELOPMENT ON THE BASIS OF SOCIAL MEDIA PROMOTION STATISTICS*

**Marco Carradore.** *PEOPLE'S ATTITUDE TOWARDS THE USE OF ROBOTS IN THE SOCIAL SERVICES*

**Uwe Busbach-Richard.** *A PATTERN LANGUAGE FOR ICT POLICY AND MANAGEMENT*

**Sergei D. Karakozov, Marina V. Khudzhina, Elman Dzhambetov, Patriks Morevs.** *DIGITAL COMPETENCIES IN MATHEMATICS EDUCATION*

**Yulia Efimova, Lyudmila Teplykh.** *DEVELOPMENT OF LEXICAL DATABASES AND SOFTWARE PACKAGE TO IMPROVE THE EFFECIENCY OF MASTERING PROFESSIONAL LEXICAL UNITS BY STUDENTS OF IT SPECIALITIES*

**Mourine Achieng, Ephias Ruhode, Tatjana Tambovceva.** *CAUSAL MECHANISMS IN HEALTHCARE INFORMATION SYSTEMS IMPLEMENTATION IN PUBLIC HEALTH CARE SETTINGS*

**Dmitrijs Finaskins.** *SECURE NEAR REAL-TIME DATA PROCESSING IN AWS CLOUD USING DOCKER CONTAINERS*

# EMERGING TRENDS IN LAW AND INTERNATIONAL RELATIONS

Chairpersons: LL.M. Assistant Professor MARINA KAMENECKA-USOVA  
Mg.iur., Assistant Professor KARINA ZALCMANE

**13.00 – 15.30**

**Karina Zalcmane.** *SPORT EVENT SAFETY AND SECURITY: FINANCIAL AND LEGAL ISSUES*

**Philip Haellmigk.** *IRAN, RUSSIA, CHINA: WHO'S NEXT? U.S. EXPORT CONTROLS AND ITS EXTRA-TERRITORIAL APPLICATION*

**Gediminas Valantiejus.** *LEGAL CHALLENGES OF IMPORT VALUE ADDED TAX HARMONIZATION IN THE EU: LITHUANIAN CASE*

**Sofiya Shvelidze.** *RANKING OF PRIVILEGED MARITIME CLAIMS IN LITHUANIA: NATIONAL LAW VS INTERNATIONAL OBLIGATION*

**Marina Kamenecka-Usova.** *WHAT IS SPORTS LAW?*

**Atis Bickovskis.** *LIMITATION OF THE RIGHT TO DEDUCT INPUT TAX ON THE BASIS OF THE JUDGMENT OF THE EUROPEAN UNION COURT OF 10 JULY 2019 IN CASE C-273/18*

**Ināra Brante, Ilona Lejniece, Helmutš Lejnies.** *RELIABILITY AND REPUTATION OF THE BOARD MEMBER IN LATVIA*

# EMERGING TRENDS IN EDUCATION AND PEDAGOGY

Chairpersons: Dr., Professor VELGA VEVERE  
Dr., Associate Professor OKSANA LENTJUSENKOVA

**13.00 – 15.30**

**Stefan Bongard.** THE INDIVIDUAL TRANSPORT MOBILITY GAP (ITMG) AS AN OBSTACLE ON THE WAY TO A HIGHER RATE OF PUBLIC TRANSPORT USE

**Gianluca Coppola, Antonella Tozzi.** DIGITAL FOOTPRINT, THE TODAY CHALLENGE. WHAT ROLE FOR EDUCATION AND TRAINING?

**Ann L. Saurbier, D.M. A.** QUESTION OF VALUE: EXPLORING THEORETICAL FRAMEWORKS TO CONTEXTUALIZE THE VALUE OF HIGHER EDUCATION

**Sandra Valantiejene.** DIFFERENCES IN UNDERSTANDING OF CONSEQUENCES OF THE USE OF PSYCHOACTIVE SUBSTANCES IN GYMNASIUMS AND VOCATIONAL SCHOOLS BETWEEN PUPILS OF 9<sup>th</sup> – 12<sup>th</sup> GRADES: LITHUANIAN CASE

**Marta Kive, Edgars Cerkovskis.** LATVIAN EDUCATION QUALITY INDEX

**Kristine Uzule.** TEACHER TRAINING PROGRAMS IN LATVIA: DEVELOPMENT OF COMPETENCES RELEVANT TO CREATING E-CONTENTS AND E-ASSESSMENT

**Inga Sina.** KEY FACTORS THAT MAKE FOREIGN STUDENTS CHOOSE LATVIAN HIGHER EDUCATION INSTITUTIONS

**Ieva Bruksle, Vita Zarina, Anna Abeltina.** CONFLICT RESOLUTION IN MULTICULTURAL STUDY ENVIRONMENT

**Ance Gricmane.** ART AS A TOOL FOR SELF DEVELOPMENT IN FOUR CASE STUDIES

**Jelena Jermolajeva, Svetlana Silchenkova, Larissa Turusheva.** LAST YEAR UNIVERSITY STUDENTS' MOTIVES FOR LEARNING AND THE WAYS TO INCREASE THEIR MOTIVATION

**Oksana Lentjushenkova, Ilona Lejniece.** FACTORS INFLUENCING HUMAN CAPITAL DEVELOPMENT AT HIGHER EDUCATION INSTITUTIONS

**Velga Vevere.** ETHICS AND CORPORATE SOCIAL RESPONSIBILITY FOR BUSINESS STUDENTS: DEVELOPING AN INSERT MODULE



## ETECH2020 INVITED SPEAKERS AND MODERATORS



**Gianluca COPPOLA** is an entrepreneur, partner and general manager at Eurocrea Merchant, chartered accountant and chartered auditor specialized in management and reporting of EU' s projects. Expert in education and training policies, funds and actions at European level by 20 years now have been dealing with projects and initiatives on education at Eu level. He is also founder and president of the "European Digital Learning Network" *Dlearn* [www.dlearn.eu](http://www.dlearn.eu) an EU network made of organizations from all over Europe aiming at fostering the opportunities brought by the digital means in the educational paths in 4 sector: Schools, Higher education, Adult education and Vocational training.

Moreover, Gianluca is external evaluator for the European Commission, several agencies of it as well as for several Erasmus+ National Agencies'. Gianluca is a trainer on European projects and financial reporting.

He is a researcher expert in digital education and on the future of education in general, both for the students that of the teachers. He is a former member of the Board at EBN (European Business Incubator Network) the international network of more than 150 quality-certified EU|BICs (business and innovation centres) and 100 other organisations that support the development and growth of innovative entrepreneurs, start-ups and SMEs. The author of several articles on Vocational and Educational training has recently published a book "How to write, manage and report EU projects".  
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**Dr. Ephias RUHODE** is an Associate Professor of Transdisciplinary Studies in the Faculty of Informatics; Design at the Cape Peninsula University of Technology, Cape Town, South Africa. He holds a Doctor of Technology Degree (DTech) in Information Technology, a Master's Degree in Business Administration (MBA) and undergraduate qualifications in computing. His research interests are in technology innovation, e-Society and design thinking. He supervises PhD and Masters dissertations in Information Systems and he is currently a member of the editorial board of the Journal of Transdisciplinary Research in Southern Africa.

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**Dr. Jelena TITKO** is a Professor at the EKA University of applied Sciences (Latvia); she also holds an administrative position of a Vice-Rector for Science and International Cooperation. She is an expert in the fields of Education and Economics and Entrepreneurship of the Latvian Council of Science; an author of more than 60 scientific papers in the field of economics, business, management and education; an expert representing Latvia in the Eurydice study "Digital Education at School in Europe". She is an Editor-in-Chief of the journal "Economics and Culture" and a member of a scientific board of the journal "Business, Management and Education".

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**Dr. Viktorija SKVARIANY** holds a PhD in Economics and works as Director of Institute of Dynamic Management and as an Associate Professor at the Department of Economics Engineering and Vilnius Gediminas Technical University. Viktorija Skvarciany is a Managing Editor of International Scientific Journal "Business, Management and Education" and "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.

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**Vita STIGE-SKUSKOVNIKA** is an Assistant Professor at Alberta College (Latvia), she also holds an administrative position of a Director and Director of a Study Program „Public Relations”. Has graduated from the Jazeps Vitols Latvian Academy of Music with a professional Bachelors and Master's degree in Music with qualification in Saxophone performance and also Turība University with a professional Bachelors and Master's degree in Public Relations. Currently is a PhD Student in Business Administration (*Education Management*) at Turība University. Has a wide scope of professional experience as a musician, saxophone teacher, public relations manager, lecturer, project manager both in Latvia and internationally. She is a member of Latvian Association of Public Relations Professionals (LASAP) and Latvian Association of Colleges (LKA). Is an author of numerous publications. Research interests cover education management, school leadership, vocational education, communication, public relations.

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**Mg.iur., Ph.D. cand., Karina ZALCMANE** is an Assistant Professor and Director of the study programme “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”.

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.

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**Marina KAMENECKA-USOVA** is a lawyer, an assistant professor and a director of a study program "Law" at the University of Economics and Culture. In the 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 pool 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 the Latvian National team. Currently, she is a mother of two, a member of the International Association of Sport Law as well as a Ph.D. candidate and a visiting lecturer at Riga Stradins University. Her research interests include alternative dispute resolution, mediation and sports law.

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**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.

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**Dr. Anna SVIRINA** graduated from Kazan National Research Technical University in 2001, acquired her Ph.D. 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 the 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. 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.

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