

# AGENDA

# IAW 2022

International Academic Week

## APRIL 19 - 22, 2022

### TUESDAY, APRIL 19, 2022

Time	Activity	Link
12:00 - 12:40	Morning coffee	EKA, 305 room
12:40 - 14:00	Ing. <b>DAVID RIHA</b> , MBA PhD, Prague University of Economics and Business (Czechia) <i>LECTURE: The art of Marketing: How to build a strong brand?</i>	FOR STUDENTS EKA, 305 room Moderators: <b>VELGA VEVERE, KASPARS ŠTEINBERGS</b>
14:10 - 15:30	<b>JOSE RAMON SAURA</b> , PhD., Tenured Professor, Rey Juan Carlos University (Spain) <i>LECTURE: Quantitative and qualitative research methodologies</i>	FOR STAFF <a href="https://open.augstskola.lv/b/jel-2qk-dvy-zp4">https://open.augstskola.lv/b/jel-2qk-dvy-zp4</a> Moderator: <b>JELENA TITKO</b>
15:40 - 17:00	<b>VERA GELASHVILI</b> , Associate Professor, Rey Juan Carlos University (Spain) <i>LECTURE: Different channels of publishing</i>	FOR STAFF <a href="https://open.augstskola.lv/b/jel-2qk-dvy-zp4">https://open.augstskola.lv/b/jel-2qk-dvy-zp4</a> Moderator: <b>JELENA TITKO</b>
17:30 - ...	<b>IAW2022 OPENING</b>	EKA Old Riga
18:30 - 20:30	<b>Dr. Edyta Mioduchowska-Jaroszewicz, Prof. Dr. Mirela Romanowska</b> , University of Szczecin (Poland) <i>LECTURE: Financial analysis</i>	FOR STUDENTS  Link: <a href="https://open.augstskola.lv/b/ing-iqb-8ol-3pk">https://open.augstskola.lv/b/ing-iqb-8ol-3pk</a>  Moderator: <b>INGA SHINA, LARISA TURUSHEVA</b>

### WEDNESDAY, APRIL 20, 2022

Time	Activity	Link
10:40 - 12:10	<b>Dr. AGATA BASIŃSKA-ZYCH</b> , Assistant Professor, Institute of Economics and Finance of WSB University in Poznan (Poland) <i>LECTURE: Project Management</i>	FOR STUDENTS EKA, room 208  Moderator: <b>JELENA BUDANCEVA</b>
10:40 - 12:10	<b>IRENA KLIMAVIČIENĒ</b> , Lecturer of Accounting and Finance Department, Kaunas University of Applied Sciences, Lithuania <i>LECTURE: The Goals of Sustainable Development in Today's Context</i>	FOR STUDENTS EKA, room 102  Moderator: <b>VITA ZARINA</b>
10:40 - 12:10	Ing. <b>LIBENA JAROLIMKOVA</b> PhD, Prague University of Economics and Business (Czechia) <i>LECTURE: Cultural Tourism</i>	FOR STUDENTS EKA, room 305  Moderator: <b>IMANTS LAVIŅŠ</b>
12:40 - 14:10	Ing. <b>BLANKA BEJDÁKOVÁ</b> PhD., PhD, Prague University of Economics and Business (Czechia) <i>LECTURE: Hospitality Management</i>	FOR STUDENTS EKA, room 115  Moderator: <b>KASPARS ŠTEINBERGS</b>
12:40 - 14:10	<b>MARIA GOLEC</b> PhD, Associate Professor, Institute of Economics and Finance, WSB University in Poznan (Poland) <i>LECTURE: Methods of individual credit risk mitigation in credit institutions</i>	FOR STUDENTS EKA, room 309  Moderator: <b>VITA ZARINA</b>
12:40 - 14:10	MBA <b>SVETLANA ZHURAVEL</b> , PMProfs LTD Owner, Multi-million start-up "Printify" Strategic initiative general manager, ICU Certified Coach since 2019, ICU Business and Executive Coach, NLP practitioner since 2017, Professional manager, PMP certified with more than 17 years experience in IT/Banking/Fintech/Transformation, Mentor of RigaTechGirls (Latvia) <i>LECTURE: Spiral dynamics model in education: How to get your students and employees be motivated and efficient at studies and work?</i>	FOR STAFF EKA, room 305  Moderator: <b>JELENA TITKO</b>
14:20 - 15:50	<b>WORKSHOP "Art therapy integration into study process for better students' engagement and stress reduction"</b> <b>ANCE GRICMANE</b> , Mg.art., Assistant Professor, EKA University of Applied Sciences, CEO Emotion lab (Latvia)	FOR STAFF <a href="https://open.augstskola.lv/b/jel-8zp-ao2-clv">https://open.augstskola.lv/b/jel-8zp-ao2-clv</a>  Moderator: <b>JELENA TITKO</b>
19:00 - 22:00	etECH2022 WELCOME PARTY	Grand Poet hotel, hall Lyric Raiņa bulvāris 5/6, Riga

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## THURSDAY, APRIL 21, 2022

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International Conference  
**ETECH**  
Emerging Trends in Economics,  
Culture and Humanities

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## FRIDAY, APRIL 22, 2022

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Time	Activity	Link
10:40 – 12:10	Dsc. Eng. <b>RENATA WALCZAK</b> Professor at the Faculty of Civil Engineering, Mechanics and Petrochemistry of Warsaw University of Technology (Poland)  <i>LECTURE: Internet of Things Acceptance in Smart City of Płock, Poland</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/edg-xix-f9b-qv4">https://open.augstskola.lv/b/edg-xix-f9b-qv4</a>  Moderator: <b>PATRIKS MOREVS, EDGARS ČERKOVSKIS</b>
10:40 – 12:10	Dr. <b>EWA PODLEWSKA</b> , Professor, Higher Vocational State School in Wloclawek (Poland)  <i>LECTURE: Principles of social influence</i>	FOR STUDENTS EKA, room 111  Moderator: <b>KSENIJA IJEVLEVA</b>
12:40- 14:10	<b>AGNIESZKA POWIERSKA</b> , Assistant Professor, Higher Vocational State School in Wloclawek (Poland)  <i>LECTURE: Storytelling and Effective Communication</i>	FOR STUDENTS EKA, room 115  Moderator: <b>JELENA TITKO</b>
12:40 – 14:00	Dr. rer. pol. <b>STEFAN BONGARD</b> , Professor, Department of Service and Consulting at the of Ludwigshafen University of Business and Society (Germany).  <i>LECTURE: Alternative Drives of Logistics</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/edg-9xu-rzm-ybj">https://open.augstskola.lv/b/edg-9xu-rzm-ybj</a>  Moderator: <b>EDGARS CERKOVSKIS</b>
14:20 – 15:50	<b>EDGARS CERKOVSKIS</b> , assistant Professor, EKA University of Applied Sciences (Latvia)  <i>LECTURE: Virtual reality application to study process</i>	FOR STAFF <a href="https://open.augstskola.lv/b/edg-ict-zc3-h4n">https://open.augstskola.lv/b/edg-ict-zc3-h4n</a>
12:30 – 16:00	<b>INTERNATIONAL STUDENT CONFERENCE</b> <i>STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE'2022</i> Foreign students' session	FOR STUDENTS EKA, room 305  Moderators: <b>NATALJA VERINA, INGA SHINA, VELGA VEVERE</b>