

AGENDA

APRIL 22 – 26, 2024, RIGA, LATVIA

Venue: EKA UNIVERSITY OF APPLIED SCIENCES (Pernavas 62, Riga)



MONDAY, APRIL 22

Time	Activity	Venue
10:40 – 12:10	LECTURE <i>MARKET SEGMENTS AND TARGETS</i> REGINA ZSUZSANNA REICHER , PhD, Budapest Business University, Faculty of Finance and Accountancy (Hungary)	Room 310 Moderator: MIKUS DUBICKIS
10:40 – 12:10	LECTURE <i>RESEARCH METHODOLOGY – LITERATURE REVIEW</i> ANITA KOLNHOFER-DERECSKEI , PhD, Budapest Business University, Faculty of Finance and Accountancy (Hungary)	Room 106 Moderator: VELGA VEVERE
10:40 – 12:10	LECTURE <i>INTERNATIONAL BUSINESS: GLOBAL CHANGES THAT INFLUENCE INTERNATIONALIZATION OF THE FIRMS</i> JURGITA SEKLIUCKIENE , Dr., School of Economics and Business, Kaunas University of Technology (Lithuania)	Room 420 Moderator: VITA ZARINA
12:30 – 13:00	REGISTRATION and welcome coffee	EKA, room 303, 302 EKA ROOM 303 WIFI EKA-303 Password: EKA@1Internet\$
13:00 – 13:30	IAW2024 OPENING - EKA Vice-Rector's JELENA TITKO welcome speech - Welcome speech from EKA strategic partners	EKA, room 303
13:30 – 14:30	INTRODUCTORY SESSION <i>LATVIA FROM DIFFERENT PERSPECTIVES</i> ZANE VEIDENBERGA , Assistant Professor, EKA University of Applied Sciences (Latvia)	EKA, room 303 Latvian menu degustation room 302
14:30 – 17:00	QUICK DATING. Representatives of the Universities: - EKA University of Applied Sciences (Latvia) - Alberta College (Latvia) - Beykoz University (Turkey) - Budapest Business University (Hungary) - European University (Georgia) - Kauno Kolegija (Lithuania) - Kaunas University of Technology (Lithuania) - Klaipėdos valstybinė kolegija (Lithuania) - Lithuania Business college (Lithuania) - New University of Lisbon – NOVA School of Law Faculty-Research center CEDIS (Portugal) - Prague University of Economics and Business (Czech Republic) - Stanisław Staszic State University of Applied Sciences in Piła (Poland) - State University of Applied Sciences in Włocławek (Poland) - University of Applied Sciences Kehl (Germany) - Università degli Studi della Tuscia (Italy) - Universidad de Málaga (Spain) - University of Patras (Greece) - University of Economics in Katowice (Poland) - University of Lapland (Finland) - University of Lomza (Poland) - University of Warsaw (Poland) - Vilnius Gediminas Technical University (Lithuania) - Warsaw University of Technology (Poland) - West Ukrainian National University (Ukraine) - Wrocław University of Economics and Business (Poland) - WSB Merito University Poznan (Poland) - West Liberty University, Gary E. West College of Business (US)	Rooms 306, 308 Moderators: JEVGENIJA DEHTJARE MARINA TIHOMIROVA
17:30 – 20:00	RIGA OLD TOWN Sightseeing tour Guide Edita	Departure from EKA by bus
18:30 – 20:30	LECTURE <i>SILVER GENERATION WORK HISTORY</i> IVANA MALA, PhD , Prague University of Economics and Business, Faculty of Informatics and Statistics (Czech Republic)	Moderator: ANNA SVIRINA https://open.augstskola.lv/b/ann-m3o-r00-fjf

TUESDAY, APRIL 23

Time	Activity	Venue
08:30 - 09:30	Morning coffee	EKA, Room 302
09:00 - 10:30	WORKSHOP for students <i>A MODERN VISUAL IDENTIFICATION SYSTEM AS A SOCIAL COMMUNICATION TOOL IN LOCAL GOVERNMENTS (LGU)-1</i> PIOTR DZIK , Dr. Academy of Fine Arts and Design, Katowice (Poland)	Room 106 Moderator: VELGA VEVERE
10:40 - 12:10	WORKSHOP for students <i>A MODERN VISUAL IDENTIFICATION SYSTEM AS A SOCIAL COMMUNICATION TOOL IN LOCAL GOVERNMENTS (LGU)-2</i> PIOTR DZIK , Dr. Academy of Fine Arts and Design, Katowice (Poland)	Room 106 Moderator: VELGA VEVERE
10:40 - 12:10	LECTURE <i>FRONTEND TECHNOLOGY (HTML, CSS, JAVASCRIPT, REACT)</i> BESIKI TABATADZE , PhD, European University (Georgia)	Room 204 Moderator: JURIJS RADIONOVŠ / PATRIKS MOREVS
12:40 - 14:10	LECTURE <i>BACKEND TECHNOLOGY (PHP, LARAVEL)</i> BESIKI TABATADZE , PhD, European University (Georgia)	Room 208 Moderator: JURIJS RADIONOVŠ / ANDREJS LIEPINS
12:40 - 14:10	WORKSHOP/LECTURE FOR IAW2024 PARTICIPANTS AND EKA STAFF <i>ART THERAPY FOR BURN-OUT PREVENTION</i> NADIJA LOLINA , Dr. Arts, CARA Fellow of IHR UOL (UK)	Room 303 Moderator: JEVGENIJA DEHTJARE
12:40 - 14:10	LECTURE <i>GIVING AN EFFECTIVE PRESENTATION</i> GRETA DANILAVICIENE , Mg., Kaunas University of Technology, Faculty of Social Sciences, Arts and Humanities (Lithuania)	Room 108 Moderator: VELGA VEVERE
12:40 - 14:10	LECTURE <i>NON-PROFIT ORGANIZATIONS IN THE ECONOMY</i> GYONGYI CSONGRADI , PhD, Budapest Business University, Faculty of Finance and Accountancy	Room 410 Moderator: EDGARS CERKOVSKIS
14:00 - 15:00	LUNCH BREAK	EKA, room 302
15:00 - 16:30	VILESA project Multiplier event („Development of a virtual learning space as a tool for developing students' critical thinking, communication, collaboration and creativity skills in the context of COVID19”, Ref.No. 2021-1-LT-01-KA220-HED-000023551)	EKA, room 204 Moderators: KASPARS ŠTEINBERGS, EDGARS CERKOVSKIS
16:30 - 17:00	MEETING OF IAW2024 PARTICIPANTS Photo session	EKA lobby
17:00 - 19:00	IAW2024 WELCOME PARTY	“Melnais Grāpis” café (in EKA building)

WEDNESDAY, APRIL 24

Time	Activity	Venue
08:30 - 09:30	Morning coffee	EKA, Room 302
09:00 - 10:30	LECTURE <i>INFLATION AND ITS IMPACT ON LOANS</i> MARIA GOLEC , PhD, WSB Merito University in Poznan, Faculty of Finance and Banking, Institute of Economics and Finance (Poland)	Room 410 Moderator: EDGARS CERKOVSKIS
09:00 - 10:30	LECTURE <i>KNOWLEDGE MANAGEMENT INFORMATION SYSTEMS - 1</i> ANNA SOŁTYSIK-PIORUNKIEWICZ , Dr. hab., as. Prof. University of Economics in Katowice (Poland) WITOLD CHMIELARZ , Dr. hab., prof. University of Warsaw (Poland)	Room 420 Moderator: VITA ZARINA
10:40 - 12:10	LECTURE <i>KNOWLEDGE MANAGEMENT INFORMATION SYSTEMS - 2</i> ANNA SOŁTYSIK-PIORUNKIEWICZ , Dr. hab., as. Prof. University of Economics in Katowice (Poland) WITOLD CHMIELARZ , Dr. hab., prof. University of Warsaw (Poland)	Room 420 Moderator: VITA ZARINA
11:00 - 11:30	SIGNING OF THE MEMORANDUM SETTING UP "NETWORK IQ BALTIC EXCELLENCE HUB" Between EKA University of Applied Sciences and Tataj Innovation	Room 303 Moderator: JELENA TITKO
11:30 - 13:00	WORKSHOP/LECTURE FOR IAW2024 PARTICIPANTS AND EKA STAFF <i>NETWORK IQ WORKSHOP "BUILDING VIRTUAL IDENTITY"</i> Dr. DARIA GOŁĘBIEWSKA-TATAJ , Honorary Professor, the University of Manchester (UK) Dr. OKSANA LENTJUSENKOVA , Associate Professor, EKA University of Applied Sciences (Latvia)	Room 303 Moderator: JELENA TITKO
13:00 - 14:00	LUNCH	EKA, room 302
14:00 - 17:00	HEInnovate WORKSHOP MIKKEL TRYM , International consultant, founder of entrepreneurial organisations and programs, including the Incubator at Copenhagen University and the Copenhagen Innovation and Entrepreneurship Lab (CIEL) ZSUZSA JAVORKA , Partner and the Lead for the Education and Skills Thematic Group at Technopolis Group	Room 303 Moderator: JEVGENIJA DEHTJARE
17:00 - 17:20	Meeting at EKA lobby, Bus trip to Jurmala	
18:00 - 18:30	etECH2024 WELCOME PARTY entrance Dress code: Smart Casual	Hotel LIELUPE BY SEMARAHS Jurmala
18:30-22:00	etECH2024 WELCOME PARTY IAW2024 and ETECH 2024 participants' networking	Hotel LIELUPE BY SEMARAHS Jurmala
22:00	Bus trip to Riga	

THURSDAY, APRIL 25

Free day for IAW2024 participants who do not participate in etECH2024 conference

FRIDAY, APRIL 26

Time	Activity	Venue
10:00 - 10:30	Morning coffee	EKA, Room 303
10:30 - 12:00	SLOW DATING (meeting with EKA administration based on the preferences of IAW2024 participants)	402 – Research and International Projects 303 – Meeting with study programs directors, study fields: Economics, Business Administration, IT, Arts, Law) Student Information Center, 1 st floor – International Relations and Erasmus+
12:40 - 16:10	INTERNATIONAL STUDENT CONFERENCE <i>STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE'2024</i> Foreign students' session	Room 420 Moderators: INGA SHINA, VELGA VEVERE, NATALJA VERINA
12:00 - 13:00	IAW2024 FAREWELL CEREMONY	Room 303 Moderators: JEVGENIJA DEHTJARE, MARINA TIHOMIROVA

PLEASE USE THIS QR CODE FOR YOUR FEEDBACK AND COMMENTS! THANK YOU IN ADVANCE!



OUR SPEAKERS



NADIIA LOLINA

- Research Fellowship at Institute of Historical Research, **University of London** (UK)
- Specialist in art, design, & the urban environment
- Founder of the **Lolina_design_studio**
- Long-term leader of Design Department & Associate Professor at **KROK University** (Ukraine)

<https://www.linkedin.com/in/nadiia-lolina-3355712b8/>



OKSANA LENTJUSEKOVA

- Associate Professor and Rector at the **EKA University of Applied Sciences** (Latvia)
- Expert of the **Latvian Council of Science** in the field of Economics and Entrepreneurship
- Member of Board of the **Baltic Management Development Association** (BMDA)
- Vice President of the BNI Steinhauer Chapter (**Business Network International**)
- Member of Board of the **Latvian Private Higher Education Institution Association**
- Head of the Quality Committee at Project Consortium **EIT HEI** "Building Forward Better" ecosystems - Harnessing the power of networked communities to scale-up and accelerate the impact of entrepreneurial universities – Network IQ Alliance"
- Author of the project "**Season of Happiness**". Innovativeness award from Baltic Management Development Association (BMDA) in 2022.
- Co-creator of the distance learning system at **Alberta College** (2011) and EKA University of Applied Sciences (2014). Award for the best Open Technology solution in Education from **Latvian Open Technology Association** in 2015.

<https://www.linkedin.com/in/oksana-lentju%C5%A1enkova-691312131/>



DARIA GOLEBIOWSKA-TATAJ

- Founder & CEO at **Tataj Innovation** (Poland / Spain)
- A honorary professor at **Masood Entrepreneurship Centre** at the **University of Manchester** (UK)
- Creator of the **Network Intelligence methodology**
- Co-founder of the **Network Intelligence Academy** and **Network IQ Alliance**, a community of forward-thinking stakeholders applying Network Intelligence to productivity gains and accelerating the transition to a more green, digital, and human-centric world
- High-level policy expert to the **European Commission**
- Investment expert at the **European Investment Council**
- Digital leader and a member of the **Global Agenda Council**
- Chair-woman of the **Supervisory Board of the EIT Culture and Creativity**

<https://www.linkedin.com/in/dariatataj/>



MIKKEL TRYM

- Co-founder & Partner at the **Impact Business Modeling System** (Denmark)
- Impact Investor and Business Advisor at **TRYM** (Denmark)
- Certified trainer in Impact Forecasting (<https://impact-forecast.com/>) and Impact Business Modelling System (<https://impactbusinessmodeling.org/>)
- Founder of the **Copenhagen Innovation and Entrepreneurship Lab**
- Member of the **HEInnovate EC/OECD expert group** (www.HEInnovate.eu)
- Member the **EC expert group for Higher Education for Smart Specialisation** (HESS)
- Expert at the **Technopolis Consulting Group Belgium SPRL**

<https://www.linkedin.com/in/mikkeltrym/>

ZSUZSA JAVORKA



- Partner and the Lead for the Education and Skills Thematic Group at **Technopolis Group**
- Project manager of **HEInnovate** (www.HEInnovate.eu)
- Organiser of HEInnovate workshops and **train the trainer sessions** since the launch of the initiative in 2013.
- Focuses on the interactions of **education, research, and the business world**
- Led a significant number of studies with international and multidisciplinary teams and expert groups for national and international clients (e.g. **European Commission, World Bank, OECD**) over the years.
- Holds a Postgraduate certificate in law from the **University of Pécs** (Hungary) and an MSc in Economics from the **Budapest University of Economic Sciences and Public Administration** (Hungary).

<https://www.linkedin.com/in/zsuzsa-javorka-0733a446/>

ORGANIZATIONAL TEAM

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