

The background of the entire page is a vibrant, abstract composition of overlapping triangles in shades of light blue, teal, and purple. Overlaid on this is a complex network diagram consisting of numerous white dots of varying sizes connected by thin white lines, creating a web-like structure that suggests connectivity and technology.

NEW CHALLENGES IN ECONOMIC AND BUSINESS DEVELOPMENT 2022

13/05/2022/Riga
University of Latvia

PROGRAMME



Virtual International Scientific Conference

New Challenges in Economic and Business Development – 2022: Responsible Growth

Organised by the Faculty of Business, Management and Economics, University of Latvia

May 13, 2022
Riga



UNIVERSITY OF LATVIA
**FACULTY OF BUSINESS,
MANAGEMENT
AND ECONOMICS**

The 14th International Scientific Conference “New Challenges in Economic and Business Development – 2022: Responsible Growth”

This year's conference is devoted to the challenges related to the responsible economic and business growth. The concept of responsible growth is getting increasingly topical to ensure more prosperous and more equitable future for the next generations. The objective of the conference is to provide a platform/opportunity for scholars, researchers and professionals from different disciplinary backgrounds to meet, exchange ideas, findings, research results and discuss challenges and prospects for economic and business development.

The conference is composed of 5 parallel sessions:

- Competition, Productivity and Industries
- Contemporary Management and Business Innovations
- Financial Services, Accounting and Finance
- International Aspects of Economic and Social Inequalities and Well-being
- Marketing and Brand Management

Conference webpage: www.bvef.lu.lv/en/conf/

E-mail: fbmeconf@lu.lv

Programme

Friday, 13 May, 2022

10:00 – 10:30

Official opening speeches:

Inna Romanova, Professor, Vice Dean for Science, Faculty of Business, Management and Economics, University of Latvia, Chair of the Conference

Gundars Berzins, Professor, Dean, Faculty of Business, Management and Economics, University of Latvia

Parallel sessions

Part I 10:30 – 12:00

Contemporary Management and Business Innovations

Chairs: **Prof. Andrejs Cekuls** (University of Latvia), **Prof. Asta Valackiene** (Mykolas Romeris University)

1. **Olga Zervina, Yuilia Stukalina**
DETERMINING VALUE PROPOSITION IN THE CONTEXT OF AVIATION INDUSTRY STRATEGIC MANAGEMENT
2. **Rasa Daugeliene, Klauda Levinskiene**
INTELLIGENCE IN THE PUBLIC SECTOR: MYSTICISM, POSSIBILITY, OR INEVITABILITY
3. **Olegs Nikadimovs, Ilze Medne**
CORPORATE SOCIAL RESPONSIBILITY AS A PART OF INTEGRATED APPROACH TO SUSTAINABLE DEVELOPMENT IN HOSPITALITY
4. **Ilze Brante, Biruta Sloka**
COOPERATION WITH EMPLOYERS AND STUDENTS IN REALISATION OF WORK-BASED LEARNING
5. **Jurgita Pauzuoliene, Ligita Simanskiene, Darius Burgis**
THE INFLUENCE OF MANAGERS STYLE OF LEADERSHIP ON THE FORMATION OF ORGANISATIONAL CULTURE
6. **Laila Cekule, Andrejs Cekuls**
IMPROVING TASK MANAGEMENT THROUGH SHARED LEADERSHIP IN ORGANISATIONS

International Aspects of Economic and Social Inequalities and Wellbeing

Chairs: **Prof. Erika Sumilo** (University of Latvia), **Dr. Manuel Woschank** (Montanuniversitaet Leoben)

1. **Marija Geidelina-Lugovska, Andrejs Cekuls**
RELATION BETWEEN ORGANIZATIONAL IDENTIFICATION AND WORK-LIFE BALANCE
2. **Kristine Casno, Biruta Sloka**
PUBLIC RECOGNITION OF THE SOCIAL ENTREPRENEURSHIP SECTOR IN LATVIA AND THE WAY FORWARD

3. **Kate Lase, Biruta Sloka**
OPPORTUNITIES AND CHALLENGES OF SOCIAL MEDIA USE IN MUNICIPALITIES IN LATVIA
4. **Evija Dundure, Biruta Sloka**
CHOICE ARCHITECTURE AS A BASIS FOR PENSION SAVINGS DECISIONS
5. **Inese Abolina, Andzela Veselova**
WORK-LIFE BALANCE IN THE CONTEXT OF REMOTE WORK

Marketing and Brand Management

Chairs: **Prof. Biruta Sloka** (University of Latvia), **Prof. Anda Batraga** (University of Latvia), **Prof. Ligita Simanskiene** (Klaipeda University)

1. **Kristine Berzina, Ilze Medne, Gunta Uspele**
IN-DEMAND SKILLS AND COMPETENCES FOR EMPLOYEES IN SPA AND WELLNESS SECTOR
2. **Iulia Ticau, Adrian Cioranu, Vlad Stoicescu**
COMMUNITY BRANDING IN THE DAWN OF A SUSTAINABLE FOURTH INDUSTRIAL REVOLUTION
3. **Maija Delle Cace, Liene Kaibe**
MARKETING COMMUNICATION OF LATVIAN LARGE FOOD MANUFACTURING COMPANIES WITH CONSUMERS IN THE DIGITAL ENVIRONMENT IN THE CONTEXT OF SUSTAINABILITY
4. **Andzela Veselova**
THE ROLE OF RELATIONSHIP MARKETING IN THE CONTEXT OF BUILDING CUSTOMER SATISFACTION
5. **Rauna Strunska, Vadims Danovics**
FRAMING IN MARKETING - HOW NUDGES CAN INFLUENCE INDIVIDUAL EATING DECISIONS

Part II 12:30 – 14:00

Competition, Productivity and Industries

Chairs: **Prof. Janis Priede** (University of Latvia), **Prof. Kai-Oliver Maurer** (Fulda University of Applied Sciences)

1. **Liga Braslina, Martins Danusevics**
BIM AS A TOOL FOR INCREASING PRODUCTIVITY OF CONSTRUCTION INDUSTRY
2. **Olegs Krasnopjorovs, Daniels Jukna, Konstantins Kovalovs**
ON THE USE OF GENERAL EQUILIBRIUM MODEL TO ASSESS THE IMPACT OF CLIMATE POLICY IN LATVIA
3. **Naibin George, Andrejs Cekuls**
E-WASTE MANAGEMENT SYSTEM PROBLEMATIC IN INDIA
4. **Olga Bogdanova, Karlis Pigens**
FACTORS AFFECTING ENERGY COSTS: ANALYSIS OF THE FUTURE SCENARIOS

Contemporary Management and Business Innovations

Chairs: **Prof. Andrejs Cekuls** (University of Latvia), **Prof. Asta Valackiene** (Mykolas Romeris University)

1. **Inese Abolina, Alisa Uzarina**
REVIEW ARTICLE: STUDY OF TOUCHLESS AIRPORT FOCUSING ON AIRPORT PASSENGERS' SATISFACTION
2. **Inese Abolina, Alisa Uzarina**
ANALYSIS OF PASSENGER SATISFACTION SURVEY IN RIGA INTERNATIONAL AIRPORT
3. **Elina Petrovska, Gundars Berzins**
ASPECTS OF PUBLIC ADMINISTRATION IN LATVIA DURING COVID-19
4. **Diana Arāja**
HIDDEN OBSTACLES AND POTENTIAL OF HEALTHCARE SYSTEM IN PANDEMIC PERIOD
5. **Maksym Kolisnyk, Anatolii Matviichuk, Vitalina Ozel, Maryna Petchenko, Maryna Salun, Oksana Tsukan**
THIRD MISSION OF HIGHER EDUCATION: CASE OF UKRAINIAN UNIVERSITIES
6. **Inese Pelsa, Signe Balina**
SUSTAINABILITY THEORY AND GREEN PUBLIC PROCUREMENT: IMPLEMENTATION IN LATVIA

International Aspects of Economic and Social Inequalities and Wellbeing

Chairs: **Prof. Erika Sumilo** (University of Latvia), **Dr. Manuel Woschank** (Montanuniversitaet Leoben)

1. **Marina Kudinska, Sabine Rusmane**
THE ROLE OF SOCIAL CAPITAL WITHIN SPORT SECTOR DURING AN ONGOING PANDEMIC: THE PERSPECTIVE OF THE EUROPEAN UNION
2. **Ilmars Rimsevics**
SIZE OF FISCAL POLICY INSTRUMENTS USED DURING COVID-19 CRISIS AND POSSIBLE FUTURE CHALLENGES
3. **Andris Litins, Silvija Kristapsone**
THE SENTIMENT OF THE INHABITANTS, THE SUBJECTIVE ESTIMATION OF THE PRESENT AND THE FUTURE AND THE ACTIVITY OF THE REAL ESTATE MARKET IN LATVIA
4. **Olegs Krasnopjorovs**
WHETHER LOW-INCOME HOUSEHOLDS AND RETIREES FACE HIGHER INFLATION? EVIDENCE FROM LATVIA
5. **Kristine Berzina, Adriana Tiron-Tudor, Baiba Savrina, Maksym Kolisnyk, Signe Martisune, Santa Sproge-Rimsa, Janis Supe**
PUSH AND PULL FACTORS ANALYSIS OF THE DIGITALIZATION OF THE SMES TO ENHANCE THE SUSTAINABILITY – CASE OF LATVIA, UKRAINE AND ROMANIA
6. **Biruta Sloka, Ilze Buligina, Juris Dzelme, Ginta Tora**
TENDENCIES OF ADULT EDUCATION IN LATVIA REGIONS IN 2002-2020

7. Ilvija Pikturaitė, Jurgita Pauzuoliene

THE IMPLEMENTATION OF THE UN GLOBAL COMPACT ACTIONS AGAINST CORRUPTION IN THE PRACTICE OF LITHUANIAN ORGANIZATIONS

Marketing and Brand Management

Chairs: **Prof. Biruta Sloka** (University of Latvia), **Prof. Anda Batraga** (University of Latvia), **Prof. Ligita Simanskiene** (Klaipeda University)

1. Andzela Veselova

THE FAST MOVING CONSUMER GOODS IN THE CONTEXT OF THE COVID 19 PANDEMIC

2. Matiss Kite, Anda Batraga, Jelena Salkovska

EXPECTED CHALLENGES AND OPPORTUNITIES OF PHARMACEUTICAL INDUSTRY IN LATVIA DURING AND AFTER COVID-19 PANDEMIC

3. Jelena Salkovska, Anda Batraga, Liene Kaibe, Maija Delle Cace

USE OF ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATION OF LATVIAN COMPANIES

4. Anda Batraga, Ieva Puke, Jelena Salkovska

FIRM CAPABILITIES AS EXPORT PERFORMANCE DRIVERS: LITERATURE ANALYSIS

Part III 14:30 – 16:00

Financial Services, Accounting and Finance

Chairs: **Prof. Ramona Rupeika-Apoga** (University of Latvia), **Prof. Pierpaolo Marano** (University of Malta)

1. Fisnik Morina, Vlora Berisha, Argjend Shabanaj

THE IMPACT OF THE CAPITAL STRUCTURE ON THE PERFORMANCE OF DEPOSITING CORPORATIONS: AN ECONOMETRIC ANALYSIS OF THE BANKING SYSTEM IN KOSOVO

2. Daniels Jukna

CREDIT SCORING METHODS COMPARISON: A REVIEW

3. Daniels Jukna

LOGISTIC REGRESSION AND NEURAL NETWORK APPLICATION IN CREDIT SCORING: THE CASE OF LATVIA

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