

# IAW 2021

International Academic Week

## AGENDA

APRIL 19 – 23, 2021

MONDAY, APRIL 19, 2021

Time	Activity	Link
14:20 – 15:50	Dr. <b>DAVID SCHÜLLER</b> , assistant Professor, Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Digital marketing – customer funnel, pay-per-click metrics</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/kas-f9m-p7z-jvx">https://open.augstskola.lv/b/kas-f9m-p7z-jvx</a>  Moderator: <b>KASPARS ŠTEINBERGS</b>
16:00 – 17:30	<b>IAW2021 OPENING EVENT</b> Presentations of partner institutions: <ul style="list-style-type: none"> <li>• EKA University of Applied Sciences – Ekonomikas un kulturas augstskola (Latvia)</li> <li>• Alberta college</li> <li>• Dortmund University of Applied Sciences – Fachhochschule Dortmund (Germany)</li> <li>• Vilnius Tech (Lithuania)</li> <li>• Vilnius University (Lithuania)</li> <li>• Brno University of Technology (Czech Republic)</li> <li>• Sumy State University (Ukraine)</li> <li>• Kazan National Research Technical University named after A. N. Tupolev – KAI (Russia)</li> </ul>	FOR STAFF <a href="https://zoom.us/j/7410120219">https://zoom.us/j/7410120219</a>  Moderator: <b>JELENA TITKO</b>
17:30 – 18:00	<b>IAW2021 ONLINE WELCOME DRINK</b>	FOR STAFF <a href="https://zoom.us/j/7410120219">https://zoom.us/j/7410120219</a> Moderator: <b>JELENA TITKO</b>

TUESDAY, APRIL 20, 2021

Time	Activity	Link
9:00 – 10:30	Dr. <b>DAIVA JUREVICIENE</b> , Professor, Vilnius Tech (Lithuania) <i>LECTURE: Crediting opportunities for business</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/vit-667-luf-27b">https://open.augstskola.lv/b/vit-667-luf-27b</a> Moderator: <b>Vita Zariņa</b>
10:40 – 12:00	<b>LENKA SMOLIKOVA</b> , Ing., Ph.D. Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic) <i>LECTURE: Project planning</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/vit-1sh-7ge-k8b">https://open.augstskola.lv/b/vit-1sh-7ge-k8b</a>  moderator: <b>VITA ZARINA</b>
10:40 – 12:00	Dr. <b>OLHA MIKHIEIEVA</b> , Dortmund University of Applied Sciences – Fachhochschule Dortmund (Germany) <i>LECTURE: Intercultural competences and international communication</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/nat-c1c-zya-rkr">https://open.augstskola.lv/b/nat-c1c-zya-rkr</a>  Moderator: <b>NATALJA VERINA</b>
12:30 – 14:00	<i>WORKSHOP “Global trend-watching for business idea development”</i> <b>IVETA CIRULE</b> , Dr.sc.administr., SIA BIORGANIK5, Postdoctoral Researcher “Project Open Innovation”	FOR STAFF <a href="https://open.augstskola.lv/b/edg-lqz-8wc-67u">https://open.augstskola.lv/b/edg-lqz-8wc-67u</a>  Moderator: <b>EDGARS ČERKOVSKIS</b>
14:20 – 15:50	<b>VIKTORIJA SKVARCIANY</b> , Dr., Associate Professor, Vilnius Tech (Lithuania) <i>LECTURE: Application of research methods: SAW, TOPSIS, EDAS (FOR STUDENTS)</i>	FOR STUDENTS <a href="https://open.augstskola.lv/b/nat-qkt-lml-hs2">https://open.augstskola.lv/b/nat-qkt-lml-hs2</a>  Moderator: <b>NATALJA VERINA</b>
16:00 – 18:00	<i>WORKSHOP “Developing International &amp; Interdisciplinary Research Coalition” (FOR STAFF)</i> <b>MICHAEL A. RADIN</b> , Ph.D. Associate Professor of Mathematics, Rochester Institute of Technology (U.S.A)	FOR STAFF <a href="https://open.augstskola.lv/b/jel-60x-qrx-s94">https://open.augstskola.lv/b/jel-60x-qrx-s94</a>  Moderator: <b>JELENA TITKO</b>

## WEDNESDAY, APRIL 21, 2021

Time	Activity	Link
10:00 – 12:00	<p><b>WORKSHOP “Expert methods for research in social sciences”</b></p> <p><b>VIKTORIJA SKVARCIANY</b>, Dr., Associate Professor, Vilnius Tech (Lithuania)</p>	<p>FOR STAFF  <a href="https://open.augstskola.lv/b/jel-ffj-h62-gpn">https://open.augstskola.lv/b/jel-ffj-h62-gpn</a></p> <p>Moderator: <b>JELENA TITKO</b></p>
12:40 – 14:10	<p><b>WORKSHOP “How to make your data speak out: implementing visual instruments for data analysis and presentation”</b></p> <p><b>ANNA SVIRINA</b>, Dr., Professor, Kazan National Research Technical University named after A. N. Tupolev – KAI (Russia)</p>	<p>FOR STAFF  <a href="https://open.augstskola.lv/b/jel-8td-yak-iv8">https://open.augstskola.lv/b/jel-8td-yak-iv8</a></p> <p>Moderator: <b>JELENA TITKO</b></p>
14:20 – 15:50	<p><b>GRETA KELIUOTYTĒ-STANIULĒNIENĒ</b>, PhD, Associate Professor, Vilnius University, Faculty of Economics and Business Administration, Finance department</p> <p><b>LECTURE: Fundamentals of technical analysis of the financial markets</b></p>	<p>FOR STAFF  <a href="https://open.augstskola.lv/b/ing-shc-rpx-krx">https://open.augstskola.lv/b/ing-shc-rpx-krx</a></p> <p>Moderator: <b>INGA SHINA</b></p>
16:30 – 17:00	etECH2021 ONLINE WELCOME PARTY	<p>FOR STAFF  <a href="https://zoom.us/j/7410120219">https://zoom.us/j/7410120219</a></p> <p>Moderator: <b>JELENA TITKO</b></p>
18:30 – 20:30	<p><b>LENKA SMOLIKOVA</b>, Ing., Ph.D. Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic)</p> <p><b>LECTURE: Project team, project leader</b></p>	<p>FOR STUDENTS  <a href="https://open.augstskola.lv/b/ing-kl-jfk-1ft">https://open.augstskola.lv/b/ing-kl-jfk-1ft</a></p> <p>Moderator: <b>INGA SHINA</b></p>

## THURSDAY, APRIL 22, 2021



## FRIDAY, APRIL 23, 2021

Time	Activity	Link
9:30 – 11:30	<p>Dr. <b>DAVID SCHÜLLER</b>, assistant Professor, Brno University of Technology, Faculty of Business and Management, Department of Management (Czech Republic)</p> <p><b>LECTURE: Sustainable consumption and production</b>  <b>LECTURE: Business idea development – six thinking hats technique</b></p>	<p>FOR STUDENTS AND STAFF  <a href="https://open.augstskola.lv/b/edg-c5q-zc4-3jx">https://open.augstskola.lv/b/edg-c5q-zc4-3jx</a></p> <p>Moderator: <b>EDGARS ČERKOVSKIS</b></p>
11:00 – 12:30	<p><b>WORKSHOP “Digital tools for teaching Project Management”</b></p> <p>Dr. <b>KASPARS STEINBERGS</b>, assistant Professor, Alberta College (Latvia)</p>	<p>FOR STAFF  <a href="https://open.augstskola.lv/b/kas-tfq-qip-zft">https://open.augstskola.lv/b/kas-tfq-qip-zft</a></p> <p>Moderator: <b>KASPARS ŠTEINBERGS</b></p>
10:00 – 15:00	<p><b>INTERNATIONAL STUDENT CONFERENCE</b>  <b>STUDENT RESEARCH ACTIVITIES: THEORY AND PRACTICE’2021</b>            Foreign students’ session.</p>	<p>FOR STUDENTS  <a href="https://open.augstskola.lv/b/ing-lmb-zve-c38">https://open.augstskola.lv/b/ing-lmb-zve-c38</a></p> <p>Moderators: <b>NATALJA VERINA, INGA SHINA</b></p>