



## **VI International Scientific Conference**

# **21st CENTURY CHALLENGES FOR ECONOMICS AND CULTURE**

## **PROGRAMME**

Riga, 2016



The 6th International Scientific Conference organized by the University College of Economics and Culture, Alberta College and Walsh College is a great opportunity for academicians and researchers to presents the results of their studies, to establish new contacts with peers and to spent a wonderful time with colleagues in a friendly environment. This year we have an honour to host guests from Lithuania, Estonia, Poland, Czech Republic, Belorussia, Georgia, Kuwait, Israel, and Macedonia. We hope our conference will become a widely known event and meeting place for even larger number of participants from all over the world.

Welcome to Riga! Welcome to the University College of Economics and Culture!

Jelena Titko

Vice-rector for Science of the University College of Economics and Culture

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**Vita Stīge-Škuškovnika**, Alberta College /Latvia/

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## OPENING / PLENARY SESSION

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**THURSDAY, APRIL 7**

**09.30 – 10.00    REGISTRATION**

**10.00 – 10.10    OPENING CEREMONY**

**10.10 – 11.40    PLENARY SESSION**

❖ *21<sup>st</sup> Century Challenges for the Banking Sector*

❖ *21<sup>st</sup> Century Challenges for Higher Education*

❖ *21<sup>st</sup> Century Challenges for IT industry*

**11.40 – 12.00    COFFEE BREAK**

**12.00 – 13.30    PARALLEL SESSIONS**

**13.30 – 14.30    LUNCH**

**14.30 – 17.00    PARALLEL SESSIONS**

**17.00 – 19.00    INTERNATIONAL EVENING (Venue: Lomonosova 1/5)**

**THURSDAY, APRIL 7**

**Parallel Sessions 12.00 – 13.30**

**21<sup>ST</sup> CENTURY CHALLENGES FOR ECONOMY AND FINANCE**

**room 103**

**Chairpersons – Dr. oec. Staņislavs Keiŗŗ (The University College of Economics and Culture); Dr. oec. Deniss Ŗeulovs (Riga Technical University)**

**Maris Plumins, Deniss Ŗeulovs**

Aspects of Competitiveness in Transport and Logistics Industry

**Rita Remeikiene, Ligita Gaspareniene, Gintare Grigaliune**

Problematics of the Management of Receivables: Lithuanian Case

**Egidijus Bikas, Lina Jurevičiūtė**

The Impact of the Tax Incentive on the Public Finance

**Łukasz Marzantowicz**

Fuel Prices as a Factor of Shaping Profitability of Road Transport in Poland

**Jan T. Mróz**

Political, Economic and Institutional Challenges of European Union in Next Decades of 21st Century

**Borisas Melnikas**

Contemporary Changes in Economy and Culture: New Ideas of Networks and Networking

**21<sup>ST</sup> CENTURY CHALLENGES FOR LEGISLATION**

**room 114**

**Chairpersons – Dr. jur. Ērika Krutova; Mg. jur. Natalja Verina**

**Daiga Sproģe**

The Features of the Auction of a Debtor's Property in the Cross-Border Insolvency

**Jolanta Dinsberga**

Problems of Terminating Legal Relations of Shared Ownership

**Gediminas Valantiejus**

Legal Aspects of the Implementation of the European Union's Common Commercial Police: Lithuanian Experience and Practice

**Anna Saltikova, Natalja Verina**

Components of Population's Legal Competency and Legal Skills Regarding Financial Issues

**Natalja Verina**

Shortcomings of Legal Regulation on Documents' Preparation

**Karīna Tarasenko**

Individual Extrajudicial Recovery of Debts

**Daina Pētersone**

The Mediator's Legal Base Working with Clients

**Dana Ābeltiņa**

The Features and Problems of Cession's Legal Regulation

**21<sup>ST</sup> CENTURY CHALLENGES FOR INFORMATION AND COMMUNICATION TECHNOLOGIES**

**room 111**

**Chairpersons – Mg.oec. Irina Ŗmatkova, Mg.sc.env. Andris Gabrānovs**

**Mirosław Rewera, Jadwiga Daszykowska**

Safety of Poles in the Cyberspace

**Irina Šmatkova, Andris Gabrānovs**

Cyber security challenges and development in Latvia

**Rita Remeikiene, Ligita Gaspareniene**

Evaluation of Digital Shadow Economy Prevention Measures

**Ludmila Penicina**

Open Access Activities in Latvian Higher Education

**Deniss Ščeuļovs, Vladimir Shatrevich**

Evaluation of E-Recruitment as a Business Model through Internet of Things Approach

**Izabela Dembińska**

The Impact of E-Commerce Development on the Warehouse Space Market in Poland

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## **21<sup>ST</sup> CENTURY CHALLENGES FOR EDUCATION AND PEDAGOGY**

**Room 115**

**Chairpersons – Dr. paed. Larisa Turuševa; Mg. psych. Jekaterina Bierne**

**Michael Ben Jacob**

Pedagogy of Financial Education among College Students

**Iveta Cirule, Ilmars Kreituss**

The Importance of Entrepreneurship Education in Business Incubation at Higher Educational Institutions in Latvia

**Jekaterina Bierne, Jelena Titko**

Effectiveness of E-Learning in Latvian Education Institutions

**Edīte Igaune, Ilze Liepa-Balode, Agnese Hermane**

The Mutual Reciprocity of Education, Non-Formal Cultural Education and Social Capital

**Edgars Čerkovskis**

Availability of Competent Workforce in the Future

**Irina Šmatkova**

ICT skills development necessity in modern school

## Parallel sessions 14.30 – 17.00

### 21<sup>ST</sup> CENTURY CHALLENGES FOR ECONOMICS AND FINANCE

room 103

**Chairpersons – Dr. oec. Staņislavs Keišš (The University College of Economics and Culture); Dr. oec. Deniss Šceulovs (Riga Technical University)**

**Daiva Jurevičienė, Darius Rauličkis**

Analysis of Financial and Economic Indicators Application to Firm Probability of Default in Commercial Banks

**Boriss Melnikas**

Global Transformations: The Networking Society and Networks Based Economy Creation

**Rasa Aleknavičiūtė, Viktorija Skvarciany, Simona Survilaitė**

The Role of Human Capital for National Innovation Capability in EU Countries

**Veslav Kuranovic**

Economic and Cultural Cooperation between Partners from China and Baltic Region: Possibilities, Problems and Priorities

**Bahman Peyravi**

Experiences of the Innovation Activities in the Baltic Region: Possibilities of the Transfer to the South East European Countries

**Justine Sophia Jaunzeme**

Combining Environmental and Spatial Discount Rates for Valuation of Assets According to International Financial Reporting Standards

**Dushko Josheski, Dimitar Eftimoski**

Application of the Extended IS-MP-IA Model and the Taylor Rule in Selected CESEE Economies

**Staņislavs Keišš**

Business Environment in Latvia and its Assessment in the Ratings of International Organizations

**Staņislavs Keišš, Alla Serjogina**

The Foreign Trade Policy of the EU and the Economic Development of Latvia

### 21<sup>ST</sup> CENTURY CHALLENGES FOR CULTURE AND HUMANITIES

Room 115

**Chairpersons – Mg. sc.edu. Zane Veidenberga; Mg.sc.env. Kaspars Šteinbergs**

**Juri Tereštšenkov, Viktorija Skvarciany**

Quality of Life: Interface between Cultural Specificities and Social Progress

**Lukasz Szwejka**

CCTV Deployment and Crime Prevention

**Andrei G. Zavaliy**

A Virtue-Based Approach to Professional Ethics: An Advice from Aristotle

**Jekaterina Vozņuka**

Positioning of Latvian towns and its meaning for travel destination marketing

**Jeļena Budanceva, Jekaterina Bierne, Ināra Kantāne**

Titanic the exhibition influence on suburb perceived attractiveness and inhabitants' subjective wellbeing

**Inga Milēviča**

Cinema Text and Translation: An Adaptation Strategy and Tactics

**Kristīne Zilauce**

Analysis of Paratextual Elements in Medical Scientific Articles in Latvian and English

**Margarita Spirida**

Discursive analysis of evaluation in media coverage of the Latvian presidency of the Council of the European Union

**Aija Poikāne-Daumke**

The Concept of Trauma in the Context of Andrew Ezergailis's Narrative *Agony of Leaves*

**Jérôme Dumetz**

The Empires Strike Back?

**Mindaugas Butkus, Kristina Matuzevičiūtė.**

Evaluation of EU Cohesion Policy Impact on Regional Convergence: Does Culture Differences Matters?

**Zane Veidenberga.**

Transfer of the Implied Values of Diminutives: the English Translation of Sandra Kalniete's Book *With Dance Shoes in Siberian Snows*

**21<sup>ST</sup> CENTURY CHALLENGES FOR BUSINESS ADMINISTRATION, MARKETING AND ENTREPRENEURSHIP**  
room 111

**Chairpersons: Dr. phil., Velga Vēvere; Dr. oec. Jelena Titko**

**Bogdan Więckiewicz, Piotr T. Nowakowski**

The Impact of the Financial Situation on the Operative Effectiveness of Polish Families

**Ieva Zaumane**

Internal Communication Challenges in 21st Century Organization

**Ieva Zemīte**

The Role of Stakeholders in Cultural Entrepreneurship Management

**Natalja Verina, Jelena Titko**

Tax Governance as a Part of Corporate Social Responsibility

**Jelena Titko, Viktorija Skvarciāny**

Operating Income in Retail Banking: Case of Latvian and Lithuanian Market

**Oksana Lentjushenkova, Jelena Titko**

Intellectual Capital Investments: Perceptions of Latvian Entrepreneurs

**Velga Vēvere, Iveta Līniņa**

Ethical Leadership: Meaning and Measurement. Latvian Retail Traders' Perspective

**Aleksandra Lezgovko**

Theoretical Aspects and Development of the Mechanism for Risk Management in Small and Medium-Sized Business

**Marcin Komańda**

Communicating about a Business Model within an Organisation in the Opinion of Czechs and Polish

**Hanna Soroka-Potrzebna**

Risk in Opinion of Microentrepreneurs – Chance or Threat?

**Yulia Vailunova, Galina Yaheva**

Integration of Communication as a Tool to Improve the Competitiveness of Enterprises of the Republic of Belarus

## FRIDAY, APRIL 8

**10.00 – 10.30**            **WELCOME COFFEE**

**10.30 – 13.00**            **PANEL DISCUSSION “Does the Labour Market Still Require Economists and Lawyers?”  
(discussion in Latvian)**

**Discussion participants:**

<b>Normunds Ozols</b>	Ekonomikas ministrijas Ekonomiskās attīstības un darba tirgus prognozēšanas nodaļas vadītājs
<b>Baiba Medvecka</b>	Valsts pārvaldes cilvēkresursu nodaļas vadītāja
<b>Inese Kamarūte</b>	SIA Fontes grupa vecākā konsultante
<b>Oļegs Krasnopjorovs</b>	Latvijas Bankas Monetārās politikas pārvaldes Makroekonomikas analīzes daļas galvenais ekonomists
<b>Eva Selga</b>	Latvijas Personāla vadīšanas asociācijas valdes priekšsēdētāja
<b>Līga Menģelsone</b>	LDDK ģenerāldirektore

**13.00 – 14.00**            **LUNCH**

**14.00 – 15.00**            **CONFERENCE CLOSING**

**16.00 – 17.30**            **PANEL DISCUSSION (for International Academic Week 2016 participants)  
“Progress of the project *Innovative Strategic Partnership for European Higher Education*”**

**18.00 – 20.00**            **GALA DINNER**