International Scientific Conference

Emerging Trends in Economics, Culture and Humanities (etECH2017)

PROGRAMME

APRIL 26 – 28, 2017, RIGA
Dear conference participants!

Since our previous conference “21st Century Challenges for Economics and Culture 2016” we have been working on re-branding our conference. This year we are happy to introduce a new title and a new logo of our annual international scientific conference – “Emerging Trends in Economics, Culture and Humanities (etECH)”! We are also happy to have a new partner - the Faculty of Management of the University of Economics in Katowice! This year we have an honour to host guests from USA, Lithuania, Poland, Russia, Kazakhstan, Slovakia, Italy, Israel, and Bangladesh. 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 of Economics and Culture!

Jelena Titko
Vice-rector for Science and International Cooperation
University of Economics and Culture

CONFERENCE SCIENTIFIC BOARD

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PhD, associate professor Zanina Kirovska, Integrated Business Institute /Republic of Macedonia/
PhD, associate professor Malgorzata Rozkwitalska, Gdansk School of Banking /Poland/
Dr., associate professor Andrei G. Zavaliy, American University of Kuwait /Kuwait/

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Kaspars Steinbergs, The University of Economics and Culture /Latvia/
Zane Veidenberga, The University of Economics and Culture /Latvia/
Ingus Barovskis, The University of Economics and Culture /Latvia/
REGISTRATION / OPENING / PLENARY SESSION

WEDNESDAY, APRIL 26

17.00 – 18.00  MEETING OF HEI REPRESENTATIVES (HOTEL TOSS)
18.00 – 19.00  WELCOME DRINK (HOTEL TOSS)

THURSDAY, APRIL 27

9.30 – 10.00  REGISTRATION (3rd floor)
10.00 – 11.00 OPENING CEREMONY / PLENARY SESSION (room 305)

❖ Welcome speech

Oksana Lentjushenkova, Acting Rector / University of Economics and Culture

Jelena Titko, Vice-Rector for Science and International Cooperation / University of Economics and Culture

❖ Emerging Trends in Brand Marketing

Michael Levens, Chair and Professor of Marketing / Walsh College (USA)

❖ Emerging Trends in Supply Chain Management

Anna Svirina, Professor at the Department of Financial Engineering and Derivatives / TISBI University of management (Russia) – online presentation

11.00 – 11.30  COFFEE BREAK
11.30 – 13.30  PARALLEL SESSIONS
13.30 – 14.30  LUNCH
14.30 – 15.30  PARALLEL SESSIONS
19.00 – 22.00  CONFERENCE DINNER
THURSDAY, APRIL 27

Parallel Sessions 11.30 – 13.30 / 14.30 – 15.30

EMERGING TRENDS IN ECONOMICS AND FINANCE

room 307

Chairpersons – Dr. oec. Professor Tatjana Tambovceva; Dr. oec. Professor Stanislavs Keiss; Dr. oec. Assistant Professor Aija Sannikova

Katarzyna Zak
Physical Investment Financing: The Cases of Poland and Latvia

Michael Levens
The Influence of Organic Product Classification on Charitable Contributions Embedded in Retail Prices

Liga Sadovica, Valentins Lavrinovics, Gatis Junghans
Facilitating Distributed Flexibility through Aggregation: The Case of Latvian Energy Markets

Magdalena Bywalec
The Financial Efficiency of the Banking Sector of Latvia Compared to Other Sectors of the European Union in the Period 2007-2014

Anna Jedrychowska
Compensation for Lost Income for Indirectly Affected by the Death of a Household Member

Anastazja Magdalena Kasztalska
The Economic Theory of Luxury Goods

Maria Misankova, Katarina Zvarikova, Jana Kliestikova
Bankruptcy Practice in Countries of Visegrad Four

Aija Sannikova, Tamara Grizane
Factors Influencing the Supply of Labour in Latvia

Magdalena Leska
Rhetoric in Investor Relations: The Case of a Letter to Shareholders

Piotr T. Nowakowski, Bogdan Wieckiewicz
Major Principles of the Governmental Family 500 Plus Program and Its First Effects

Lis Tomasz
Analysis of the Credibility of the Report on the Equity Accounting

Tatyana Daudisha
Impact of the Changes in Personal Income Tax Regulation on Citizens’ Well-Being

Ludmila Verovska, Alexey Leontyev
Use of the Tax Prism Method when Forming Tax Part of the Budget

Liucija Birskyte
The Effectiveness of Financial Support to Small and Medium Size Enterprises in Lithuania

Aleksandra Lezgovko, Andrej Jakovlev
The Evaluation of Trade Credit Insurance in Lithuanian Business Market as a Credit Risk Management Tool

Lukas Radziunas, Rita Remeikiene
The Valuation of Monetary Policy in the USA and Eurozone Countries after the 2007-2008 Crisis

Angelina Ilchenko, Xiang Xiao Gang, Vladimir Stepanov
Econometric Modelling of Influence of Level of the Social and Economic Infrastructure on Quality of Life of the Population
**EMERGING TRENDS IN ICT SOLUTIONS FOR BUSINESS, MANAGEMENT AND EDUCATION**

**room 315**

**Chairpersons – Dr. sc. ing. Assistant Professor Julija Asmuss; Dr. sc. comp. Assistant Professor Marcis Pinnis**

**Ludmila Penicina, Daniels Stugis**  
Electronic Workflow and E-signature Implementation Pilot-Project in Riga Technical University

**Sanita Meijere, Tatjana Tambovceva**  
ICT Solutions for Education Effectiveness

**Marcis Pinnis**  
Lessons Learned from Post-editing with Statistical Machine Translation and Neural Machine Translation Systems

**Rita Remeikiene, Gintare Grigaliune**  
The Peculiarities of Digital Shadow Economy

**EMERGING TRENDS IN INTERNATIONAL BUSINESS RELATIONS AND LEGISLATION**

**room 308**

**Chairpersons – Dr. iur. Assistant Professor Erika Krutova; Dr. iur. Assistant Professor Juris Juriss**

**Jolanta Dinsberga**  
Establishment of Easements by Law

**Gediminas Valantiejus**  
Are EU Member States Ready for the New Union Customs Code: Emerging Legal issues on the National Level

**Natalija Verina, Jelena Titko**  
Demand for Students Graduated from Law Programmes at the Latvian Labour Market

**Dace Tarasova, Jolanta Dinsberga**  
Annual Paid Leave

**Laila Vaivode**  
International and Local Legal Regulation Aimed to Prevent and Combat Terrorism Activities

**Una Skrastina**  
New Challenges in the In-House Public Procurement

**Natalija Verina**  
Legal Rational for Application of Real Estate Tax in Latvia

**Erika Krutova**  
Treaty of Lisbon and Police Cooperation

**EMERGING TRENDS IN EDUCATION AND PEDAGOGY**

**room 309**

**Chairpersons – Dr. phil. Professor Velga Verevere; Dr. paed. Associate Professor Jelena Jermolajeva; Mg.edu.mgmt. Assistant Professor Zane Veidenberga**

**Jelena Titko, Edgars Cerkovskis**  
Matching Competencies and Modern Labour Market Needs: Students’ Self-Perception Study

**Iveta Cirule, Iveta Ludviga, Simona Adela Maria Grama, Ilmars Kreituss**  
The University Business Incubators Service Utilization – research results from Latvia

**Anna Kwiecien**  
The Role of Universities in Shaping Culture – Contemporary Changes

**Jelena Budanceva, Jekaterina Bierne, Zane Veidenberga, Jelena Titko**  
Study Process Improvement Directions: Students’ Viewpoint
Vita Stige-SkuSkovnika, Agnis Skus
Trends in Career Development of Alberta College Graduates

Miroslaw Rewera, Jadwiga Daszykowska
Parents' Expenditure on Children Education in Poland

Sandra Valantiejene
Problems of 14-18 Years Old Youth and the Trends of Organization of Prevention Activities: Lithuanian Case

Velga Vevere, Consuelo Resentini, Marcos Garcia Alfaya, Angel Muniz Mejuto
Cultural Adaptation of Erasmus Students and Host University Responsibility

Jelena Jermolajeva, Tatiana Bogdanova
Philosophy of the Profession and Professional Knowledge as the Structural Components of Professional Identity of Higher Education Teachers in Samples of Riga and Smolensk

Jelena Jermolajeva, Svetlana Silchenkova
Professional Roles as the Structural Component of Professional Identity of Higher Education Teachers in Samples of Riga and Smolensk

Ilze Liepa-Balode, Edite Igaune
Evaluation Indicators of Social Capital in the Context of Non-Formal Culture Education

Anna Svirina, Olga Gerasimova
University Entrepreneurial Centres as a Tool for Reducing Poverty

Mali Nets
Rerouting: Management of “Pedagogical Flexibility” in Professional Development in Israel

### EMERGING TRENDS IN APPLIED LINGUISTICS AND TRANSLATION

**room 306**

**Chairpersons – Dr.philol. Assistant Professor Gatis Dilans; Dr. paed. Associate Professor Larisa Turusheva**

Gatis Dilans
A Combined Process of Web-Search and Translation: The Case of user-Based Approach to Medical Terminology

Silga Svike
A New Botany Dictionary: What Should It Be Like?

Zane Veidenberga
Emotional Connotations in a Literary Text: Source Text and Target Text Reader Perception

Larissa Turusheva
An Interdisciplinary Approach to Translation and Interpreting

Margarita Spirida
Construction of Latvia’s Image in British Media

Inga Milevica
American Cinematic Text and Translation

### EMERGING TRENDS IN CULTURE, CREATIVE INDUSTRIES AND HUMANITIES

**room 311**

**Chairpersons: Mg.sc.env. PhD candidate Kaspars Steinbergs; Dr.philol. Assistant Professor Ingus Barovskis**

Jekaterina Biene, Jeļena Budanceva
The Attitude of the Inhabitants of the Maskavas District of Riga to Cultural Consumption

Patrycja Farnczyk
Economics and Theology: A Change of Course?

Santus Kumar Deb, Md. Kamal Uddin
Empirical Analysis of Factors Affecting The Adoption Of Smartphone On Young Generation
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1st International Discussion
"FINANCIAL LITERACY ISSUES IN THE BALTIC STATES"

10.00 – 10.30 REGISTRATION / WELCOME COFFEE

10.30 – 12.00 PRESENTATION SESSION (room 305)

❖ Welcome speech

Jelena Titko, Vice-Rector for Science and International Cooperation / University of Economics and Culture (Latvia)

Ieva Upleja, Coordinator of financial literacy activities in Latvia / Financial and Capital Market Commission (Latvia)

Leonore Riitsalu, Researcher of financial literacy and lecturer of consumer behaviour / Estonian Business School (Estonia)

12.00 – 12.30 COFFEE BREAK

12.30 – 13.30 ROUND TABLE DISCUSSION (room 306)
"FINANCIAL LITERACY ISSUES IN THE BALTIC STATES"

13.30 – 14.30 LUNCH