



VILNIUS UNIVERSITY  
KAUNAS FACULTY OF HUMANITIES

13th international scientific Prof. Vladas Gronskas'  
conference for young researchers  
**“DEVELOPMENT IN ECONOMICS:  
THEORY AND PRACTICE”**

December 9, 2016, Kaunas, Lithuania

## CONFERENCE PROGRAMME

**9:30 – 10:00 REGISTRATION** (Vilnius University Kaunas Faculty of Humanities, *Room X*, Address: Muitinės str. 8, LT-44280, Kaunas)

**10:00 – 10:45 OPENING OF THE CONFERENCE** (*Room X*)

Vice-dean for International Relations at Vilnius University Kaunas Faculty of Humanities, **Prof. dr. Jadvyga Krūminienė**

**KEYNOTE PRESENTATIONS** (*Room X*)

- ❖ **Dr. Artūras Simanavičius, Lithuanian Sports University**  
*Trends and Issues of Modern Tourism*
- ❖ **Andželika Rusteikienė, Geri norai LT, Investors Forum, Co-founder of social entrepreneurship accelerator “Socifaction”**  
*Social Entrepreneurship in Lithuania: From the Start to Current Situation*

**10:45 – 11:00 COFFEE BREAK:** (Vilnius University Kaunas Faculty of Humanities, *Room X*, “Žalčio menė”)

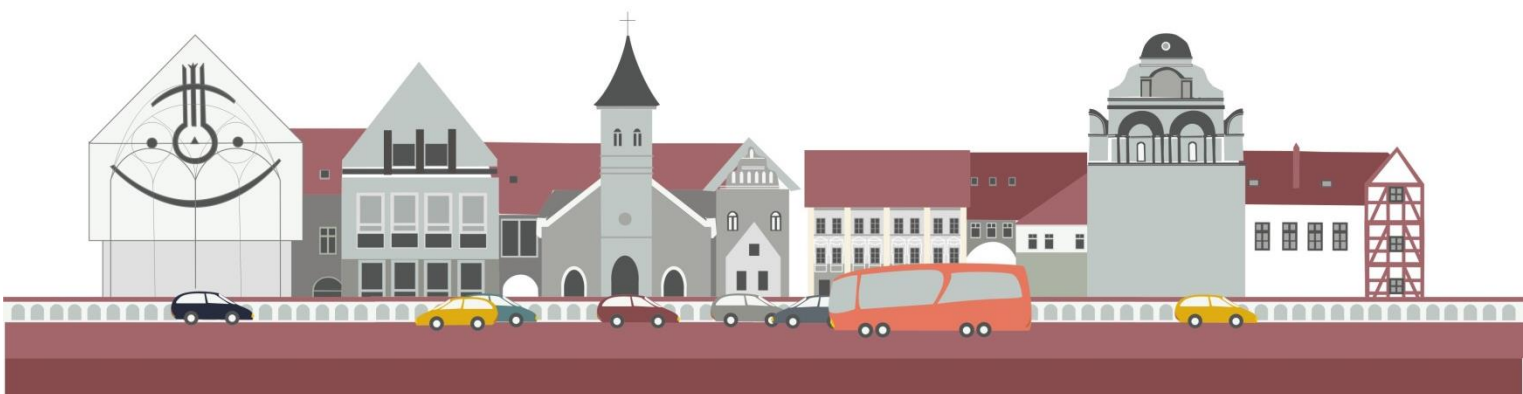
**PARALLEL SESSIONS (A, B, C)**

**11:00 – 12:30 First Session**

**12:30 – 14:00 LUNCH BREAK**

**14:00 – 15:20 Second Session**

**15:20 – 15:45 AWARDS** (The best paper and the best presentation from each session) and  
**CLOSING OF THE CONFERENCE** (*Room X*)



## PARALLEL SESSIONS

### SESSION A: ECONOMIC CHALLENGES IN MODERN SOCIETY (Room X)

Moderators: Prof. dr. R. Čiegis, Prof. dr. D. Štreimikienė, Assoc. prof. dr. G. Gipienė,

PhD student G. Romeika

11:10	<b>POOJA SHADAKSHARAPPA, VIGNES SURENDRAN</b> Analysis of Innovation Ecosystem in India. Case Study: Development of a Detachable Aircraft Cabin
11:20	<b>JUSTAS ŠTREIMIKIS</b> Sustainable Energy Development and Market Failures
11:30	<b>IGNAS MIKALAIKAS</b> Renewable Wind Energy Costs for Households
11:40	<b>VIGNES NAGESH, SAI SAGAR NAGARAJ</b> Sustainability of Urban Gardening. Case Study: GoGreenIndia
11:50	<b>IMMANUEL RESTIDO JEBAKUMAR, KAMALAKANNAN BALAKRISHNAN</b> Analysis of Innovative Transportation Systems in India
12:00	<b>POLINA PLISOVA</b> Cultural Diplomacy as a Resource for National Economic Prosperity
12:10	<b>VITALII TUKALO</b> The Economic Approach in Calculating the Level of Democratic Development
12:20	<b>LAURA RIAUBAITĖ</b> EU Competition Policy: Monopolies and Cartels
<b>12:30 – 14:00 Lunch break</b>	
14:00	<b>VIRGILIJUS RUTKAUSKAS</b> Tax Payment Gap and Tax Morale in Euro Area Countries
14:10	<b>IVITA FAITUSA</b> Internal Audit and External Audit Cooperation in EU Countries
14:20	<b>SIMONA MEŠKELYTĖ</b> Risk Analysis of the Banking Sector in a Low Interest Rate Environment
14:30	<b>WERONICA BORUC</b> Determinants of Being an Entrepreneur in Poland: How the Past Influences the Present
14:40	<b>VIKTORIJA TAURAITĖ, JUSTINAS KISIELIAUSKAS</b> What Are the Perspectives of Economist-Financier Specialty in Lithuania?
14:50	<b>RASA RAILAITĖ</b> The Benefits of Health Investment in the Context of Ageing Population
15:00	<b>RŪTA KAZAKEVIČIENĖ</b> Assessment of Integrated Sustainable Development in Lithuania
15:10	<b>VIKTORIJA BENIUŠYTĖ</b> Income and Expenditure Recognition, Classification and Accounting in Technical Gas Trading Company



**SESSION B: INNOVATIVE MANAGERIAL SOLUTIONS (Room: M. BIRŽIŠKOS)***Moderators Prof. dr. E. Jasinskas, Assoc. prof. dr. V. Tamulienė, PhD student G. Vilutytė*

11:00	<b>SALMAN MALICK, SURENDERA BABU SANTHANAKRISHNAN</b> Customer Experience Improvement through Implementation of Haptic Devices in Virtual Museums
11:10	<b>KEISHA LARAINÉ INGRAM</b> Evolution of Labour Markets and Its Role in Innovation Ecosystems
11:20	<b>JŪRATĖ KUKLYTĖ</b> Mobbing in a Work Environment
11:30	<b>TRIFON STANCHEV</b> Challenges in Human Resource Planning (Following the Example of “Yazaki Bulgaria” Ltd.)
11:40	<b>LAURA RIAUBAITĖ</b> Influential Messages: Facebook Emoji Analysis
11:50	<b>INDRĖ ŠČIUKAUSKĖ</b> Employer Brand Usage Opportunities in the Hospitality Sector
12:00	<b>ANTANAS ŪSAS</b> Quality Evaluation of Sport Websites Representing Lithuanian Basketball in Terms of Consumer
12:10	<b>IVONA TOMAŠEVIČ</b> The Theoretical Aspects of Neuromarketing
12:20	<b>SIGITA PAUŽAITĖ</b> Managing Generational Diversity in the Organization
<b>12:30 – 14:00 Lunch break</b>	
14:00	<b>DOVILĖ GEDVILAITĖ</b> Knowledge Acquisition for a New Business Model Creation and Factors Influencing It
14:10	<b>IEVA VITKAUSKAITĖ</b> Strategic Management for Independent Film Production Companies
14:20	<b>AUDRIUS JUODZBALIS</b> Consumption of Luxury Fashion Goods in Hong Kong and Mainland China: A Case Study of Generation Z
14:30	<b>DONATAS RIAUDELĪŪNAS</b> Impact of Marketing Tools on Sales in UAB “Rakaneta”
14:40	<b>PAULIUS BOREIKA</b> Innovation Development Impact on Service Industry Competitiveness
14:50	<b>RAIMONDA AGNĖ MEDEIŠIENĖ</b> The Methods of Customer Attraction Towards Sustainable Production
15:00	<b>RITA URBONAITĖ</b> Improvement of University Environment through the Application of Ergonomic Principles
15:10	<b>RUSNĖ JANKŪNAITĖ, DOVILĖ JANKAUSKAITĖ</b> Impact of Project Stakeholder Management on Evaluation Criteria of Project Effectiveness and Success



**SESSION C: ISSUES IN CULTURE MANAGEMENT (Room: Vaizdo konferencijų studija)***Moderators Prof. dr. V. Jurėnienė, Assoc. prof. dr. A. Urbonienė, PhD student M. Radzevičius*

<b>11:00</b>	<b>LAURYNAS SVENTICKAS, LIUCIJA NANARTAVIČIŪTĖ, KORNELIJA KLIMENKAITĖ</b> The Analysis of Cultural Dissemination: Musical “Rent”
<b>11:10</b>	<b>KRISTINA DAPKUTĖ</b> Role of Art Organizations and Cultural Objects in the Development of Rural Regions
<b>11:20</b>	<b>LAURA BLEIZGYTĖ</b> Is Culture Important to the Security of the State?
<b>11:30</b>	<b>EGLĖ DMUKAUSKAITĖ</b> Peculiarities of Creative Industries Management
<b>11:40</b>	<b>RŪTA JANČIULYTĖ</b> The Importance of Artist Mobility for Himself and for Artists’ Residencies
<b>11:50</b>	<b>JULIJA LUKJANČIKOVA</b> Measures for Music Plagiarism Prevention in Intellectual Property Protection System
<b>12:00</b>	<b>DAIVA BURINSKYTĖ</b> The Means of Relationship Marketing in Art Galleries
<b>12:10</b>	<b>GODA KERŠYTĖ</b> Museum Re-Branding
<b>12:20</b>	<b>INDRĖ TEREBEIZAITĖ</b> Salvador Dali Popularization in Lithuania
<b>12:30 – 14:00 Lunch break</b>	
<b>14:00</b>	<b>GRETA MAŽEIKAITĖ</b> Hospitality Business Organisation in Heritage Industry
<b>14:10</b>	<b>IEVA MEILUTĖ</b> Theatre Touring Abroad as a Form of Intercultural Cooperation
<b>14:20</b>	<b>INESA PILVELYTĖ</b> Sources of Funding Lithuanian Municipal Theatres: Ways and Tools of Development
<b>14:30</b>	<b>VYTENIS GAPONOVAS</b> Assessment of Human Resource Management Practices in Art Organisations
<b>14:40</b>	<b>AGNĖ BUROVIENĖ</b> Access of People with Hearing Impairment to Services of Professional Theatre: Advantages and Necessity
<b>14:50</b>	<b>SIGITA PAUŽAITĖ</b> Marketing Management in International Theatre Festivals
<b>15:00</b>	<b>LAURA BLEIZGYTĖ</b> Culture as a Soft Power
<b>15:10</b>	<b>KRISTINA DAPKUTĖ</b> Cultural Tourism Role for the Rural Areas Development



### **ANALYSIS OF INNOVATION ECOSYSTEM IN INDIA. CASE STUDY: DEVELOPMENT OF A DETACHABLE AIRCRAFT CABIN**

**Pooja Shadaksharappa, Vignes Surendran**  
*Kaunas University of Technology, Lithuania*

Even though air travel is considered to be one of the safest forms of transportation, the fact remains unchanged that when catastrophic aircraft failure occurs, fatalities are very common. Occurrences of fatalities could be reduced greatly if passenger cabins could detach from aircrafts and land independently through controlled parachute descent. The idea of a detachable aircraft cabin has been around for 20 years; however, it has never been implemented. Since India is one of the biggest consumers of air travel, it is important to determine its potential for facilitating the development and implementation of this product. The presentation briefly discusses the main requirements for the development of detachable aircraft cabins and provides an overview of Indian innovation ecosystem and how it could interact with the proposed product.

**Keywords:** innovation, India, detachable cabin, commercial aircraft.

### **SUSTAINABLE ENERGY DEVELOPMENT AND MARKET FAILURES**

**Justas Štreimikis**  
*Vilnius University, Lithuania*

Sustainable development aims at affordable, safe and reliable energy supply that is the least costly and has minimal impact on the environment. Market failures do not allow for the implementation of environmental and social targets of sustainable energy development. Externalities and low income population hold back energy affordability and clean energy supply. The paper aims to analyse market failures and policies and measures targeting them.

**Keywords:** sustainable energy, market failures, policies and measures.

### **RENEWABLE WIND ENERGY COSTS FOR HOUSEHOLDS**

**Ignas Mikalauskas**  
*Vilnius University, Lithuania*

The importance of technological advances is felt by each and every one. Innovations drive the world we live in and form societies and economies around us. One of the main and primitive questions to every person is whether or not they can afford a new technology, for a manufacturer – whether they can make a profit by selling it and for an environmentalist it is how it will impact the future. One thing is certain – none of that can be answered if it is unknown whether a certain technology is available for everyday use, starting from the price of the technology itself, including different levels of investments and ending with the costs of actually installing the technologies in households worldwide, for green, economically growing and sustainable future.

**Keywords:** renewable, energy, society, costs, innovations.

## **SUSTAINABILITY OF URBAN GARDENING. CASE STUDY: GOGREENINDIA**

**Vignes Nagesh, Sai Sagar Nagaraj**

*Kaunas University of Technology, Lithuania*

It is commonly accepted knowledge, that pollution causes imbalance in the environment. This is especially prevalent in India as it is the second most populated country in the world, likely to outbound China's population by 2022. Such growth in population results in increased levels of pollution. The presentation introduces a concept for sustainable urban gardening practices, employing rooftop spaces and hydroponic technology, in order to mitigate the results of pollution.

**Keywords:** sustainability, GoGreenIndia, urban gardening

## **ANALYSIS OF INNOVATIVE TRANSPORTATION SYSTEMS IN INDIA**

**Immanuel Restido Jebakumar, Kamalakannan Balakrishnan**

*Kaunas University of Technology, Lithuania*

Fluctuation in fuel prices has a great impact on the development of the current generation. Hence, automobile companies are doing a large amount of research on future generation vehicles that could increase fuel economy or would use alternative resources for fuel. The usage of automobiles is dramatically increasing in India, which leads to enormous and uncontrollable pollution. To promote eco-friendliness of transportation systems in India an analysis of alternative systems is needed. Already electric cars and bikes are introduced into the market; however, there is another alternative resource which is only yet to be introduced. A lot of research is going into electromagnetic vehicles which make the modes of transportation fast and safe, there is no limitation to carrying weight from one place to another, they are eco-friendly and have potential to be the next global revolution in the auto market industries.

**Keywords:** electromagnetic vehicles, Indian auto-motive sector.

## **CULTURAL DIPLOMACY AS A RESOURCE FOR NATIONAL ECONOMIC PROSPERITY**

**Polina Plisova**

*Borys Grinchenko Kyiv University, Ukraine*

The purpose of this paper is to analyse the main fields of culture as it is used in cultural diplomacy and to reveal possibilities of economic benefits for national economy. The research demonstrates some specific examples of the countries which actively use cultural diplomacy, not just to create a positive image, but also to gain some economic benefits. Those examples practically prove economic profitability of that activity. Historical background, in its turn, shows original goals of cultural diplomacy, which are connected to searching alternative ways of getting income externally, in international space. The paper contains analysis of methods and strategies used to organize the so-called 'cultural business' and some statistic data which demonstrates real economic effect of national culture promotion.

**Keywords:** cultural diplomacy, economic benefits, art, cultural centres, soft power.

# THE ECONOMIC APPROACH IN CALCULATING THE LEVEL OF DEMOCRATIC DEVELOPMENT

**Vitalii Tukalo**

*Graduate School for Social Research Polish Academy of Sciences, Poland*

The paper presents a new approach in calculating the level of democratic development of countries, based on economic indicators. In contrast to the traditional methods used by, for example, Freedom House, the new approach allows to eliminate the human factor. The approach is based on the conceptions developed by an American political scientist Adam Przeworski where he proposed to use GDP per capita and the number of labour force as indicators of the level of democracy. Going this path, the new mode of calculating democracy level has been proposed.

**Keywords:** GDP per capita, democracy, economic development.

## EU COMPETITION POLICY: MONOPOLIES AND CARTELS

**Laura Riaubaitė**

*Kaunas University of Technology, Lithuania*

The topics about monopolies and cartels are widely known these days. Their tendencies are spread in Europe, including Lithuanian markets. Having a monopoly equals having an exceptional opportunity to create business rules in certain fields. Thus monopolies are free from competition. Moreover, cartels are agreements between companies that give them the ability to coordinate prices and quantities of production. Hence, cartels diminish the competition. However, in order to get the vast variety of choices with the latest technological innovations, the best price and quality, it is essential to have competition in the market. Therefore, national and European laws are set in order to control such monopolies and cartels.

**Keywords:** competition policy, cartels, mergers, EU.

## TAX PAYMENT GAP AND TAX MORALE IN EURO AREA COUNTRIES

**Virgilijus Rutkauskas**

*Lithuanian Social Research Centre, Lithuania*

This article investigates theoretical and practical aspects of tax payment gap and tax morale in euro area countries. Tax payment gap among euro area households is investigated by applying the “macro approach”, where the main components are shadow economy and tax rate. The attitude of households on tax payment – whether to pay taxes or not – is assessed quantitatively by employing dichotomous logit-probit regression analysis. The research is based on household level data received from the World Values Survey and the European Values Study. The results suggest that uncollected taxes of households constitute nearly one fifth of total general government revenues in euro area and counts nearly one tenth of GDP. The main issues behind weak tax morale are corruption, disrespect to the country. Additionally, tax morale is significantly affected by factors like age, gender, religiousness, income and education. Article concludes on possible policy options to increase tax morale as growth of population willing to pay taxes by 1 p.p. will result in increase of tax income by nearly 21 billion euros per year.

**Keywords:** tax morale, tax payment gap, public goods, logit-probit analysis, shadow economy.

## **INTERNAL AUDIT AND EXTERNAL AUDIT COOPERATION IN EU COUNTRIES**

**Iviša Faitusa**

*University of Latvia, Latvia*

There is no common requirement guiding the approaches taken by the European Union (EU) public sector internal audit cooperation with external audit. Relations between these audit systems have developed over time. There are countries with mandatory regulations of internal and external audit cooperation, in some cases cooperation is based on initiatives, to facilitate the auditing process and avoid duplication of work. The aim of this research is to compare the Latvian public administration internal audit and external audit cooperation approach with approaches of the European countries and evaluate each country's internal audit relation with external audit. The methodology includes a comparative study of European countries' public sector internal audit and external audit cooperation from European Union Compendium report, researchers' reports, the existing normative acts, analysis of cases and other scientific findings. The main results of the study highlight where improvements might be required or where changes are necessary.

**Keywords:** internal, external audit, public sector.

## **RISK ANALYSIS OF THE BANKING SECTOR IN A LOW INTEREST RATE ENVIRONMENT**

**Simona Meškelytė**

*Vilnius University, Lithuania*

Banking systems have become more and more complicated during the last several decades. The financial system of the prosperity of countries, based on the banking sector, is largely dependent on the condition of this sector. In fact, the health and soundness of the banking sector have a significant influence not only on the country where it is situated but also on the whole region. This leads to the fact that appropriate evaluation of risks, borne by banks, is necessary to ensure stability of financial sector. The article highlights the understanding of the business models of banks and the consequences they have on bank profitability and reliability while operating in the environment of low interest rates.

**Keywords:** banks, system risks.

## **DETERMINANTS OF BEING AN ENTREPRENEUR IN POLAND: HOW THE PAST INFLUENCES THE PRESENT**

**Weronica Boruc**

*Graduate School for Social research at the Polish Academy of Sciences, Poland*

The question which determinants are the most important in the formation of entrepreneurs has been intriguing many researchers. Most of them focus either on attitudinal factors (such as risk-tolerance, self-reliance) and current motivations or the financial situation. This study reaches into the past in order to determine its influence on the present. Three determinants are taken into consideration: having an entrepreneurial family and friends, having potential financial resources, and having experience in seeking employment. Using POLPAN panel data that has been collected since 1988 makes it possible to analyse the impact these determinants have had from the last 25 years. The results indicate a significant impact of family history as well as financial and occupation history on the probability of being an entrepreneur in 2013. The evidence of continuity of entrepreneurial class in Poland is



astonishing considering the substantial changes that have occurred in the country since 1989, such as the political and economic transition.

**Keywords:** entrepreneurship, economic transformation, business, Poland.

## **WHAT ARE THE PERSPECTIVES OF ECONOMIST-FINANCIER SPECIALTY IN LITHUANIA?**

**Viktorija Tauraitė, Justinas Kisieliauskas**

*Vytautas Magnus University, Lithuania*

According to “Employment Opportunity Barometer in Lithuania 2015” (2014), the employment opportunities for economists are low and limited for financiers. The perspectives of specialty are one of a few reasons for this situation. Thus, it is relevant to assess the perspectives of economist-financier specialty in Lithuania. Lithuanian economist-financier labour market is classified into 3 sections: present (employees), potential (school pupils, university students) labour supply and present demand (employers). The assessment is carried out according to 6 criteria: the selection of economics-finance studies, the change of study fields or education, the future plans, the time of getting a job, the assessment of economist-financier specialty (in Lithuania) by labour supply and demand in 2014–2015 and in the future, the assessment of economist-financier career prospects on a global scale. During paper presentation the main conclusion of this research is proved: the perspectives of economist-financier specialty in Lithuania are increasing.

**Keywords:** economists’ labour market, financiers’ labour market, the perspectives of specialty, labour market, labour supply and labour demand.

## **THE BENEFITS OF HEALTH INVESTMENT IN THE CONTEXT OF AGEING POPULATION**

**Rasa Railaitė**

*Kaunas University of Technology, Lithuania*

Recently the problem of ageing population has become one of the most pressing issues that researchers from various fields are interested in. The growing proportion of economically inactive population presents new economic challenges. In the context of ageing population more and more attention is paid to the labour force structure and as a result, their productivity changes. Health investments are identified as investments that have a positive impact on personal productivity, income and other indicators. Taking it to consideration, this theoretical work presents a synthesis of different sources of literature and analyses how different scientists interpret the benefits of health investment for the individual and community. It also discusses the relationship between health investment and socio-economic factors.

**Keywords:** health, health investment, productivity, ageing, ageing population.

## **ASSESSMENT OF INTEGRATED SUSTAINABLE DEVELOPMENT IN LITHUANIA**

**Rūta Kazakevičienė**

*Kaunas University of Technology, Lithuania*

Sustainable development is a path to the future in the modern country and society. It is based upon three pillars of the equal importance – environmental protection, economic and social development. The principles of sustainable development were formulated in the Rio de Janeiro United Nations World Summit in 1992. The Rio

Declaration and Agenda 21 were adopted and signed by the representatives of more than 170 countries during this conference. Based on these documents and the ones adopted during the World Summit in Johannesburg, countries developed their own national sustainable development strategies. Lithuanian National Strategy for Sustainable Development was developed and approved in 2003. Lithuanian sustainable development principles and goals were formulated according to the national interests and concerns. Taking European countries as an example, Lithuania has set up itself a long-term priority: to reach the current average of the European Union member states by 2020, according to the economic and social indexes as well as the indicators of population health and the efficiency of consumption of natural resources, also ensuring a clean and healthy environment. The purpose of this paper is to provide sustainable development assessment in Lithuania. The main tasks are to evaluate changes of separate indicators, calculate sub-indexes and the composite index as well as to assess their changes during the period under consideration. Methods used in the paper include comparative literature review, data gathering and analysis, descriptive statistics, sub-index and composite index calculation as well as comparative analysis.

**Keywords:** sustainable development, environmental protection, economic development, social development, Lithuanian sustainable development principles.

## **INCOME AND EXPENDITURE RECOGNITION, CLASSIFICATION AND ACCOUNTING IN TECHNICAL GAS TRADING COMPANY**

**Viktorija Beniušytė**

*International School of Law and Business, Lithuania*

The aim of the paper is to analyse the accounting of the income and expenditure by determining the level of income, the importance of expenditure and its influence on the results of technical gas trading companies. The problem of the paper is the pursuit of maximum income with minimum expenditure. In order to achieve this aim, the definitions of the income and expenditure, the general recognition rules of income and expenditure, their classification and peculiarities presented in the standards of business accounting and in the current legal act are analysed in the paper. In the description the descriptive and comparative data grouping methods are applied, the analysis of standard acts is carried out as well as their comparison. The peculiarities of the income and expenditure of the technical gas trading company are analysed. In order to analyse the indexes of the company's income and expenditure levels and to determine the main factors affecting the results of the company's activity, a horizontal and vertical analysis of the profit (losses) statements of three years is carried out. The analysis of technical gas trading company shows that the cost of sales and operating expenditure are increasing at the percentage level every year, but this does not influence negatively the results of the company, but the company's income is unstable and changes at the percentage level every year.

**Keywords:** accounting of income and expenditures.

## CUSTOMER EXPERIENCE IMPROVEMENT THROUGH IMPLEMENTATION OF HAPTIC DEVICES IN VIRTUAL MUSEUMS

**Salman Malick, Surendera Babu Santhanakrishnan**  
*Kaunas University of Technology, Lithuania*

Throughout the rich history of India a lot of cultural artefacts of great historical value got lost or were misplaced especially during the historical events of the 20th century. This was especially prevalent during and at the end of the British rule of India. As a result a multitude of these artefacts are now kept in British museums, although they are native to India where they hold strong national and cultural sentiment. In order to avoid the issues which arise in returning the artefacts to their rightful places, this presentation proposes a concept for enhanced virtual museums that would allow experiencing these artefacts not only through visual senses, but also through touch and feeling provided by the implementation of haptic sensory devices.

**Keywords:** haptic devices, customer experience, virtual museums.

## EVOLUTION OF LABOUR MARKETS AND ITS ROLE IN INNOVATION ECOSYSTEMS

**Keisha Laraine Ingram**  
*Mykolas Romeris University, Lithuania*

Since the dawn of human history innovation has always been improving the quality of life. Innovation is particularly effective when experience, skills and capabilities are combined to predict or address the challenges of society. A successful innovation ecosystem consists of fully harnessing the central factor of human-centric based innovation ecosystems. As knowledge-based activities continue to take precedence in today's society, productivity growth rates have reduced significantly resulting in lower economic growth and high unemployment rate in Europe and the rest of the world. Since the global financial crisis in 2008, there is an increased concern regarding the social impacts of globalisation on innovation ecosystems, in particularly human-centric ecosystems of highly innovative countries like Scandinavia, UK, USA and South Korea. Evolution of labour markets has resulted in the impacts of job crisis and losses, international competition, migration policies aimed at reducing skill shortages, supporting innovation and boosting economic and productive growth. Generally, internationalisation of labour market debates has accelerated greater labour mobility in both developed and developing countries which are indeed the pathway towards greater employability and prosperity (European Commission, 2016). When equipped with the appropriate skill-set, it is perceived that human capital has the capacity to take on good-quality jobs and fulfil their role as confident and active citizens. As the global economy continues to accelerate at a fast-changing pace, the capacity to fuel and drive national competitiveness is dependent on highly innovative ecosystems that are more human centered, that is 'human-centric focused' rather than on technology. As nations strive to lessen the skill gap within the present labour market, the mismatch rates continue to be quite striking as many people still work in jobs that do not match their talents. Employers are often tasked to find candidates with the right skill-set needed to grow and innovate while the education sector continues producing few people that possess entrepreneurial and innovative mind-sets. Regionally, all EU Member States face the same problems which are skill acquisition and development essential for the performance and modernisation of labour markets that provide new forms of flexibility and security for job

seekers, employees and employers alike, while countering the main problem of skill mismatch which hinders productivity and growth and in the long-term effects Member States' resilience to economic shocks (European Commission, 2016). In supporting the talented human capital in innovation ecosystems, there is a need to implement incentives that nurture and retain skilled workers which ultimately reduce brain drain. This paper presents the analysis of literature done on regional labour markets and innovation with regard to the political, economic, legal, social, external and technological factors. The findings offer better insights on the evolution of labour markets and its impact on the innovation ecosystems as well as why more research is required as labour markets continue to be impacted by the internal and external factors for developing human-centric innovation ecosystems.

**Keywords:** innovation ecosystems, globalization, human capital, labour markets, talented workforce.

## **MOBBING IN A WORK ENVIRONMENT**

**Jūratė Kuklytė**

*Vytautas Magnus University, Lithuania*

Bullying in a work environment has a detrimental effect on individual employees as well as there is an impact on personnel. Mobbing is a significant topic in a global context because it affects the psychological, social and economic costs. Mobbing is related with repeated and persistent negative actions aimed at one or more individuals, resulting in the creation of a hostile working environment. Empirical evidence generally tends to reveal the prevalence, forms and direction of mobbing as well as numerous psychological, health and other consequences of victimization, especially in terms of various socio-demographic indicators. A review of the mobbing concept and actions of this phenomenon in a workplace environment and modern tendencies are presented based on the latest scientific literature.

**Keywords:** mobbing, work environment.

## **CHALLENGES IN HUMAN RESOURCE PLANNING (FOLLOWING THE EXAMPLE OF “YAZAKI BULGARIA” LTD.)**

**Trifon Stanchev**

*Shumen University “Bishop Konstantin Preslavski”, Bulgaria*

The topic set herein examines any given organization and its development that correlates with the presence of associates who shall take responsibility and adequately carry out the tasks assigned to them. The basic principle for successful recruitment and selection of associates is the planning of the needed personnel regarding the time aspect as well as their qualification and official position. Planning is viewed as a process which ensures the organizations with the proper associates that are qualified and trained to be beneficial during the working process at the required time and in the particular position.

**Keywords:** planning, human resources, selection methods, organization, Yazaki Bulgaria Ltd.

## **INFLUENTIAL MESSAGES: FACEBOOK EMOJI ANALYSIS**

**Laura Riaubaitė**

*Kaunas University of Technology, Lithuania*

Nowadays in the age of globalisation more and more consumers use social networking sites. Thus, these sites play a significant role in their daily lives. Consequently, in order to reach consumers, it is highly beneficial for a company to present itself through most commonly used sites. One of these types of social networking platforms is known as Facebook. Here companies have the opportunity to reach consumers by communicating and sharing its information. In order to understand the consumer's behaviour and the effect that businesses have on them, Facebook observes reactions of people via various emoticons that make it easy to understand what type of messages are influential. The research shows which type of message effects consumer enough to evaluate it with emoticons.

**Keywords:** communication, message, reaction, Facebook.

## **EMPLOYER BRAND USAGE OPPORTUNITIES IN THE HOSPITALITY SECTOR**

**Indrė Ščiukauskė**

*Vilnius University, Lithuania*

Hospitality concept is inherent to the human beings and in this sector. The approach to the hospitality services of both employees and employers may determine whether the guests (and locals) will return not only to the organization which provided the services, but also to a particular country. However, the industry faces a series of challenges and is often characterized as a low-wage, low-skill industry with anti-social working hours. This is determined by the global recruitment difficulties in the industry dominated by casual employees. Therefore, these difficulties as well as staff shortages due to the emigration and globalization cause problems which can be solved by the employer brand concept in the hospitality sector. Employer brand is a long-term, continuous and strategic process aimed to the target, internal and external groups. It is concerned with the development, disclosure and maintaining of a good workplace as well as attracting and retaining the employees.

**Keywords:** employer brand, opportunities, hospitality, employee.

## **QUALITY EVALUATION OF SPORT WEBSITES REPRESENTING LITHUANIAN BASKETBALL IN TERMS OF CONSUMER**

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The aim of the study is to evaluate the quality of websites in terms of the consumer. Information technology is expanding very fast. Prevalence of information technology pushes business into e-space. Electronic service or e-service, as it has become more commonly known, is now recognized as one of the key determinants for successful e-business. The basic e-business tool is an online website that directly contributes to the faster income. In this research, different tools, questioner, face reading device and eye tracker are used. The findings of this study are expected to provide helpful guidelines to both practitioners and researchers.

**Keywords:** website, e-business, IT, evaluation, quality.

## THE THEORETICAL ASPECTS OF NEUROMARKETING

**Ivona Tomaševič**

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Neuromarketing opens up new methodological alternatives and gives the opportunity to look at the marketing from a different point of view. It is a new possibility to understand and comprehend what is happening in the user's head while he chooses commodity or brand. Moreover, neuromarketing is a way to find new segments of marketing and to gain competitive advantage. The relevance of this article is based on the tendency that companies are paying more attention to the user and are trying to analyse their desires and needs even better. In this article, based on the Lithuanian and foreign publications, theoretical aspects of neuromarketing are analysed. To reveal the specificity of neuromarketing, in this article the conception of neuromarketing and basic aspects are discussed, the history of neuromarketing and its use in practice is observed, the experimental ways of neuromarketing are reviewed and the method of eye tracking is observed. Finally, ethical problems while using neuromarketing researches are observed and presented.

**Keywords:** neuromarketing, eye tracking method, neuroethics.

## MANAGING GENERATIONAL DIVERSITY IN THE ORGANIZATION

**Sigita Paužaitė**

*Vytautas Magnus University, Lithuania*

In Lithuania there are four working generations which are four distinct groups of people. Each generation has different likes, dislikes and attributes. Sometimes this gives a rise to frustration, conflict and misunderstanding. Yet each generation has something worthwhile and exciting to offer. The purpose of the article "Managing Generational Diversity in the Organization" is to determine what management measures should be taken by the leaders of organizations to align employees from different generations. The article "Managing Generational Diversity in the Organization" consists of two parts: theoretical and practical. Theoretical part deals with the concept of the term "generation" and analyses the characteristics of different generations and the opportunities of managing different generations in organizations. The practical part introduces the case study where it was tried to find out what management practices leaders tend to use to manage generational diversity in organizations.

**Keywords:** generations, diversity, management, employees, organization.

## KNOWLEDGE ACQUISITION FOR A NEW BUSINESS MODEL CREATION AND FACTORS INFLUENCING IT

**Dovilė Gedvilaitė**

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The purpose is to find out how organisation performs knowledge acquisition for a new business model creation and what factors influence it. The carried research is a case study based on a qualitative research. The data collection procedure for this study has been a series of semi-structured and unstructured interviews conducted at the internship company. The interviewees and their relatively spread out positions within the company having various responsibilities have provided the empirical data which being qualitative in nature are more elaborative and exploratory. This has meant discovery of enabling conditions for knowledge acquisition in the new business model

creation and identification of the components of the process by which the organisation proceeded with the change and realized it. This paper is built on the seminal work of Nonaka (1994) in contributing to the adaptation and/or expansion of the organisational knowledge creation framework to the knowledge acquisition process during an organisation's new business model creation. Key components are identified in this dynamic interplay between knowledge acquisition and business model creation and modified framework is proposed.

**Keywords:** business model innovation, change, creation, knowledge, knowledge acquisition, absorptive capacity.

## **STRATEGIC MANAGEMENT FOR INDEPENDENT FILM PRODUCTION COMPANIES**

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*Vilnius University, Lithuania*

The best example of a project-based industry today is film industry. Since film industry is business, the aim of a film project is profit. Hollywood is a fine example of film business as it has the biggest influence on the European film industry compared with the influence of Bollywood or Nollywood. The existing analysis of independent (i.e. independent from the the Hollywood system) film production is fragmented and poorly structured. It is worth mentioning that Europe has a low movement of art production beyond the borders of the national country to other countries and continents. It is an incredibly difficult business. Even though, the European cinema sector receives state funding through various instruments that are not enough. A film production company must create its strategic management model that would allow the structuring its entire activity and ensure the further development of the company. Therefore, this paper introduces the model of strategic management for independent film production companies based on a traditional strategic business model and features of film production companies as well as an independent film project value chain model.

**Keywords:** independent film production; independent film industry; film project value chain; strategic management model.

## **CONSUMPTION OF LUXURY FASHION GOODS IN HONG KONG AND MAINLAND CHINA: A CASE STUDY OF GENERATION Z**

***Audrius Juodzbališ***  
*Shanghai International Studies University, China*

Generation Z consumers are a relevant scientific discussion subject all around the world. As the number of this generation of consumers is constantly growing worldwide and their consumption behaviour features significantly differ from previous generations of consumers. China and Hong Kong are the countries that have recorded one of the greatest numbers of Generation Z representatives in the world. Luxury goods market is also constantly growing as well as its growth tendency is expected in the next decade. This is particularly true about China and Hong Kong luxury goods markets with their world-leading luxury jewellery and watches sales. In order to maintain leading positions in the luxury goods market in the future, China and Hong Kong luxury goods manufacturers and vendors should regularly analyse and evaluate the youngest Generation Z consumers' behaviour in regard to those goods in the country. As a result, they could influence the factors affecting consumers' tendency to purchase luxury goods: different media support measures, service, quality, supply, etc. So far, based on the scientific review articles on this opinion, neither

China nor Hong Kong have scientifically based studies on this topic, though Generation Z consumer significance in today's luxury goods market is now proven.

**Keywords:** luxury, luxury goods, Generation Z, consumer of Generation Z.

## **IMPACT OF MARKETING TOOLS ON SALES IN UAB "RAKANETA"**

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The aim of this paper is to evaluate impact of marketing tools on sale results in UAB "Rakaneta" (Ltd). Main objectives are to present concept of marketing, to analyse and evaluate market set elements and their importance for the effective company operation, to review the effect of UAB "Rakaneta" marketing set on sale results, to determine factors that have the most influence on company's operation and estimate effectiveness of decisions in marketing. The paper focuses on the issues of low efficiency marketing tools selected by UAB "Rakaneta". The theoretical literature analysis and conclusions as well as the company's marketing efforts along with a questionnaire are performed. A conclusion is drawn that support means used by UAB "Rakaneta" are the most effective way for company to be chosen by clients deliberately. Substantial drawback of the company is too little attention paid to application of support means used by UAB "Rakaneta".

**Keywords:** marketing, marketing means, impact on sales.

## **INNOVATION DEVELOPMENT IMPACT ON SERVICE INDUSTRY COMPETITIVENESS**

**Paulius Boreika**

*Vilnius University, Lithuania*

Innovations are an integral part of our daily life where the old and defunct processes, services, equipment are replaced by new, higher value added both for the consumer and the process developer. The developer, in the broadest sense, is the business developing services and the service users are not only individuals, but also businesses, organizations, various institutions and the countries. Innovations are developed and implemented everywhere, especially in recent decades progress has been rapid than ever before. Our economic and social environment, its prosperity is effected by innovations aiming at assurance of maximum value for the lowest price and it is not only about economic factor but also social one highlighting the importance of sustainable development as the world's future. The fast technological advancement, a great need to adapt to rapidly changing consumer's expectations made the innovation process life cycle short and competitively vulnerable. As a result, the promotion of innovations is a priority of each country when aiming at a competitive economic development of both domestic and international markets. Companies, organizations and authorities, quite often particular individuals that in the twenty-first century introduce goods and services undoubtedly needed for our society are called innovative.

**Keywords:** innovation, competitiveness, investment, financial services.



## THE METHODS OF CUSTOMER ATTRACTION TOWARDS SUSTAINABLE PRODUCTION

**Raimonda Agnė Medešienė**

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The conceptual point of sustainable production lies in valuing longer term consequences and benefits over short term profits. If production or service are developed on the principles of sustainability, then the environment, employees, communities, and organizations—all benefit. Often, however, sustainable product or service are more expensive, and the customer experiences a financial dilemma: harder tangible long-term benefits or felt more favourable price here and now. This dilemma comes to the field of wicked problems and, consequentially, to the question of powerful and affecting methods of problem solving. This paper presents applied drama methods (ADM) as a reliable tool for personal change, which leads to social change. This statement is based on experience in other countries (UK, Finland) and raises hypothesis, that the use of ADM can attract consumers efficiently in Lithuania. The valid research approach of this phenomena can be participant-action research. Drama educators have extensive experience of the power of ADM impacting on the values of young people including the wicked problems solving. As Piaget reminds us „Knowledge is derived from action“; ADM allow us to resolve situations through action and discover their consequences. The paper concludes that drama approaches can have a role to play in many types of business problem solving, but with a particularly distinctive role to play in addressing wicked problems.

**Keywords:** sustainable production, applied drama methods, wicked problems, participant-action research.

## IMPROVEMENT OF UNIVERSITY ENVIRONMENT THROUGH THE APPLICATION OF ERGONOMIC PRINCIPLES

**Rita Urbonaitė**

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The purpose of this paper is to identify the most important factors in creating ergonomic learning environment and applying it in the university social space. Nowadays there are a lot of discussions about how to customize learning environment for society needs as well as about students, habit adaptation to physical, psychological, emotional and other needs. Ergonomics is a science that investigates the employee's physical and mental capabilities, when one performs a number of tasks intensively, reliably, efficiently, having a proper working environment that protects human health and allows one to develop as a person and as a professional (Gineitytė, Padgureckas, 2015). It is also stated that ergonomic environment increases productivity, ensures safety, protects human health, reduce stress and tiredness. The extensive research stresses the importance of various elements of an interior (furniture, lighting, acoustics, heating and ventilation, interior surfaces, etc.) and their contribution towards the physical and mental well-being of people. Poderienė (2007) highlights the fact that a variety of natural environmental physical factors, such as composition of the air, in-door environment (humidity, streams of air, temperature, radiation), light, noise and vibration, human movement speed in the environment (acceleration and overload) have a big influence on the functional conditions of the learning process (health and disposition) and are very important in creating an ergonomic learning environment. An educational university environment is the time and space limited set of factors that contribute to the educational process and the welfare from the physical, mental, spiritual, intellectual, emotional and social point of view, as well as the participants' personality and health (Kučinskas, 2004). Currently ongoing “4RATU” Recycled Design Competition allows creating new useful items from the unused ones. It makes possible to gain knowledge about sustainable consumption, participate in lectures, workshops and consultations with specialists of

different fields. The aim of the project is to promote responsible, creative and integrated approach to the issue of waste and consumerism in creation of the ergonomic and attractive learning environment in the university premises.

**Keywords:** learning environment, environment and ergonomic principles.

## **IMPACT OF PROJECT STAKEHOLDER MANAGEMENT ON EVALUATION CRITERIA OF PROJECT EFFECTIVENESS AND SUCCESS**

**Rusnė Jankūnaitė, Dovilė Jankauskaitė**

*Vilnius University, Lithuania*

In today's constantly changing environment, non-profit and commercial companies tend to face internal management and external competition issues at an increased rate. A well-suited solution to these issues is a proper understanding and utilization of the project management field of knowledge. Project management provides formalized and structured means of managing change. It can be viewed as a sequence of actions which are focused to achieve a goal, to gain competitive advantage. A successful project has potential to, in addition to solving company's problems, generate financial benefit. In this case, it is important to define the evaluation criteria of the effectiveness and success of a project. For an extended period, project management effectiveness, has been evaluated the best using the "iron triangle" approach, however, increasing discussion of the short-comings of the approach points to the need to involve stakeholders into the evaluation process. Hence, to improve the definition of the evaluation criteria, an important knowledge area of PMBOK guide - project stakeholder management, is analysed.

**Keywords:** project stakeholder management, evaluation criteria, project's effectiveness, project's success.

## THE ANALYSIS OF CULTURAL DISSEMINATION: MUSICAL “RENT”

**Laurynas Sventickas, Liucija Nanartavičiūtė, Kornelija Klimenkaitė**

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This presentation, prepared by young musical performers, invites to discuss the importance of communication strategies and responsibilities of professionals in this field while making and delivering high quality product to the audience. This can be also considered to be a cultural dissemination analysis of musical “Rent” from the perspective of a young professional. An announcement reviews the current situation of musical genre in Lithuania: it discusses the conception of musical in Lithuania and abroad and presents the specifics and problems (that are related to further studies and future professional opportunities in Lithuania) of a musical performer study program in the Faculty of Arts and Creative Technologies of the Vilnius kolegija/ University of Applied Sciences. Authors analyze the circumstances of musical “Rent” creation and presentation to the audience. Why this unique and professionally built musical was appraised so modestly, although it could have become the real break-through in the history of Lithuanian musical theatre? Is it possible that good communication strategy could have fundamentally changed the destiny of the musical? Have the steps of dissemination reached its target audience? The relevance of the presentation is strengthened by the fact that speakers are also the actors of the musical “Rent”, whose acting could have become an excellent business card in the beginning of their professional careers. However, because of communication solutions used, their creative biographies will be appended with this great acting training. Participants of the conference will have an opportunity to hear and see few interludes from musical “Rent” live.

**Keywords:** communication, musical genre, opportunities for publicity, guerrilla marketing.

## ROLE OF ART ORGANIZATIONS AND CULTURAL OBJECTS IN THE DEVELOPMENT OF RURAL REGIONS

**Kristina Dapkutė**

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Nowadays many regions are seeking competitiveness both nationally and internationally. There is a big demand to find the best strategies for that. Governmental institutions plan the financial support programs in order to foster the economic growth of lagging regions. To reach the realisation of these programs local initiatives are necessary. The purpose is to define sectors for the investment that would be helpful for the rural region economic growth and social welfare. The most important sectors could be farming and production of goods but not only for the well-being of local society. Self-realization issues are becoming more important as well. Therefore, the research of the activities of art organizations and the situation of cultural objects in rural areas is performed. The outcomes of this investigation show that financing shortage of these objects negatively influences the attractiveness of these regions not only for tourists, but also to residents in these rural areas. Data analysis shows the big migration from these regions to the cities with richer cultural life. This investigation reveals a big spread of art organizations, cultural objects and their weak situation. A conclusion is made that it is necessary to pay more attention to the municipality strategy plans for art and culture development.

**Keywords:** art organizations, cultural object, rural region, economy growth, social welfare.

## IS CULTURE IMPORTANT TO THE SECURITY OF THE STATE?

**Laura Bleizgytė**  
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From the sociological point of view, culture is understood as a factor of public life that organizes ideas, principles and social institutions, which ensure collective human life. Culture is perceived as a way of life characterized by a certain group of people. These are signs, associations, behaviour and ways of communication system employed by people and what has a meaning for them. Culture managers' mission is focused more on the consumer society and its education. Moreover, cultural managers or arts organizations must implement an education strategy that encourages society to care about arts while cultural events play their educational mission. Culture is also used as a tool for the soft power by making others to wish the same things. Soft power is a component of national security. Its resources are slower and more complex if compared to a solid power. Culture is not only a soft power tool but also a part of soft security that helps to ensure country's safety.

**Keywords:** soft power, culture, national security.

## PECULIARITIES OF CREATIVE INDUSTRIES MANAGEMENT

**Eglė Dmukauskaitė**  
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In order to promote the development of the creative industries sector, increasingly more attention is drawn to the possibilities provided by art incubators to create different, the creative industries related businesses in the creative industries sector. In the world we can find successfully existing and constantly growing art incubator that can be a great example to the smaller countries on how to develop successfully art incubators in the creative industries sector around the country. This article aims at comparison of art incubator management aspects in Portugal - on the basis of the biggest science and technology park "UPTeC" in Portugal with Lithuanian art incubators, the possibilities provided to businesses, management aspects. The report aims at investigation of the incubator management peculiarities.

**Keywords:** art incubators, creative industries, creative business promotion, promoting creativity, innovations.

## THE IMPORTANCE OF ARTIST MOBILITY FOR HIMSELF AND FOR ARTISTS' RESIDENCIES

**Rūta Jančiulytė**  
*Vilnius University, Lithuania*

Artists' residencies are one of the institutions operating in the field of art in adjacent to the galleries, art centres and other institutions. Artists move to the residencies for several reasons. First of all, they escape from the everyday life to a new space, concentrate on work. They also establish new contacts and get acquainted with the curators, scenes of different cities, countries, art, etc. Therefore, the residencies are very important for the artist's career. The types of residencies are the following: creative studio when artists do not have their own studio, the place of creative inspiration when they might want to create some work of art related to that particular place or they just need creative collaborators or specific technological workshops, e.g. 3D printer, ceramic furnace, textile machine, etc. Mobility is an important part of the process of creation which helps to draw inspiration, to learn new work techniques, to meet people who can help or give advice about their works. However, not all artists use the mobility

opportunities and underestimate its benefits. The aim of this report is to analyse the importance of mobility for the artists' residencies and artists. The presentation explores the mobility opportunities of the artists from North America, Portugal, Russia and the mobility opportunities in Spain as well as their benefits.

**Keywords:** artist, mobility, mobility possibilities, process of creation, artists' residencies.

## **MEASURES FOR MUSIC PLAGIARISM PREVENTION IN INTELLECTUAL PROPERTY PROTECTION SYSTEM**

**Julija Lukjančikova**  
*Vilnius University, Lithuania*

Music plagiarism is one of the intellectual property protection system issues. The system employs measures to prevent music plagiarism by involving society, "reasonable listener", experts, software and laws. The aim of this work is to analyse music plagiarism in the intellectual property system by analysing different intellectual property systems and examining music plagiarism concept.

**Keywords:** music plagiarism, preventive measures.

## **THE MEANS OF RELATIONSHIP MARKETING IN ART GALLERIES**

**Daiva Burinskytė**  
*Vilnius University, Lithuania*

Relationship marketing, as a new branch of marketing, appeared in the 90's of the 20th century. A demand for relationship marketing appeared due to the diminished effectiveness of the traditional marketing in traditional business, and especially in the world of art. The demand for a new approach to attract new clients, foster loyalty and needs of old consumers of the organisations arose. The organisations understood that it is easier to maintain their old customers than to attract new ones, and started looking for ways to do so. Relationship marketing is oriented to attract and maintain target customers. Now relationship marketing is widely used by many business, art organisations and art galleries. Art galleries implement both commercial and non-profit activities, take part in art fairs, where the goal is the sale and organise exhibitions to popularize particular artists, art forms and types, the sale is not that important here. There are not many consumers of the art gallery products. First, the representative art and its expressions do not appeal to everyone, and, second, it is expensive to buy a piece of art. Therefore, art galleries have to attract and, most importantly, maintain their target customers. Only this way a smooth functioning of art galleries may be ensured, which can be done by means of relationship marketing.

**Keywords:** relationship marketing, art gallery, consumer behaviour, communication.

## **MUSEUM RE-BRANDING**

**Goda Keršytė**  
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In 2012 Alina Wheeler in "Designing Brand Identity" claims that brands have become the global currency of success and an important part of everyday life in modern society. They are prevalent in almost every area of a human life: economic, social, cultural, leisure and even religious. Like many other cultural institutions, museums pursue to attract more public attention by developing strong brands. However, having a brand itself might not be enough in

terms of gaining recognition and attracting tourists. Successful re-branding techniques are reviewed and their adaptation in a museum is discussed.

**Keywords:** museum, re-branding, mission, visual museum, brand.

## **SALVADOR DALI POPULARIZATION IN LITHUANIA**

**Indrė Terebeizaitė**  
*Vilnius University, Lithuania*

I would like to present a report about Salvador Dali's art popularization in Lithuania. It is a fact that there were couple exhibitions in our country, but still, a lot of people cannot imagine what Dali's name represents. It is the main issue of my report. The aim is art popularization, in particular introduction of a prominent Spanish surrealist painter. The report presents a discussion and final conclusions how to make people interest in Salvador Dali's art and what the best way is to introduce this famous painter in our country (the way any artist has never been introduced). The report touches the problem of art importance and popularity in our society.

**Keywords:** Salvador Dali, report popularisation, Lithuania.

## **HOSPITALITY BUSINESS ORGANISATION IN HERITAGE INDUSTRY**

**Greta Mažeikaitė**  
*Vilnius University, Lithuania*

Culture is a foundation of the country that builds up all main values and approaches of a human being. The history of the country is dictated by traces of past times. Cultural heritage is one of the most important historical legacies that gives us a strong view to the times that has passed. Cultural heritage is valued all over the world. By destroying cultural heritage, people ruin the meaning of history. Cultural heritage is not only valued for its cultural meaning, it is an area that builds a lot of different values, and one of the most important – economic benefit. The cultural heritage of architecture is an object that attracts many people, so it can be a way to develop tourism and business of a country.

**Keywords:** culture, hospitality, heritage industry.

## **THEATRE TOURING ABROAD AS A FORM OF INTERCULTURAL COOPERATION**

**Ieva Meilutė**  
*Vilnius University, Lithuania*

The object of this article is theatre touring abroad as a tool for intercultural cooperation. Theatre has always been a very important sign of the cultural evolution of mankind. Nowadays, it is one the highest rated form of art. Its purpose is not limited only to art performances, it also enriches humans' internal and external world by providing the opportunity to run away from everyday life. In the 21st century, the theatre is open to new ideas, searching and providing new pieces of work to the customer not only on the national level but also on the international one. This is the communication and cooperation with the customers, organizations. Theatre touring is one of the forms of intercultural cooperation between organizations. Theatre touring is a very new subject and has little research done by the scholars. Though the touring itself is a widely known phenomenon across the world. Touring abroad is a very prestigious form of performing on world famous stages and festivals. It helps theatres and countries to proclaim their

names in an intercultural art arena. It is also very beneficial to actors and other technical workers. Touring also establishes a very good platform for cooperation between countries. Theatre touring is essential topic because culture and art in every developed society take a very important place and by sharing it, links between different cultures are fostered.

**Keywords:** theatre touring, intercultural cooperation, culture management.

## **SOURCES OF FUNDING LITHUANIAN MUNICIPAL THEATRES: WAYS AND TOOLS OF DEVELOPMENT**

**Inesa Pilvelytė**

*Vilnius University, Lithuania*

The purpose is to evaluate and compare funding of municipal theatres according to legal, economic and creative activity aspects, and determine the factors that improve the search for these funding sources. What kind of processes – assignation from municipalities, project funding or sponsorship – does the development of funding Lithuanian municipal theatres belong to? There are about 17 municipal theatres founded by city councils. The impact of these institutions on the city cultural life as well as the wider region is highly significant. Inconsistent funding of these theatres is provided in certain cycles, and depends on the good will of local politicians. Occasional funding of projects and scarce donations of sponsors who are difficult to find in the periphery do not ensure stability and efficiency of theatrical activities. Therefore, having analysed the experience of the participants of the survey, this article seeks to increase the support for organizing funding for municipal theatres and suggests some fund-searching tools. Content analysis is selected for the research. Half-structured expert interview are used for data collection.

**Keywords:** municipality, theatre, funding, sources, region.

## **ASSESSMENT OF HUMAN RESOURCE MANAGEMENT PRACTICES IN ART ORGANIZATIONS**

**Vytenis Gaponovas**

*Vilnius University, Lithuania*

Economy is changing and the attitude of the employees is changing with it. Nowadays, the most important thing is the result from employees. In this work it is aimed at examination of several art organizations. The questions such as how they look for new employees, how they select proper positions, and what kind of methods they use to find out if they are suitable for the position are answered. Having these results, it is measured whether the employees are treated right and motivated enough. It is analysed how socially different the new and senior employees are. It is answered how much it is important to motivate, stimulate as well as praise the employee and how it can affect the final result of his productivity. Nepotism manifestations inside organizations are looked for. The main intention of this work is to estimate and compare art organizations from the aspect of human resources. The management practices of human resource are distinguished and the obtained results of analysis are presented.

**Keywords:** human resources management, art, evaluation of practices.

## **ACCESS OF PEOPLE WITH HEARING IMPAIRMENT TO SERVICES OF PROFESSIONAL THEATRE: ADVANTAGES AND NECESSITY**

**Agnė Burovienė**

*Vilnius University, Lithuania*

Deafness is the calamity of human being and family at first. However, the real important influence on people with hearing impairment is from the state and the strategy of long-term policy. After the restoration of Lithuanian Independence, there has been a considerable and noticeable change in attitude towards the deaf people: from clinical (corrective) to social-integral standpoint. The society has developed understanding, that communication is as necessary as air and water. One of the best ways of social integration is a field of the professional culture, especially theatre as it represents the quality of art and above all it is related to people with different age, status and social position. In Lithuania there is no consistent strategy about integration of vulnerable people. The cultural institutions (likewise theatres) organize random events and performances which reflect the comprehension of institution and possession of other priorities. There are no regular events in professional Lithuanian theatre which are adapted for the deaf or people with hearing impairment. Thus, this paper aims at analysis of the need for integration of people with hearing impairment and to research the supply of service in professional Lithuanian theatre area. The methodology of theoretical research is based on the scientific publications about social integration specificity of the deaf people and the analysis of professional Lithuanian theatre websites.

**Keywords:** people with hearing impairment, theatre, long-term policy, services, integration.

## **MARKETING MANAGEMENT IN INTERNATIONAL THEATRE FESTIVALS**

**Sigita Paužaitė**

*Vytautas Magnus University, Lithuania*

Nowadays business is underpinned by marketing, its tools and strategies. Art also requires marketing. Theatres, like any other businesses, have to sell their products - performances. In order to sell them, theatres need to find customers, establish, improve and maintain their relationship with them. Then the question arises what measures should be taken by the theatres to attract and keep their visitors. The aim of this article, which consists of two main parts: theoretical and practical, is to examine marketing management of international theatre festivals. The theoretical part of this paper deals with the concept of marketing and its role in the international theatre festivals. When dealing with marketing management, marketing orientations, mix elements, planning and integrated marketing communications are paid attention to. The qualitative research is carried out in the practical part, where the marketing management of international festival "Šypsos lėlės ir vaikai" in Kaunas State Puppet Theatre is analysed.

**Keywords:** marketing management, theatres, international festival.

## **CULTURE AS A SOFT POWER**

**Laura Bleizgytė**

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The European Union has been using the concepts of "soft security" and "soft power" in its legislation since 1999. What is lying beyond those concepts is relevant and important when formulating the security of the country. Due to the massive influence of globalization in our lives and due to the current geopolitical situation in Lithuania, it is



important to be able to resist the impact of the other countries and their interests and to preserve the identity of our country. Culture is used as a tool of the soft power to make others to wish for the same things. The most commonly mentioned soft power sources in the international politics of the country are culture, values and political practices, as well as international institutions that allow the country to spread its culture and values to other countries and to legitimize their policies. However, the soft power resources are slow, widespread and more complex when compared to a solid power.

**Keywords:** soft power, culture, national security.

## **CULTURAL TOURISM ROLE FOR THE RURAL AREAS DEVELOPMENT**

***Kristina Dapkutė***

*Vilnius University, Lithuania*

Lithuanian rural areas suffer from the increasing backwardness in the economy growth and outlive depopulation. New strategies for the competitiveness building are necessary. Measures of rural region development mostly cover farming and food-chain businesses development. Nevertheless, implemented activities have not solved mentioned problems. Very often it has resulted in the increased differentiation between majority of poorest and richest citizens as well urban and rural areas. Researches show that innovative rural area development is necessary. One of possible solutions could be development of tourism industry. Lithuanian rural regions still have preserved rich local heritage and folklore traditions, many historical and craftsman-made monuments. The performed research is based on the issues how much rural areas are attractive to cultural tourism development and what measures of competitiveness strengthening should be undertaken by municipality and private business owners in order to encourage the tourism development in the rural regions. The object of research is the cultural tourism development in Tauragė district. The research aims at the identification of touring potential possibilities and development of cultural tourism industry competitiveness in Tauragė district. The performed research highlights the possibilities for the national and international cultural tourism route development in Tauragė region and demonstrates topics to be included in strategic planning documents and national development programs.

**Keywords:** cultural tourism, rural regions, tourism industries development, competitiveness.