PROGRAM

of 14th Prof. Vladas Gronskas

INTERNATIONAL SCIENTIFIC CONFERENCE

Vilnius University Kaunas Faculty
5th of December, 2019

VILNIUS UNIVERSITY
KAUNAS FACULTY

14th Prof. Vladas Gronskas
International Scientific Conference

December 5, 2019, Kaunas, Lithuania

CONFERENCE PROGRAM

10:30–11:00 REGISTRATION (Vilnius University Kaunas Faculty, *Entrance hall in Building 4*, Address: Muitinės str. 8, LT-44280, Kaunas), **coffee** *("Žalčio menė" (next to Room X))*

11:00–11:05 OPENING OF THE CONFERENCE (*Room X*)
The Head of Institute of Social Sciences and Applied Informatics of Vilnius University Kaunas Faculty **Dr Giedrius Romeika**

KEYNOTE SPEAKERS (*Room X*)
- ❖ **Dr. Loreta Tauginienė** Ombudswoman (Office of the Ombudsperson for Academic Ethics and Procedures in Lithuania)
    Crossing Ethical Lines in Economics
- ❖ **Edita Znutienė** HR Manager (Cognizant Technology Solutions Lithuania)
    21 Jobs of the Future. When Machines do Everything, Lots of People Wonder What Will We Do? What Work Will be Left for People?

12:00–13:15 POSTER SESSION and LUNCH BREAK: (Vilnius University Kaunas Faculty, *"Žalčio menė" (next to Room X)*)

13:30–16:00 PARALLEL SESSIONS (A, B)

16:00–16:30 AWARDS (The best presentation from each session) and **CLOSING OF THE CONFERENCE** (*Room X*)

PARALLEL SESSIONS

SESSION A: DEVELOPMENT OF BUSINESS, INNOVATION AND ENTREPRENEURSHIP (*X aud.*) Moderators: Prof. dr R. Čiegis, Assoc. prof. dr R. Pušinaitė-Gelgotė	
13:30	**Artur Shirinian (Kyiv National Economic University named Vadym Hetman, Ukraine)** Key Performance Indicators in Insurance
13:45	**Svitlana Tytarenko (National University of Food Technologie, Ukraine)** State Regulation of Investment Activity in the Ukrainian Economy
14:00	**Solvita Kristone, Ilze Sproge, Sandra Jekabsone (University of Latvia, Latvia)** The Role of Research and Development Investments as a Factor for Economic Growth and Competitiveness
14:15	**Deimantė Šulskytė (Kaunas University of Technology, Lithuania)** Logistics Sector Impact in the Context of Sustainable Development
14:30	**Dovilė Balevičienė (Vilnius University, Lithuania)** Immigrant Diversity Management Practices in Lithuania
14:45	**Rasa Valaitytė (Vilnius University, Lithuania)** Peculiarities of Social Business Activities in Lithuania
14:30	**Julius Kasnauskas (Kaunas University of Technology, Lithuania)** Feasibility study of cleaner heat production projects in Klaipeda
14:45	**Salman Farris Kalathil Puthiyapurayil (Lithuanian Sports University, Lithuania, India)** Information and Communication Technology in Football
15:00	**Viktorija Janavičienė (Vilnius University, Lithuania)** Modern Technology Effects on Knowledge Management Development
15:15	**Edgars Vītols (University of Latvia, Latvia)** A Pension Adequacy and Sustainability Trade-off in Latvia
15:30	**Laura Jančiauskaitė, Austė Ripkauskaitė, Kristina Lakickaitė, Tadas Abromavičius, Marijus Ražanskas (Vilnius University, Lithuania)** Corporate Sustainability Impact on Reputation and Customer Behavior
15:45	**Ignas Mikalauskas (Vilnius University, Lithuania)** Sustainable & Socially Acceptable Energy Sector Coupling
16:00	**Emine Nazif (Shumen University „Bishop Konstantin Preslavski", Bulgaria)** Innovations Planning
16:15	**Elif Tuğba Şimşek (ELTE-Eötvös Loránd University, Hungary)** Urban Cooperatives on the Basis of Solidarity Economy in Hungary
16:30	**Ieva Vitkauskaitė (Vilnius University, Lithuania)** Business Models of Film Production Companies

SESSION B: DEVELOPMENT OF BUSINESS, INNOVATION AND ENTREPRENEURSHIP (*J. Jasaičio aud.*)	
Moderators: Prof. Dr E. Jasinskas, Dr G. Romeika, Assoc. prof. dr I. Šarkiūnaitė	
13:30	**Evelina Senkevičiūtė, Raminta Pučėtaitė (Vilnius University, Lithuania)** Individual and Institutional Factors of an Innovation in Culture Organizations
13:45	**Ivona Georgieva, Slavka Georgieva (Shumen University „Bishop Konstantin Preslavski", Bulgaria)** Regarding Some Aspects of Conflicts Within the Organization
14:00	**Oksana Pavlova (Vilnius University, Lithuania)** Flexible Working Arrangements ant It's Effect on Competitive Advantages of organization
14:15	**Antanas Ūsas (Vilnius University, Lithuania)** Consumer Loyalty Interfaces With Website Quality
14:30	**Urtė Sturienė (Vilnius University, Lithuania)** Internet Marketing Tools
14:45	**Andrėja Juršė, Aistė Makackaitė, Gabija Jakutytė, Laura Kievišienė (Vilnius University, Lithuania)** The Intersection of Cultural Dimensions, Social Media Usage and Consumer Purchase Intention
15:00	**Rūta Repovienė (Vytautas Magnus University, Lithuania)** Content Marketing Solutions for the Creation of Customers' Value in the Tourism Sector
15:15	**Ugnė Pavlovaitė (Vilnius University, Lithuania)** Audience Development of an art Organisation in Terms of Relationship Marketing
15:30	**Viktorija Kovanovienė, Raminta Mačytė, Rasa Petkevičiūtė, Greta Zaikauskaitė (Vilnius University, Lithuania)** The influence of marketing tools on consumer behavior and its assessment
15:45	**Edgaras Abromavičius, Lina Pilelienė (Vytautas Magnus University, Lithuania)** Product Placement Effectiveness in Virtual Reality Sports Broadcasting
16:00	**Skaistė Jurėnė (Vilnius University, Lithuania)** Mapping Audience Engagement of Cultural organizations
16:15	**Skirmantas Mačinskas (Lithuanian Sports University, Lithuania)** Padel tennis promotion oportunities in Lithuania
16:30	**Atche Islam, Rezmie Djelilova (Shumen University „Bishop Konstantin Preslavski", Bulgaria)** Specific Dimensions of Leadership in Project Management
16:45	**Indrė Ščiukauskė (Vilnius University, Lithuania)** The Connection Between Employer Brand Equity and Service Brand Equity
17:00	**Dovilė Peseckienė (Vilnius University, Lithuania)** Art gallery visitors' motivation

Kaunas
Faculty

ABSTRACTS

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Content of abstracts

Content of posters

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Product Placement Effectiveness in Interactive Media

Keywords: product placement, effectiveness, video games, virtual reality.

Product placement effectiveness in interactive media is one of the most relevant topic in the media world. Research aims at discovering virtual reality platform features. This growing media platform is becoming more and more popular entertainment system in every user`s home. The goal of this research is to investigate the product placement effectiveness in virtual reality during sports broadcasting show and to compare results to other media platforms (TV, video games).

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Immigrant Diversity Management Practices in Lithuania

Keywords: cultural diversity, diversity management, immigration.

According to OECD report "International Migration Outlook 2016" there are over 15 mln. migrants around the world, which makes up more than 10% of working age population. Forecasts suggests, that these numbers will continue to grow. Influence of mobility of a society caused by globalization, is perceived not only on a country but also on an organizational scale, where an increase of diversity and demand for diversity management is encountered (Lozano ir Escrich, 2017). According to Mor Barak et al (2016), diversity management encompasses organization strategies and programs intended for employment, involvement, career development and human resource preservation for those with cultural identities differing from those of the majority of organizations employees. Cultural diversity management is currently receiving increasing research intensity, however, the topic is rarely analyzed in Lithuania. Therefore, this study aims to investigate immigrant diversity management practices. Research objectives: 1. Categorize immigrant diversity management practices; 2. Empirically analyze immigrant diversity management practices in Lithuania. Qualitative empirical research was conducted using 5 case studies.

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Regarding Some Aspects of Conflicts within the Organization

Keywords: conflict, critical situation, organization, conflict resolution strategies.

The presentation looks at some of the aspects of conflicts within the organization. Issues leading to conflicts are discussed as an integral part of organizational life. The main types of conflicts are characterized and emphasized that regardless of the outcome of the conflict it's consequences have a certain impact on the organization which may cause not only negative but also positive outcome.

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Specific Dimensions of Leadership in Project Management

Keywords: leadership, project team, project management.

The report focuses on some specific dimensions of leadership in project management. Consideration is given to a set of factors that influence effective leadership in the project team. It is pointed out that in an environment of uncertainty and complexity, more and more organizations are moving towards a team approach for implementing project activities, thus striving to overcome the challenges of the environment in which they operate.

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Modern Technology Effects on Knowledge Management Development

Keywords: knowledge management, blockchain.

An advent of blockchain technology and blockchain-based applications have opened a new research area particularly in the field of knowledge management. Even though few studies already exist on a blockchain technology application, organizations still don't have enough practical knowledge. Research begins by rising such questions what areas of knowledge management are affected the most by emergence of modern technology and what are the most important research areas reported in the scientific articles and papers on blockchain technology application in economics, finance and management? Research aims at discovering what effects modern technologies have on knowledge management development.

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Corporate Sustainability Impact on Reputation and Customer Behavior

Keywords: corporate sustainability, corporate reputation, customer behavior, impact, theoretical modelling.

Increasing concern of environmental and social issues commits business to take responsibility and adopt sustainable development principles into strategic management. It is clear that rising consciousness also impacts and customer behavior as more of them are tend to add sustainability as one the criteria for purchase decision. The scientific problem – how does corporate sustainability impact reputation and customer behavior. The aim – to identify corporate sustainability impact on reputation and customer behavior. 4 tasks were set: 1. To analyze the concept of sustainability and its implementation; 2. To identify the coherence between sustainability, reputation and customer behavior; 3. According to empirical researches, to evaluate corporate sustainability impact on reputation and customer behavior; 4.Based on theoretical and empirical aspects, to create a model that determines the impact of corporate sustainability on companies' reputation and customers' behavior. Positive and sustainable business activity has positive impact on corporate reputation and customer behavior - people are tend to trust, be loyal to the socially responsible and sustainable company, because of this activity customer perceived value increase. Examined researches about corporate sustainability showed significant relationship of sustainable business between the company's reputation and customers' behavior, while brand image takes the mediating role on all of them. The rising concern and need of empirical research determines possible future directions: created theoretic model of the impact of corporate sustainability on customer perceived corporate reputation and customer buying decision behavior shows the relation between these determinants and can be conducted with highly sustainable and unsustainable companies in order to show the importance of sustainable practice for customers.

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Mapping Audience Engagement of Cultural Organizations

Keywords: cultural organizations, audience development, audience engagement, mapping.

A plethora of various factors force cultural organizations to adapt and change rather than stand in one place; this includes growing competition, diverse leisure activities, digitalization processes, audience aging and diminishing, and decrease of the national budget for culture. In order to survive or adapt to new tendencies, cultural organizations must implement audience development and diversification. In this article, we suggest viewing the concept of audience engagement integrally while evaluating and analyzing the concept of mapping. The created relations between audience engagement elements and the prototype of encouragement measure mapping can help cultural organizations to efficiently measure and evaluate actions needed in order to coordinate and choose effective audience engagement measures. The empirical part of the article includes a study of 18 Kaunas city cultural organizations that revealed that organizations pay attention mostly to online activities, especially when speaking about such categories as accessibility and cognition; however, there is a lack of collective creation and more active audience engagement into program development as well as discussions and original additional context.

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The Intersection of Cultural Dimensions, Social Media Usage and Consumer Purchase Intention

Keywords: social media, cultural dimensions, consumer purchase intention, consumer behavior.

The role of social media in today's life is almost imperative. Social media platforms, such as "Facebook", "Instagram" or "Youtube" are widely used all over the world. Above all, social media became a global phenomenon which has dramatically changed the concept of cross-cultural communication not only between individuals but also brands and consumers. A variety of social media platforms provide a new channel to acquire information through peer communication, thus influencing consumer purchase intention. Although diverse cultures have different cultural backgrounds, affecting the acceptance of social media usage. In order to broaden the understanding of this rapidly changing field this paper provides a framework, based on Hofstede's dimensions and Technology Acceptance model, for examining the intersection of cultural differences, social media usage and consumer behavior to set the agenda for future research.

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Feasibility Study of Cleaner heat Production Projects in Klaipeda

Keywords: cleaner production, warm, innovation.

This article is based on the district heating network system of Klaipeda city, which was intended to increase environmental efficiency by implementing pollution prevention methods. Problems of the heat production process were identified through interviews with the staff and a material and energy balance was made for the initial environmental assessment. From the identified problems, the most significant ones with the greatest environmental impact were selected. For the most significant problems was selected innovations that could reduce the environmental impact. Using environmental and economic assessment, was compared selected innovations and the current situation and defined that selected innovations are cleaner production projects.

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The Influence of Marketing Tools on Consumer Behavior and Its Assessment

Keywords: the influence of marketing tools, marketing communications, consumer behavior, consumer decision-making process, consumer behavior assessment.

The article aims to analyze and evaluate the influence of marketing tools on consumer behavior. In order to investigate the topic, a thorough analysis of scientific literature was performed and followed by systematization and generalization of different theories and academic sources. The research revealed that the use of various marketing tools such as advertising and online communication through social media or blogs allows to gain exposure for businesses and have a positive impact on consumer behavior. On the other hand, it is important to note that both micro and macro environment have to be taken into account as individuals might make different decisions based on the surrounding cultural, social and market contexts. Based on the proposed theoretical model of the influence of marketing tools on consumer behavior, there is a positive correlation between sociological variables, external stimuli and marketing communications. The holistic model should be empirically validated and revised once investigated in practice.

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The Role of Research and Development Investments as a Factor for Economic Growth and Competitiveness

Keywords: Latvia, research and development (R&D), competitiveness.

Development of science and research is fundamental for economic growth as well as competitiveness of a country. The topic will analyze an impact of ten EU-funded activities on the main characteristics of the Latvian science and innovation system - human resources, networks, internationalization of science, cooperation with business, research infrastructure, quality of scientific activity and its efficiency. Objectives of the article are: 1) to review the amount of EU funding in the last two programming periods to support development of science, research and innovation; 2) to evaluate its impact on the functioning of Latvian scientific institutions (HEI); 3) to evaluate the sustainability of the results obtained within the support activities. Scientific methods used in the research: analysis of scientific literature, empirical analysis, grouping, comparison and decomposition of data.

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Padel Tennis Promotion Opportunities in Lithuania

Keywords: padel tennis, sport management, sport marketing, sport promotion.

As of this day, paddle tennis is one of the fastest growing sports in the world. More and more people start to play it, and the interest in the sport only increases. Today, International Padel Federation aims to help it become an Olympic sport, and the process looks promising, as padel tennis meets all the necessary requirements for this purpose.
However, in Lithuania it's an absolutely new sport, just taking its first steps and it can be argued that in order to make this sport more popular, a lot of work has to be done. Thus, the aim of this work is to identify opportunities to promote padel tennis in Lithuania, finding what solutions could help it make more popular, based on the experience of other countries. Research objectives: 1. Analyze theoretical aspects of sports marketing, substantiating the possibilities of sports promotion; 2. Determine the level of exploration for padel tennis promotion; 3. Based on the results of the research, reveal possibilities of padel tennis promotion in Lithuania.

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Sustainable & Socially Acceptable Energy Sector Coupling

Keywords: sustainability, social acceptance, energy technologies.

Energy sector coupling has become more and more important in the context of sustainability. It is difficult to evaluate how society accepts new changes in the energy sector and what are the determinants that lead to accepting new and clean energy technologies. The paper provides theoretical knowledge about a new energy technologies social acceptance model that can evaluate how the society will accept or decline a new technology. Model runs by theory based on willingness to pay and contingent valuation method. Willingness to pay explains the maximum amount a customer is willing to pay for good that is being received by installing a new energy technology according to sustainable development dimensions – social, environmental and economic.

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Innovations Planning

Keywords: *planning, innovation, innovational activity.*

The report examines theoretical assumptions regarding the nature and importance of innovation. Planning of innovation processes is discussed. Emphasis is placed on the importance of innovation for each organization and the necessary investment of efforts for appropriate innovation planning that provides competitive advantages.

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Flexible Working Arrangements and Its Effect on Competitive Advantages of Organization

Keywords: *human resources management; flexible working arrangements; competitive advantages.*

The rapidly increasing use of flexible working arrangements are prevailing global trends, which are noticeable particularly in business journals. It is observed that many of the leading organizations in the world position themselves as employers of flexible working conditions (Wiryakusuma, Chai, King et al. 2017). Leading organizations are the benchmarks of behavior for other organizations that also compete among organizations at their own level in terms of talent. In order for the consumer to choose the workplace, it is compared to a commodity that also has some idiosyncratic qualities. Personalized solutions have become a matter-of-course phenomena. Contemporary business seeks to transform the workplace into an idiosyncratic one (Marescaux, Winne, 2017). Employees have the opportunity to adjust the workplace to their needs, hobbies and reconcile work with personal life. The aim of the article is to investigate the specifics of flexible working conditions prevailing in the labor market. The main problem of the article is how flexible working conditions affect the competitive advantage of organizations.

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Audience Development of an Art Organisation in Terms of Relationship Marketing

Keywords: *art organisation audience, relationship marketing, public sector institutions, audience development, biennial of contemporary art.*

The main purpose of this presentation is to analyse the peculiarities of development of an art organisation's audience in terms of relationship marketing. The problem of this research: What kind of relationship marketing tools allows to identify and develop the audience of art organisation? The presentation conceptualises audience of art organisation, introduces the main art organisation audience's groups and analyses the concept of relationship marketing in the context of art organisations. It concludes that arts organisations use appropriate relationship marketing tools to identify, establish and maintain long-term relationships with their audience, for which the arts organisation provides additional organisational resources related to communication. A qualitative study was chosen in order to empirically test the functioning of the theoretical model of the biennial as an art platform in terms of relationship marketing. Research data is collected using a qualitative (structured - standardised interview) research method. Following the analysis of the scientific literature and the empirical research data, the guidelines for the development of an art organisations in terms of audience development were created.

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Art gallery visitors' motivation

Keywords: *Meno galerija, lankytojas, motyvaciniai veiksniai, J. Falk, Kauno paveikslų galerija.*

Pranešimo tikslas – pristatyti meno galerijos vartotojų motyvacinius veiksnius, kurie siejasi su socialiniais, estetiniais, pažintiniais, rekreaciniais žmogaus poreikiais. Pristatoma J. Falk su identitetu susijusios lankymosi meno institucijoje motyvacijos teorija, bylojanti, kad lankytojų patirtis prasideda dar prieš apsilankymą meno institucijoje ir yra sutelkta į vartotojo požiūrio (tapatybės) patvirtinimą. Vartotojų motyvacija lankytis meno institucijoje priklauso ne tik nuo institucijos teikiamų pasiūlymų ir jų vertės vartotojui, bet ir nuo prieinamumo, supančios aplinkos, darbuotojų bendravimo kultūros. Pranešimo metu bus pristatomi Kauno paveikslų galerijos paslaugų vartotojų motyvai, lūkesčiai ir organizacijos teikiamų pasiūlymų vertinimas, gauti tyrimo „Vartotojų lūkesčiai vizualaus meno institucijose" metu.

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Information and Communication Technology in Football

Keywords: *technology, innovation, FIFA, big data.*

Aim - To find out the impact of Information and Communication Technology (ICT) in football. Goals - To understand the advantages and disadvantages of ICT on football, how the ICT helps the performance of player and team? how the ICT helps the football business? how BIGDATA is used in football? Conclusion - ICT are changing our everyday life. New ideas are the driving force of the football industry for improving comfort, safety and performance aspects for the players and referees on the pitch.

Repovienė Rūta

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Content Marketing Solutions for the Creation of Customers' Value in the Tourism Sector

Keywords: *content marketing, customer value, the tourism sector.*

In a landscape of increasing customer/firm interactions in digital space, content marketing which aims to generate prospects and sales, to foster customers' brand engagement, brand awareness and trust, is on the rise. Notwithstanding, despite significant marketing specialist interest, scientific content marketing research is not widely developed. Therefore, it encourages the need for new studies in content marketing field. Presentation will introduce theoretical aspects of content marketing solutions for the creation of customers' value in the tourism sector. The aim of presented research is to determine how to model content marketing solutions for customers' value creation in the tourism sector. It leads to a proper implementation of content marketing in the tourism sector. Presentation is based on theoretical analysis and results it shows that content marketing solutions could be model for customers' value creation, through the extension of particular components of customers' value.

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Individual and Institutional Factors of an Innovation in Culture Organizations

Keywords: innovation, innovation factors, cultural centers.

This research aims to highlight the stimulating and limiting innovation factors in Lithuanian cultural centers. It is prompted by increasing competition in entertainment and leisure industry and the inevitability of public cultural and art establishments such as museums, libraries, cultural centers, etc. to compete with other organizations offering commercial services and entertainment. In the 21st century, in order to survive and be attractive, public cultural organizations need to innovate and offer attractive, modern solutions. Therefore, in order to identify factors that promote and/or restrict innovation in cultural centers, individual (creativity, risk tolerance, initiative) and institutional (leadership style, leadership, organization culture, organization size and structure) (Stripeikis, Ramanauskas, 2011; Damanpour, 1991; Damanpour, Schneider, 2009) factors were explored.

Empirical data were collected in Lithuanian cultural centers, as one of the most popular cultural education institutions that are accessible to all social groups. However, as mentioned in the "Law on the approval of regional cultural development for the years 2012 – 2020" act (2015), not all cultural centres in operation are able to create the conditions for innovative forms of culture. In order to compare the results obtained, empirical data were collected from 5 cultural centres (3 intensively innovating and 2 low-innovating or not-innovating) using the questionnaire survey, interview, document analysis methods to develop case studies. The results of the data analysis show that the organisation's large size and flat structure mostly stimulate innovation in culture centres. Innovation is easier to deploy in institutions where managers provide greater creative freedom to employees. Factors limiting innovation are funding, understaffing, lack of competencies and lack of time as well as excessive workload.

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Urban Cooperatives on the Basis of Solidarity Economy in Hungary

Keywords: urban cooperatives, Gólya, cooperatives in Hungary, solidarity economy.

This work aims to see the potential and limits of new urban cooperatives based on the Solidarity Economy in Hungary. Indeed, before passing to the market economy, there has been an attempt to construct a socialist economic model under the influence of the Soviet Union from 1949 to 1989 in Hungary. This case created distinctive experiences in Hungary's cooperative history, and its impact on the present is important. Starting from this point, first, I will discuss the meaning and importance of solidarity economy and cooperatives at present. Following, I will analyze the potentials and limitations of urban cooperatives to create solidarity economy through concrete examples from Hungary. One of the main example will be Gólya, an alternative cooperative pub in Budapest. To analyze the phenomena, I conducted semi-structured interviews with the members of the Gólya and made participant observation in 2019.

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Key Performance Indicators in Insurance

Keywords: key performance indicators, insurance market, service customers, price, load, number of contracts, profitability.

Key Performance Indicators (KPIs) determine the efficiency of activity of market players. The new and urgent problem is to determination of KPIs for insurance. ***The aim of the study*** is to develop a system of KPIs of the insurance market for: i) government bodies, ii) investor-owners of companies, iii) insurance undertakings and iv) potential customers of services. ***The methodology*** is based on the elements of financial analysis in terms of the formulation of KPIs at the microscopic level and on the statistical analysis at the macroeconomic level of the insurance market. We use the methodology and new approach of Prof. Lada Shirinyan. ***Results.*** For the first time we develop and classify a set of KPIs for different participant of Ukrainian insurance market. Among the KPIs there exist the following: percentage of insured population, level of insurance indemnity, solvency margin of insurers, margin of competition, the price of the service, the level of insurance compensation, the speed of payments etc. Each KPI has a mathematical formulation and a condition for ensuring efficiency.

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Internet Marketing Tools

Keywords: internet marketing; marketing goals; impact of internet marketing tools.

In today's world, every business organization can pursue marketing goals online. Choosing the right internet marketing tools or combining several can be significant in reaching your target audience. Therefore, without precise criteria for assessing the impact of internet marketing tools on business organizations, it is difficult to choose the most appropriate tools to compete with other business and achieve their goals. This work aims to investigate the impact of online marketing tools on business organizations. To achieve this goal, tasks such as analysis of the internet marketing concept and disclosure of the impact assessment criteria were solved. The results have shown that there is no unanimous scientific definition of the term and concept of internet marketing tools. Also, the impact assessment criteria have many components: positive and negative, long-term and short-term, financial and non-financial. All combinations of the listed exposure criteria are possible, and it could be measured through surveys and marketing metrics.

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The Connection between Employer Brand Equity and Service Brand Equity

Keywords: employer, employer brand, equity, impact.

Employer brand and service brand are integral parts of service organization's branding, but there is a lack of research about the impact of employer brand equity on perceived consumer service brand aspects, as well as the lack of clear impact to their buying behavior. Consequently, determining the impact of employer brand equity on the service brand consumer's equity perception from the service user's perspective answers how it can be managed not only from employee's perspective but also through service users, which guarantees synergistic benefits to the organization. After the theoretical and empirical research analysis the main finding of connection between employer brand and service brand equities is revealed.

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Logistics Sector Impact in the Context of Sustainable Development

Keywords: logistics sector; sustainable development; impact evaluation.

Logistics activities in the context of global economy are necessary for ensuring the global competitiveness of other sectors and comprehensive development of the country. In the recent years, the concept of sustainable development is changing the meaning of economic growth. Taking into account the meaning of logistics and principles of sustainable development, the main aim of the presentation is to assess impact of logistics sector on sustainable development. In order to achieve this aim theoretical concepts of sustainable development, logistics and its' relationship is disclosed, as well as key macroeconomic indicators and indexes are identified and applied when evaluating logistics sector impact on sustainable development. Findings indicate that in the context of European Union countries, logistics sectors reflecting transport and IT factors significantly influences different indexes of sustainable development.

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State Regulation of Investment Activity in the Ukrainian Economy

Keywords: investments, investment activity, investment efficiency, state regulation.

Investments as an economic category are characterized as the costs of creation, expansion, reconstruction of fixed capital and related changes in working capital. **The aim of the study** is the theoretical and methodological foundations of investment activity in the economic sectors and to identify the main directions of effective regulation of investment activity in the Ukrainian economy. **The methodology** of the study is the empirical method of scientific knowledge. We use the methodology and new approach of Prof. Svitlana Gutkevych. **Results.** The effectiveness of investments depends on their optimal distribution in individual industries and the state regulation. State regulation of investment activity in Ukraine is carried out on the legal basis according to the Law of Ukraine "On Investment Activity", as well as more than 100 other regulatory acts in matters of investment activity. This explains the need to prioritize structural changes in the economy and justify funding sources. State regulation of investment activity is carried out with the purpose of realization of economic, scientific, technical and social policy and is an important element of development in the Ukrainian economy. A favorable investment environment is formed and is carried out by the participation of the state in investment activity to create favorable conditions for investment. In order to consider issues related to the state regulation of investment activity in the Ukrainian economy, it is necessary to formulate the ways in which this regulation is implemented and to identify the main directions of effective regulation.

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Consumer Loyalty Interfaces With Website Quality

Keywords: consumer loyalty, interfaces, website quality.

Customer loyalty is vital to the survival of online stores. The pursued goal analyses the ways how to engage more customer's loyalty by using different website quality tools. How to link website quality and consumer loyalty? Consumer understand quality and loyalty throughout easy to use, content, good image, trust, functionality and inclusion factors. To ensure the quality of the website certain actions are carried out: planning and design, implementation, overview and evaluation.

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Peculiarities of Social Business Activities in Lithuania

Keywords: social business, social innovations, conception, criteria for determination, Lithuania.

The aim of the presentation is to reveal the peculiarities of social business activities in Lithuania. It is going to be implemented by 1) systematizing the concept of social business and identifying the constitutional characteristics of it 2) analyzing the aspects of legal framework of social business in the European Union and its examples of good practices 3) identifying the specificity of social business expression in Lithuania. The results of the analysis of social business cases in Lithuania reveal the peculiarities of this kind of business.

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Business Models of Film Production Companies

Keywords: business models, business models of film production companies, film production companies, business model types, business model elements.

Various technological changes, increasing globalization have created a global film industry and accelerated competition. In order to remain competitive on the international market, companies need to develop their business models as this is the "foundation" for business continuity enabling new forms of business to emerge, identifying market failures as well as key components of a business plan.

The conference report provides an analysis of business model elements by distinguishing between value creation, value proposition and value capture sub-constructs and their components. It also introduces an analysis of ten business model types of film production companies, their interrelationships and how they are influenced by major film policy models according to the level of state control in the film industry.

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A Pension Adequacy and Sustainability Trade-off in Latvia

Keywords: fiscal policy, pension system, sustainability.

The adequacy and sustainability of the pension system has been a topical issue in the scientific literature for a long time. This issue is particularly relevant in Latvia, where, although the pension system is considered to be sustainable, in 2017, 50.4% of pensioners over 65 years old had disposable income below the poverty risk threshold. The aim of this research is to analyse sustainability and adequacy of the pension system in Latvia. In order to achieve this aim, following tasks were set: to determine the replacement ratio for pensioners; to evaluate sustainability of the pension system on the basis of long-term demographic projections; to analyse whether it is possible to increase the replacement ratio without endangering sustainability of public finances and to estimate how costly it would be. Author concludes that the pension system in the long-term does not provide adequate income for pensioners.

POSTERS

of 14th Prof. Vladas Gronskas

INTERNATIONAL SCIENTIFIC CONFERENCE

Vilnius University Kaunas Faculty
5th of December, 2019

Kipras Daknevičius, Tautvydas Januška, Auksė Kuprijanovaitė, Emilia Liuimaitė

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Dead man's switch

Tautvydas Januška, Kipras Daknevičius, Emilia Liuimaitė, Auksė Kuprijanovaitė

Informacijos sistemos ir kibernetinė sauga
Vilniaus universitetas Kauno fakultetas

Projekto idėja

Pasaulyje didėjantis informacijos kiekis, bei jos skaitmeninimas sukuria didelį iššūkį technologijoms kurios naudojamos informacijos greitam ir saugiam perdavimui, saugojimui, naikinimui ir kt. Informaciją galima manipuliuoti skirtingais būdais, tačiau vienas saugiausių būdų apima informacijos šifravimą ir tos informacijos manipuliavimo modelį. Šiais atributais pasižymi „Dead man's switch" modelis. Šis modelis šifruoja informacijos įvestis sukurtas vartotojo per „Telegram" platformą. Ir tą informaciją netiesiogiai siunčia kitiems adresatams. Tačiau saugi informacija nėra efektyvi jei jos negali efektyviai naudoti tam naudojamas mūsų sukurtas „BOT" servisas, kuris naudodamas „Telegram API" sąsają realizuoja visas informacijos manipuliavimo funkcijas kurių gali prireikti vartotojui. Taip vartotojas gali saugiai manipuliuoti informacija, siųsti informaciją skirtingiems adresatams nustatydamas išankstinius nustatymus, naikinti saugomus duomenis, šifruoti duomenis, pilnai juos valdyti.
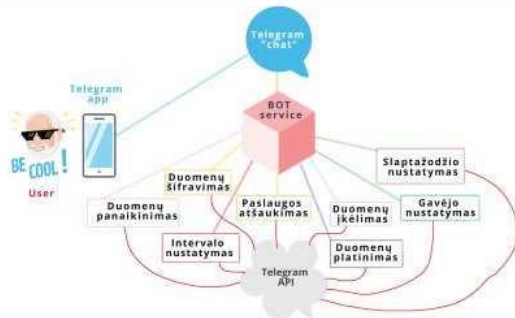
Tikslas

Pagrindinis tikslas kurio siekia „Mirties ciklonas" sukurtį paslaugą, kuri sukuria patį paprasčiausią būdą vartotojui valdyti informaciją virtualioje erdvėje. Lengvas vartotojo valdymas, sudėtingas sistemos darbas atliekant funcijas. Toks santykis yra siekiemybė mūsų komandai.
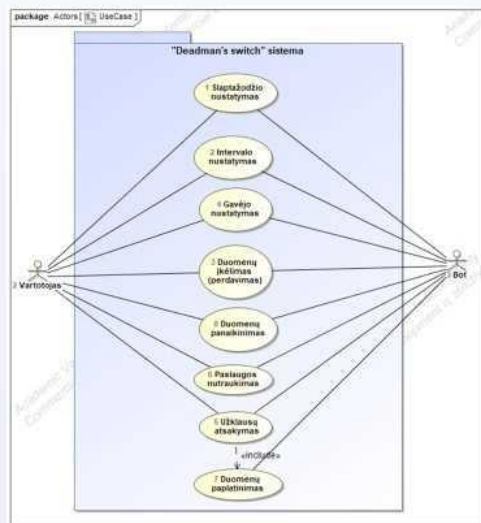
Analizė

Komandai atlikus „AHP" komanda rado pagrindines funkcijas kurios reikalingiausios naudojantis šia paslauga. Balsavimo metu buvo nutarta, jog šios funkcijos buvo pačios svarbiausios: duomenų panaikinimas, duomenų perdavimas, paslaugos atšaukimas.

Hierarchy with Consolidated Priorities

Selected participants: All

Decision Hierarchy		
Level 0	Level 1	Glb Prio.
Veiklos procesai	Vartotojo prisijungimas 0.054	5.4%
	Vartotojo duomenų šifravimas 0.034	3.4%
	Boto tikrinimas 0.043	4.3%
	Vartotojo registracija 0.038	3.8%
	Duomenų šifravimas 0.031	3.1%
	Duomenų panaikinimas 0.187	18.7%
	Paslaugos sąlygų pakeitimas 0.034	3.4%
	Duomenų pasirinkimas 0.031	3.1%
	Gavėjo pasirinkimas 0.031	3.1%
	Duomenų perdavimas 0.243	24.3%
	Paslaugos atšaukimas 0.240	24.0%
	Slaptažodžio keitimas 0.034	3.4%
		1.0

Informacijos modelis

Šiame modelyje yra pavaizduotas vartotojo objektas, kuris turi "VartotojoID" pagal kurį, "Bot" gali susieti vartotojo sugeneruotus siuntinio objektus su jiems skirtais gavėjais. Vienas vartotojas gali turėti daug siuntinių. Vienas siuntinys gali turėti daug gavėjų.

Vartotojas
VartotojoID
Intervalas
Slaptažodis

Siuntinys
SiuntinioID
VartotojoID
SiuntinioFailas
GavėjoID

Bot
BotID
VartotojoID

Gavėjas
GavėjoID
GavėjoDuomenys
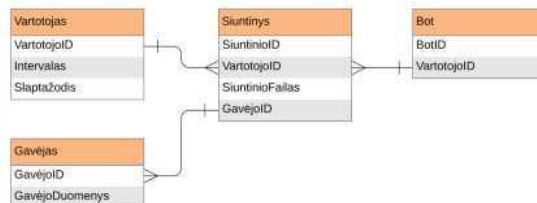
Kodėl mes?

Dažnai iškyla klausimas, jeigu viskas taip paprasta kodėl jūs? Atlikus konkurentų analizę kiekvienas potencialus konkurentas turėjo tik atskirus fragmentus ką siūlome mes. Taigi mes apjungiame visus funkcionalumus kurių gali reikėti vartotojui tuo išsiskirdami. Taip pat naudojame vieną saugiausių platformų saugos atžvilgiu. Esame lankstūs paslaugų atžvilgiu. Vartotojas moka tik už tai ko jam reikia ir nemoka už funkcijas kurių jis nenaudos, tuo mūsų konkurentai nepasižymi.

Funkcijos	Konkurentai	"Mirties ciklonas"
Efektyvus naudojimas	✘	✔
Pilnas funkcionalumas	✘	✔
Saugus talpinimas	✘	✔

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Sharing System for Everyone Online
"All Share"

Kaunas Faculty

Kaunas Faculty

Kiril Krutiajev, Haoling Liu, Victor Klymok, Amin Karimov
Kaunas Faculty, Vilnius University

Introduction

More and more companies like "Citybee" and not so long time ago "Bolt" are developing renting strategy which allows users to rent cars, bicycles and scooters. Furthermore there are also companies that a low people to rent their play systems, laptops or computers. Looking at this, brings a thought, why not give this ability to all users or other companies to ease any item, equipment or vehicles they might have to other people having their own rules. The idea is to create an online place, where people would be able to do that and meet or send an item or equipment by post.

Problem Definition

Problem

The issue is that every item is different and sometimes there might be problems like stolen equipment or fail to distinguish who broke it or damaged it. Also the item can be stolen and never found. Not returned item on time can also bring problems, because other user or owner might have plans to use it on the time of return.

Proposal

Make a registration with passport and live photo made during registration, so in case of misunderstanding, not returned on time item or broken, the person would be found, in case the problem would not be solved through help desk or one on one, police will be involved.

In case when the item was stolen and person tried to hide with the rented item, the person gets a notification, that if he soon will not return an item, the police will be involved and not have a good explanation he will be **get a penalty** if he will not return an item in some period of time. Having a permanent ban in the system means that he will not be able to register in the system.

To **estimate possible amount of care** for the rented item, ranking user system is developed, where depending on the reviews (1-5 stars/dislike/neutral), the person will have a permission from the person who gives rent. In case when the user don't have enough rating, other user which has enough rank **can vouch for that** user and in case problems occur the voucher will be responsible, while other user will get a rank up in case there would be no problems. In case of problems, both the voucher and the user who was vouched will receive same penalty.

Objective

The idea is to create the system in which people will be able to rent **absolutely everything that can be rented. The system can be used by any person or company.** Rating system will be used as ultimate show of trust in the person or company.
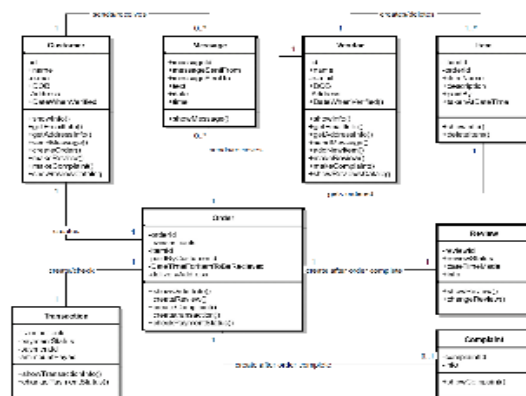

Figure 1. System Class Diagram.

Methodology

Hybrid methodology made out of elements of Kanban and Waterfall methodology, also using Agile software development was used

- Each task is assigned to the stage group (Requirements, Design, Implementation, Verification and Maintenance), which must be completed, to start next stage. There can also be extra layers which will work as pre-implementation as an example.
- Each task is inside the card, which any associated developer with that stage group can take and start working on, dragging the card to the **"In process"** section.
- In case if other developer finished his card and there're no free cards in "to do" section he should help other developers from his group to finish their cards, but only if the **developer or developers are agreed to be helped.**
- When the task is done, it goes to the "testing" section, after which is checked and tested if possible and goes to "done" section and then is combined with all the other completed tasks from the stage group and goes to testing and verification by the client and the department which is responsible for this group.
- If changes must be made, after the task which needs to be changed is found and returned to "need correction" section.
- The cycle continues until all tasks in the stage group are accepted.
- All the work is tracked by Agile Dashboard which shows the current progress state with the predictions when the project should be completed considering the previous work of the team.

Complaint Activity

In case the user will have a complaint about the user who gave or took rent, he/she can fill the application form, where he will propose his dissatisfaction about the item being broken after or before use. The support desk then decides whom to blame, who will face the consequence and pay the penalty for item returned late, broken, malfunctioning for some guaranteed reason or stolen.
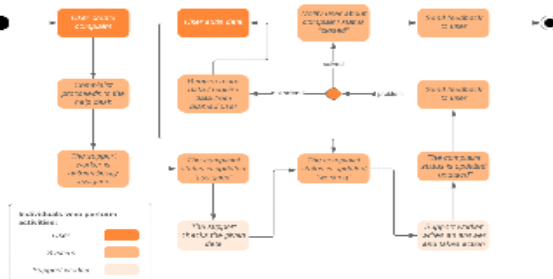

Figure 2. Complaint Activity Diagram.

Study Scope

For the study scope our team simplified the idea and took a shisha as the only item for rent. We tried to simplify the idea, eliminating delivery and storage leaving it to the people which will give rent. The project became more financially available, because it would allow to make it as a **Partnership and not Limited Liability Company.** We took shisha for example, because it is the item which will require additional coal and tobacco, which can only be sold. Problem with tobacco is that you need to have the license for selling it. Because of this issue, **the vendor which would rent a shisha with tobacco, would need to have license,** otherwise, he is not permitted to sell it or include in rent package.

Different items have **different aspects which is difficult to maintain.** Also having everything for rent, means taking the responsibility to support any item, which can have specific rules sometimes, providing help and safe ground for everyone involved.

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MusicYantra

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Students of Information system and cyber security course.

Introduction

As a project we will be creating a website which will give user a new experience of buying the musical instruments. Users can listen the recorded sound of the instruments. All we are trying to do is to change the way users buy musical instruments.

Procedures

With our market analysis we know that Revenue in the Musical Instruments segment amounts to US$32,590m in 2019. And is Expected to grow year by year as shown in the diagram below.

Results

As market is getting bigger this gives us a very good chance of introducing our business with following innovative ideas:-
We will have a feature which will let the user listen the sound of the instruments.
We will also give the option of renting the instruments.
We are also including local vendors with our project. Which makes us faster than our competitor.
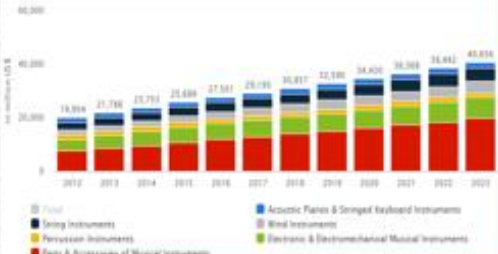These features differentiate us from our competitors.

Future Work

We are planning to implement all the functionality that we have discussed in addition with the basic one.
To improve the reachability to the users we may create a mobile application.

References

Sales report is referred from statista.com
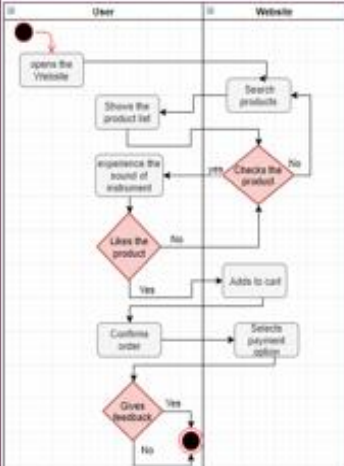Photos in the layout are from the internet.
(various sites)

Below diagram shows how users will interact with the website.

Conclusion

This is the example of basic layout of our website. It will have some major categories of musical instruments like Drums, Guitars and Trumpets. Customer can browse between these categories and if they like a product they go to its page and their we have an option for user to listen the sound of that instrument. After based on that User can decide to buy. We will also provide service of renting the instruments. According to market analysis, musical instruments market Will have a stable growth for upcoming years. This tell us that this is the right time of this business.

Scan QR code to check details of our project.