



**Kaunas  
Faculty**

# **Book of abstracts**

**of 16th Prof. Vladas Gronskas**

## **INTERNATIONAL SCIENTIFIC CONFERENCE**

**2nd of December, 2021**

**Virtual Conference**



Kaunas  
Faculty

**VILNIUS UNIVERSITY  
KAUNAS FACULTY**

# **16th Prof. Vladas Gronskas International Scientific Conference**

**2nd of December, 2021**

## **VIRTUAL CONFERENCE PROGRAM**

### **9:00–9:10 OPENING OF THE CONFERENCE**

**The Head of Social Sciences and Applied Informatics of Vilnius University Kaunas Faculty  
Dr Giedrius Romeika**

### **9:10-10:10 KEYNOTE SPEAKERS**

- ❖ **Prof. Dr Mine Afacan Findikli** (Turkey) – Istinye University, Faculty of Economics, Administrative and Social Sciences, Head of Business Department, MBA Programmes Coordinator  
“A Closer Look at New Deals in HRM Practices: Idiosyncratic Deals and Individualization of Human Resource Management Practices”
- ❖ **Dan James** (United Kingdom) – Founder of Elevate Studio, Creator of Video Content  
“Elevate studios – from recreation to business“
- ❖ **Mindaugas Šatkus** (Lithuania) – Ambassador of "European Capital of Culture 2022"  
"Ambassador, Founder 630  
“630 Do what you can't”

### **10:30–14:30 PARALLEL SESSIONS (A, B)**

### **14:50–15:00 CLOSING OF THE CONFERENCE**

**\*Time Zone: GMT+2**

## PARALLEL SESSIONS

### SESSION A: Development of Business, Innovation and Entrepreneurship, Management and Marketing Solutions

Moderators: Dr Giedrius Romeika, Dr Rasa Bartkutė,  
Assoc. Prof. Dr Ingrida Šarkiūnaitė, Dr Indrė Ščiukauskė

10:30	<b>Oksana Pavlova (Vilnius University, Lithuania)</b> The Impact of Innovative Human Resources Management Tools on Employee Behavior
10:45	<b>Inga Stravinskienė (Vilnius University, Lithuania)</b> Link between Business Process Management Capabilities and Created Benefit of Robotic Process Automation to Organization
11:00	<b>Rugilė Navickaitė (Vilnius University, Lithuania)</b> Information Literacy Problem of Disabled People when Consuming Cultural Products in Regions
11:15	<b>Maria Betts, Anastasiia Kiseleva, Ghilman Haider Bhatti, Lukas Razukevicius, M. Daniyaal Ashraf Janjua, Valentas Kuklis, Priywardhan Sharma, Dalia Krikščiūnienė (Vilnius University, Lithuania/USA, Russia, Republic of South Africa, Pakistan, India)</b> IS project "SeeKaunas" for exploring the best places in Kaunas
11:30	<b>Giedrė Gudauskienė (Vilnius University, Lithuania)</b> Impact of Knowledge Management on the Operational Risk of Modern Organizations
11:45	<b>Dennis Osah, Ingrida Šarkiūnaitė (Vilnius University, Lithuania/Nigeria)</b> The Impact of Work-life Balance Management on Expatriates' Career
12:00	<b>Mahyar Kamali Saraji (Vilnius University, Lithuania/Iran)</b> A Framework for Evaluating the Challenges to Sustainable Smart City Development
<i>Coffee Break – 15 min.</i>	
12:30	<b>Laima Lingytė (Kaunas University of Technology, Lithuania)</b> Links between the Psychological Impact of Advertisement Breaking Stereotypes, Self-Congruence and Brand Attitude
12:45	<b>Boluwatife Alabi, Ingrida Šarkiūnaitė (Vilnius University, Lithuania/Nigeria)</b> The Impact of Workplace Environment on Expatriates' Adaptation to New Workplace
13:00	<b>Jelizaveta Selova (Vilnius University, Lithuania)</b> Consumer Perceptions of Google Ads Advertising: Understanding Consumers' Behavior Across Types of Google Ads
13:15	<b>Arthur Lysenko, Artsem Halkin, Kyrilo Volotovskiy, Mikael Nikolnikov, Vladyslav Oksen, Yehor Yevsieiev, Dalia Krikščiūnienė (Vilnius University, Lithuania/Ukraine, Belarus)</b> Intelligent matching and surveying system for new dating solution LILA
13:30	<b>Bhagyavendra Bisht (Vilnius University, Lithuania/India)</b> Organizing Virtual Teams Work: the Lessons from Covid-19
13:45	<b>Mantas Malaukis, Domantas Mordosas, Justas Dulskas, Martynas Kiltinavičius, Paulina Klimakaitė, Simas Povilaitis, Dalia Krikščiūnienė (Vilnius University, Lithuania)</b> Vehicle shopping website "Autodealas"
14:00	<b>Lukas Šličius, Andrius Tratulis, Benas Kailius, Deimantė Vasiliauskaitė, Ema Mikalauskaitė, Evelina Cvilikaitė, Kamilė Grigonytė, Dalia Krikščiūnienė (Vilnius University, Lithuania)</b> Information system for P2P-based electronic gadget marketplace "Tech market"
14:15	<b>Inga Kurienė (Kaunas University of Technology, Lithuania)</b> Impact of Covid 19 on Supply Chains in case of Lithuanian Organizations



## SESSION B: Principles of Sustainability and Sustainable Development

Moderators: Prof. Dr Remigijus Čiegis, Prof. Dr Asta Mikalauskiene,  
Prof. Dr Kristina Rudžionienė

10:30	<b>Ieva Cataldo (Vilnius Gediminas Technical University, Lithuania)</b> Development of Sustainable Supply Chain Management Indicators in Construction
10:45	<b>Olena Borzenko (Institute of economy and forecasting NAS Ukraine, Ukraine)</b> Digital Competition in Different Sectors of the Economy
11:00	<b>Miroslav Georgiev (Shumen University „Bishop Konstantin Preslavski“, Bulgaria)</b> Good Business Practices for Sustainable Development on the Example of GS ESPAÑA
11:15	<b>Gintarė Leckė (Vytautas Magnus University, Lithuania)</b> Does Family Economic Socialization bring Rationality to Investment Decisions in Real Estate Crowdfunding?
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11:45	<b>Aleksejs Jursa (University of Latvia, Ministry of Finance, Latvia)</b> Structural Analysis of Inward Foreign Direct Investment in Latvia
12:00	<b>Ramūnas Gaizutis, Viktoriya Hrechka, Dalia Krikščiūnienė (Vilnius University, Lithuania/Belarus)</b> Crime stopping application "Boomerang" for anonymous self-reported information and reward
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13:45	<b>Olivija Juškevičiūtė (Kaunas University of Technology, Lithuania)</b> Risk Management: S&P 500 Portfolio Diversification with 5 Biggest Capitalization Cryptocurrencies
14:00	<b>Pavel Yushkevich, Sevastian Zare, Alice Brykun, Margarita Makeyenko, Kiryl Andreyeu, Mikhail Kotor, Dalia Krikščiūnienė (Vilnius University, Lithuania/Belarus)</b> Advanced information management solution "Dumpster Check" for promoting recycling
14:15	<b>Inga Urbonavičiūtė (Vilnius University, Lithuania)</b> Financial Stability and Foreign Ownership in Banking Sector: is there an Effect for Small Open Economies?



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## Abdelazim Assem

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### Principles of Sustainability and Sustainable Development

**Key words:** *principles of sustainability, sustainable development, sustainability*

Paper will explain the Sustainability that is refer to the management resources without depleting them for future generations. Sustainability, concerns earth's natural resources, to include economic and social sustainability, which relate to meeting people's current economic and social needs without compromising future generations. Sustainable development describes the processes for improving long-term economic Health and quality of life without compromising future generations' ability to meet their needs. Economic principal: This Principle centers on the idea of an efficient and responsible use of resources that leads to long-term profitability. Environmental principal: In business, reducing carbon footprints, waste, and water usage while maximizing energy efficiency can provide both environmental and financial benefits. Social/people — The social Principle of sustainability focuses. In business, social sustainability initiatives often include promoting fair labor practices and wages; employee health, safety, wellness, and work-life balance; and diversity and equity.

## Alabi Boluwatife, Šarkiūnaitė Ingrida

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### The Impact of Workplace Environment on Expatriates' Adaptation to New Workplace

**Key words:** *workplace environment, expatriate adaptation, new workplace*

As industrialization advances around the world, companies are expanding their operations to other regions of the world, resulting in an increase in the demand for expatriates who are required to work outside of their home countries. Expatriates are faced with a lot of changes in the host country (cultural differences, language barrier, etc.) and may also encounter some troubles adapting to the workplace environment (physical environment of the office and the occupational health & safety, relationship with coworkers, working hours, workplace culture and etc.). The workplace environment can affect expatriate adaptation negatively or positively. The research results showed that employees who receive cultural and diversity training from their companies tend to be more productive and are at ease in their new roles. Companies are encouraged to establish a diversified environment for their employees in order to lower the likelihood of early repatriation.

## Bisht Bhagyavendra

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### Organizing Virtual Teams Work: the Lessons from Covid-19

**Key words:** *virtual teams, COVID-19*

Only a few virtual teams existed before COVID-19. People are sick all across the world, seminaries and societies are closing down, and happiness has reached its limit. The epidemic's overall strength is forcing us to reconsider many of our daily issues. The situation of adversity provides immense freedom at the outset. For example, at the plant, the use of motorized communication lines is reducing, but teleporting or mobile work is yielding satisfactory results. Knowing where the evenings are in today's work environment is a bit of a job. Virtual brigades and other appropriate types of virtual collaboration, as well as factors influencing their success.

## **Borzenko Olena**

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### **Digital Competition in Different Sectors of the Economy**

**Key words:** *business model, Uber, digital*

Competition in business has reached a new level. If wounds and howling large industrial companies have formed a large capital, compete with those same corporations and clearly about know their competitors, the development of digital technology is radically changed. Today, any company or startup can change the market and become a leader. A good glue Home is Uber, which changes See business model to taxi for always. The project was launched in 2010. This model and services actively opposite traditional market. The new business model offered by Uber is used in various fields. It has quickly become popular in the delivery market and there is no significant resistance.

## **Cataldo Ieva**

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### **Development of Sustainable Supply Chain Management Indicators in Construction**

**Key words:** *sustainability indicators construction*

Most of the existing SCM methods and systems are being transferred to construction regardless of the specifics of this sector, which during the Covid-19 pandemic have caused tremendous problems and delays. The methodology provides a systematic list of sustainability indicators and the tools solving SSCM problems in the construction sector. Their in-depth study provides a basis for the continuous evaluation in the modern management of sustainable construction sector and could be used to develop sustainability strategies. The provided studies examine SSCM in the construction sector from a holistic perspective concentrating on mostly long-term sustainable decision making by the construction company rather than being centered on the supply chain management for construction projects. In a real-life scenario, the use of the 65 identified sustainability indicators can help develop more optimal strategies and the sustainable policies for the construction sector; sustainability success can be achieved using advanced sustainable approaches in innovative projects.

## **Georgiev Miroslav**

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### **Good Business Practices for Sustainable Development on the Example of GS ESPAÑA**

**Key words:** *good practices, strategic decisions, sustainable development*

The current dynamic times face the world a number of challenges related to technology, digitalization, competitiveness, which will transform it in the coming years. The efforts of individuals and organizations should be integrated to achieve sustainable development so as to change the way it is produced and consumed in order to protect the environment and prevent climate change. In this context, the report examines the nature and importance of good business practices for achieving sustainable development. The example of GS España presents the strategic decisions of the organization, leading to sustainability, based on management and production, based on environmental, social and economic unity. The company's actions are expressed in reduced water use, registered less waste and less harmful emissions, as well as optimization and automation of systems and processes. It is stated that GS España aims to promote balanced and sustainable vegetable production, a healthy diet and to expand its actions to have a zero negative impact on the environment.

## Gudauskienė Giedrė

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### Impact of knowledge management on the operational risk of modern organizations

**Key words:** *knowledge management, risk management, organizational management*

The purpose of the presentation is to present the impact of knowledge management on the operational risk of modern organizations. There is another side of risk management in organizations: organizational risks are managed not only in numbers using economic indicators but also in human resources, using the knowledge and experience of employees. In addition, the employees quitting their jobs and the clutter of internal processes can pose the same risk as to the external factors. Therefore the goal of current organizations is to take care of their employees' experience and knowledge and to do everything that that information couldn't leak and leave the organization.

## Jursa Aleksejs

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### Structural Analysis of Inward Foreign Direct Investment in Latvia

**Key words:** *investment, investment climate*

Since the restoration of Latvia's independence, Latvia has attracted 16,7 billion euro of foreign direct investment. This corresponds to 57% of Latvia's nominal GDP in 2020. Almost 79% of the accumulated FDIs were invested in the share capital of companies. The purpose of the research is to investigate the activity of foreign direct investors in Latvia and to determine whether the investment environment in Latvia is more favourable for acquisitions of local companies by foreign investors or for setting up new businesses. In order to achieve the set goal and test the hypothesis, the methodology of Sixth Edition of the IMF's Balance of Payments and International Investment Position Manual was used. This methodology was adapted to Latvian data. At the request of the author, Ltd Lursoft IT selected business data on all registered companies with foreign capital in Latvia since 2005 and aggregate data were used in the analysis.

## Juškevičiūtė Olivija

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### Risk Management: S&P 500 Portfolio Diversification with 5 Biggest Capitalization Cryptocurrencies

**Key words:** *risk management, cryptocurrencies, portfolio diversification*

Aim – to analyze and draw a conclusion of portfolio diversification with cryptocurrencies: the effect on return and risk, using different risk indicators. This study presents top biggest capitalization cryptocurrencies: Bitcoin (BTC), Ethereum (ETH), Binance Coin (BNB), Tether USD (USDT) and Cardano (ADA). The situation is simulated: these 5 cryptocurrencies are used as an implement to diversify S&P 500 portfolio. The main indicators are compared: correlation with the main portfolio (S&P 500), Profitability (return per year), Standard deviation, Skewness, Sharpe Ratio, VAR (Value-at-risk). Data is analyzed within the last one year period. Results are compared: among different cryptocurrencies, the S&P 500 portfolio itself, the situation when investor has a constructed a portfolio of 50% S&P 500 and 50% of 5 cryptocurrencies of 5% each.

## **Kamali Saraji Mahyar**

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### **A Framework for Evaluating the Challenges to Sustainable Smart City Development**

**Key words:** *digitalization, internet of things (IoT), Industry 4.0*

Sustainable development has become the main issue for developed cities, encouraging them to adopt smart city technologies. However, there are certain challenges to sustainable smart city development (SSCD), which motivated the current research to suggest an evaluation model for evaluating the progress of four cities in Iran in light of the identified challenges. To accomplish this, a novel Fermatean fuzzy MEREC-TOPSIS approach was presented for determining the objective weight of challenges and ranking cities based on the weighted challenges. Additionally, comparative tests were undertaken to determine the suggested framework's efficiency and sensitivity. The findings suggested that "social plausibility" is the most critical among the twelve listed problems, followed by "lack of infrastructure."

## **Kurienė Inga**

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### **Impact of Covid 19 on Supply Chains in Case of Lithuanian Organizations**

**Key words:** *supply chains, Covid 19*

Supply chains are the lifeblood of most, if not all, businesses today. The unexpected COVID-19 pandemic has shown that only the smooth operation of all components of the supply chain ensures that company can deliver products and services on time, especially in the face of changing consumer needs or supply chain disruptions. Countries and corporations are now recovering by exploring and developing new supply chain strategies to improve business performance and mitigate the effects of future global events. The pandemic has made it even more important for companies to keep up with the latest trends and developments, especially in supply chain management. This report discusses how the supply chain changed during the Covid 19 pandemic and what the main trends were.

## **Leckė Gintarė**

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### **Does Family Economic Socialization bring Rationality to Investment Decisions in Real Estate Crowdfunding?**

**Key words:** *family economic socialization; real estate crowdfunding; investor behavior*

In the 21st century the financial system is changing substantially, and it forces the emergence of new innovative financial services, such as real estate crowdfunding. Also, changes in the financial system are encouraging change for investors as well. While neoclassical economic determinants of investor behavior lose their significance, behavioral determinants become more relevant. In this research attention is paid to one behavioral determinant – family economic socialization. Economic socialization is a complex process by which an individual acquires the social skills needed to function effectively in an economic environment. The aim of this research is to assess if family economic socialization impacts investor behavior in real estate crowdfunding and if this impact brings rationality to investment decisions in real estate crowdfunding. The results showed that family economic socialization is an important and relevant determinant that impacts investor behavior in real estate crowdfunding; however, it doesn't bring rationality to investment decisions in real estate crowdfunding

## Lingytė Laima

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### Links Between the Psychological Impact of Advertisement Breaking Stereotypes, Self-Congruence and Brand Attitude

**Key words:** *advertisement breaking stereotypes, self-congruence, breaking gender stereotypes*

Stereotypes are an integral part of the societal context, encompassing many different social and demographic groups. According to Bordalo et al. (2016), there are three broad approaches to stereotypes, one of which is sociological, most commonly used in the field of marketing research. From a sociological point of view, stereotypes are seen as fundamentally incorrect and degrading generalizations of group characteristics. Accordingly, breaking stereotypes in advertising is a reflection of social change and movements such as feminism and racial equality. It is no secret that advertising, as a sales promotion tool, is playing an increasingly important role in the social context, so the popularity of non-stereotypical advertisement such as 'femvertising' makes it necessary to study the effects of advertisement breaking stereotypes. An empirical study was conducted, in order to study the links between the psychological impact of advertisement breaking stereotypes, self-congruence and brand attitude.

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### Information Literacy Problem of Disabled People when Consuming Cultural Products in Regions

**Key words:** *informational accessibility of art, region, people with disabilities.*

Accessibility of culture/art is physical and informational. The presentation will provide an analysis of informational accessibility of art for consumers with disabilities in regions. Research problem: what means and methods do cultural organisations use to carry out informational accessibility of art for disabled consumers in regions? Presentation aim: to analyse informational accessibility of art in regions for people with disabilities. Research methods: Comparative analysis of scientific literature and the comparative method.

In order to examine accessibility in cultural institutions for people with disabilities in regions and communication problems that cultural institutions and people with disabilities face, methods of secondary data analysis, semi-structured interview and target group interview were used.

## Osah Dennis, Šarkiūnaitė Ingrida

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### The Impact of Work-life Balance Management on Expatriates' Career

**Key words:** *work-life balance, expatriates' career*

Aim of the thesis is to investigate the impact of work life balance management on expatriates' career. The increase in the globalization of business has led to the increase in the number of people working as expatriates in different profession and moving from countries to countries for various work opportunities. This has resulted in organizations becoming competitive. Managing expatriates' work-life balance becomes important in this context, which affects their international career paths and challenges. The research results showed that employees who achieve improved work-life balance with the assistance of the policies implemented by the employing organization tend to be more productive as their work engagement enhances. Organizations must therefore pay close attention to the well-being of their employees in order to guarantee the careers of expatriates (including the family dimension) and help in some way to ensure work-life balance.

## **Pavlova Oksana**

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### **The Impact of Innovative Human Resources Management Tools on Employee Behavior**

**Key words:** *HRM, innovations, behavior*

This paper aims to clarify the construct of innovative human resources behavior and measure its impact on such behavioral outcomes as employee engagement and commitment at the workplace. The selection of behavioral outcomes has been made from the perspective of an automated behavior and supported by self-determination theory. Proposed variables for the innovative human resources management construct are: idiosyncratic work arrangements, high performance work systems (HPWS), innovative work arrangements, sustainable workplace, employee autonomy. Review of primary and secondary sources has shown that these variables are related to such positive organizational outcomes as workplace productivity, flexibility, level of innovativeness, resistance to internal and external threats. In addition, it was indicated that intensity of HPWS can lead to a workplace burnout in a long run. Based on the obtained results and scientific literature review of 212 sources, model has been proposed for further empirical research

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### **Measurement of Corporate Sustainability Maturity in a Transitioning Economy**

**Key words:** *corporate sustainability maturity; corporate sustainability assessment; transitioning economy*

Corporate sustainability transitions are multi-dimensional fundamental transformations of organisations towards a more sustainable modes of production and consumption, making the assessment of these transitions an intangible assignment. A methodology for measurement of corporate sustainability maturity is proposed by this research, differentiating corporate sustainability transitions into four maturity levels: emergence, popularisation, formalisation, and optimisation. This research takes an inductive embedded multiple-case approach, using data triangulation to illustrate and complement the existing literature on corporate sustainability maturity, including corporate websites, sustainability reports, and interviews with managers of organisations into the assessment tool. The analytical hierarchy process is used for prioritising and weighting the criteria for corporate sustainability maturity level assessment. Eighteen organisations that are interested and vested in sustainability movement of transitioning economy of Lithuania were analysed. However, none of these organisations have reached the highest – optimisation – maturity level, indicating a necessity for more defined sustainability strategy.

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### **Consumer Perceptions of Google Ads Advertising: Understanding Consumers' Behavior Across Types of Google Ads**

**Key words:** *Google Ads advertising, audience engagement, consumer behavior*

The development of information and communication technology affected many aspects of business orientation, including advertising. Furthermore, COVID-19 has changed the way businesses advertise and sell their products. During this period, 10.1% companies in Lithuania noted an increase or temporary increase in e-commerce, as well as usage of internet marketing channels. One of the most popular advertising channels, which provides benefits in business is Google Ads. This research aimed to analyze consumers' perception of different types of Google Ads: search ads, Google display network, video ads. Survey results underlined (1) consumers' reaction to different types of ads; (2) what type of ads have the highest engagement rate among different ages; (3) the most suitable ad frequency

capping, which prevents ad fatigue and wasteful spending. The findings suggest how advertisers can make more informed decisions regarding choosing the right type of Google Ads for their consumers.

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#### **Link between Business Process Management Capabilities and Created Benefit of Robotic Process Automation to Organization**

**Key words:** *process management, capabilities, robotic process automation*

During the Fourth Industrial Revolution, the digital transformation revolutionised both individual organisations and entire industries. Technology no longer performs a merely ancillary function. In some cases, it replaces manual labour. One such advanced technology is Robotic Process Automation (RPA). From the managerial point of view, the focus on this technology and the value it creates is growing from both academic and practical perspective. However, despite the rapid pace of technological change, organisations do not always make the progress they expected by using the latest technologies to increase the efficiency of their business processes. In this context, the management of organisational processes has become highly relevant. It is evident that RPA cannot be separated from organisation management, especially Process Management. However, the interrelationships between Business Process Management Capabilities and RPA in the scientific literature have been little explored. Thus, this presentation aims to define the link between the essential aspects of Business Process Management Capabilities and the created benefit of RPA based on theoretical insights.

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#### **Financial Stability and Foreign Ownership in Banking Sector: is there an Effect for Small Open Economies?**

**Key words:** *financial stability; macroprudential policy; small open economies*

This paper discusses the potential effects of the role of foreign ownership in the context of small open economies of the EU. High levels of foreign capital concentration in some European economies may generate positive spill-overs, such as rapid financial sector development as well as potentially unaddressed risks. Tight interconnectedness with the parent bank may result in destabilising force for the host country financial sector given the financial instability in the home country. This paper provides the empirical analysis of the European economies, focusing on the potential foreign ownership effects on financial stability. The analysis addresses the potential risks associated with the higher levels of financial integration and provides empirical evidence, helping to understand the mechanisms of the financial stability of the small open European economies.

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This participation/report is partially funded by the project № RD-08-108 / 02.02.2021 "Smart governance: sustainable socio-economic development" by the University of Shumen "Bishop Konstantin Preslavski".

### **The Transformation to Circular Economy and the Need for New Management Approaches**

**Key words:** *circular economy, management approaches, sustainable development*

The growing consumption of resources and the socio-economic consequences it causes give rise to the need for joint European efforts to protect the environment and a complete readjustment of public systems to environmental policies. The circular economy is a new European political concept and is part of that change. The aim of the article is to outline the potential and prospects for its development in Bulgaria, while showing new management approaches used by local authorities to encourage such change. The development is based on a demonstration project for such a model related to the prevention and recycling of municipal waste in the municipality of Beloslav. The active role of local authorities in this process is manifested in the active involvement of citizens. It is emphasized that the efforts of the municipalities alone are not enough. An effective approach to the "green" transition requires broad participation and inclusion of the topic in the educational process to foster a responsible attitude towards the environment.

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### **Understanding the (non) Limitations of Architectural Typology in the Context of Sustainability**

**Key words:** *sustainability, architectural typology, limitation*

The need for reasonable choice in all spheres of basic social systems is manifesting itself more than ever. The need of the society for making integrated decisions, which would create preconditions for the sustainable future for all - individuals, families, communities, organizations and countries, is shown. In this aspect the role of the architectural typology for the creation of opportunities that favor sustainable behavior in the design and construction of buildings and facilities is considered. The notion is shared that architectural typology has the ability to form an understanding of right choices and to distinguish from wrong ones in the architectural field. Its impact on the promotion of values and changes through the promotion of architectural creativity, is considered. It can be concluded that the architectural type can be considered as unLimitation and providing freedom for transformative creativity and sustainable development..





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of 16th Prof. Vldas Gronskas

**INTERNATIONAL SCIENTIFIC  
CONFERENCE**

2nd of December, 2021

Virtual Conference

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**IS project "SeeKaunas" for exploring the best places in Kaunas**

**Key words:** *tourism, lifestyle, educational*

The IS project "SeeKaunas" aims to create website that will allow users to find hidden gems in the city of Kaunas and be able to fully immerse themselves in this city. Not only is SeeKaunas a website to seek out new places to visit in Kaunas, it will also dive into the history and importance of these set places.

## What is SeeKaunas?

It is a website that will allow users to find hidden gems in the city of Kaunas and be able to fully immerse themselves in this city. Not only is SeeKaunas a website to seek out new places to visit in Kaunas, it will also dive into the history and importance of these set places.

## What's Exclusive to SeeKaunas?

The ability to plan out an entire day like a local and get a firsthand experience on what the everyday person may do in the city that they call home.

Further, SeeKaunas aims to support as many languages as possible ensuring that everyone is able to experience all this city has to offer.

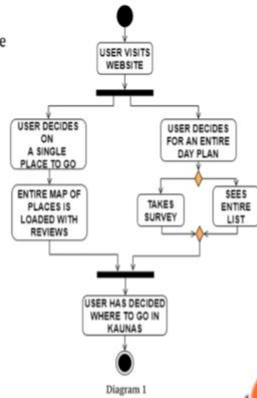
Finally, with exclusive photos you can see just how much Kaunas has grown in the past century and these are posted both on our site and at the actual landmarks .

Check out the 1st diagram to see the Users Interaction Options on our website

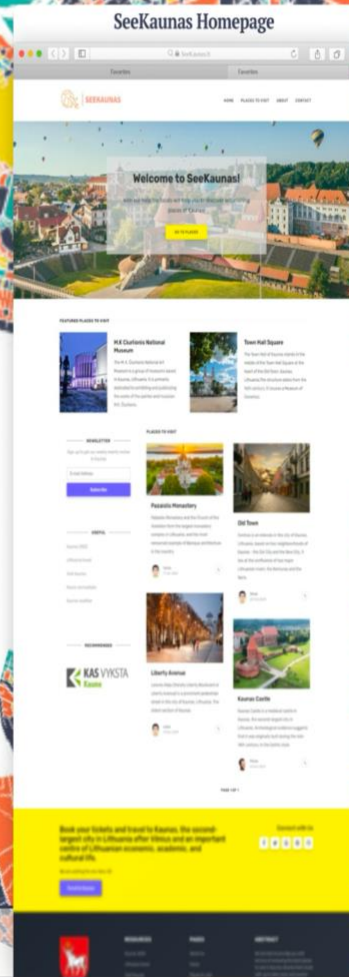
Scan this QR Code to launch our website demo and learn more about SeeKaunas!



QR Code



# SeeKaunas



Creators: Maria Betts (USA ), Anastasia Kiseleva (Russia), Ghilman Haider Bhatti (South Africa, Pakistan), Lukas Razukevicius (Lithuania), M. Daniyal Ashraf Janjoo (Pakistan), Valentas Kuklis (Lithuania), Priywardhan Sharma (India)

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### **Crime stopping application "Boomerang" for anonymous self-reported information and reward**

**Key words:** *anonymous, safe, unique*

This anonymous app provides the citizens the ability to submit information on unsolved crime or wanted fugitives in the area of the world. Crimestoppers pay cash reward of up to on felony crimes that happen in the world. The only requirement is you must report your tip directly to Crime Stoppers by our hotline or mobile app.

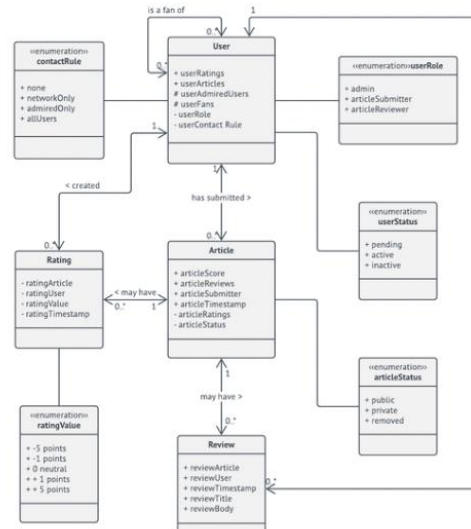
# BOOMERANG IS AN APP

YOUR VOICE WILL BE HEARD



This app provides the citizens the ability to anonymously and voluntarily submit information unsolved crime or wanted fugitives in any area of the world. Crime stoppers pay cash reward to confess about felony crimes that happen in the world. The only requirement is you must report your donation directly to Crime Stoppers by our hotline or mobile app.

- Free and voluntary
- Get fast result as evidence is fresh
- We provide service globally not in one region
- Service is provided by lawyers for users and in any types of monitoring process legal help
- Everything is checked by moderators and all faces are blurred in any videos or pics so that there would no harassment
- All money will go to charity



UML DIAGRAM ABOUT CUSTOMERS

FOR MORE INFO VISIT OUR WEB PAGE

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### **KaunasSight - the website for your free time activities**

**Key words:** *Kaunas, sightseeing, customer feedback*

Many events are cancelled due to the COVID-19 pandemic, and, as a result, many people are having a difficult time while searching for a most relevant free time activity. The key aim of this project is to improve the quality of life under these uncertain conditions by providing smart selection of various places to visit, which would also assist to improvement of the visitors' mental and physical health. KaunasSight project aims to be significantly faster and more secure than similar competing solutions. These qualities currently are extremely important, as the cyber-attacks are getting more common, and the attention span of the typical consumer is not long enough to browse a slow website. Furthermore, KaunasSight will demonstrate the importance of customer feedback by including expert-validated content selected by the clients.



## Introduction:

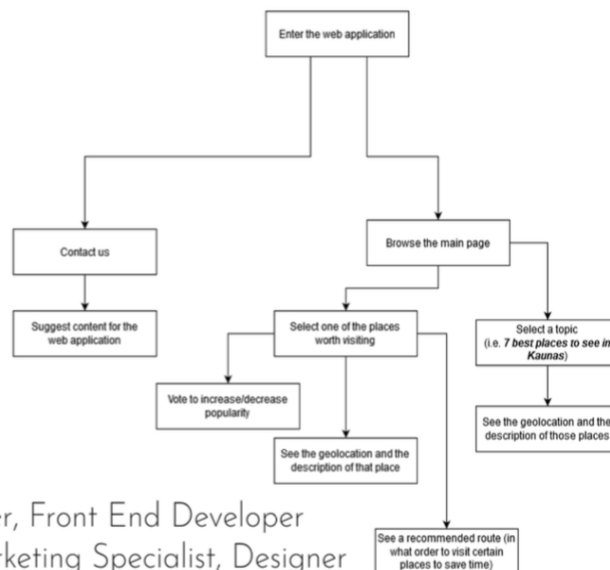
This project is for people who are exhausted due to a lack of choices where to spend time in Kaunas and for people visiting from abroad or a nearby town who want to explore the city of Kaunas effortlessly. The key aim of KaunasSight is to improve the quality of life during the COVID-19 pandemic because many events are cancelled thus people need various suggestions how to spend their time to improve their mental and physical health.

## Results:

KaunasSight project is going to be greatly faster and even more secure than the competitors. These qualities are very important in this day and age as cyber attacks are getting more common and the attention span of the typical consumer is not long enough for a slow website. Furthermore, KaunasSight will also offer an improved user experience due to a better design and a different system of displaying the geolocations of certain places hence we are certain a great portion of the clients will be interested. Lastly, KaunasSight will also have content that might be selected by the clients themselves by voting thus more relevant to some groups of visitors.

## Technical solution:

- *Front-end:* React.js, TypeScript
- *Back-end:* Node.js, MongoDB, Express
- *Hosting:* Linux VPS (Ubuntu)
- Agile software development process



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**Intelligent matching and surveying system for new dating solution LILA**

**Key words:** *dating, artificial intelligence, matching survey*

The research of our team focusses of proposing IT-based solution to the problem of many people who often face loneliness and unsuccessful attempts to find their soul mate. Our team project aims to create a service "LILA" for solving this problem by using Artificial Intelligence. Our service enables to find the soul mate whose profile can match life interests and goals of a person. Our model implements search for the potential partner with the help of our Matching survey, which enables to understand the personality types and find the right match. The unique and competitive features of the proposed solution are based of developing functioning principles of our algorithm and designing demo Environment.



# LILA – THE NEW DATING SOLUTION



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## COUNTRY OF ORIGIN

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## INTRODUCTION

Our team has conducted research and found out that in our time people often face the problems of loneliness and unsuccessful attempts to find a soul mate. Based on this, we decided to create a service "LILA" for finding your soul mate using Artificial Intelligence that will help you to solve this problem.

## DESCRIPTION OF OUR IDEA

Our service will help you find your soul mate that will match your life interests and goals. We can implement search for your potential partner with the help of our Matching survey, which will help us understand your personality type and find the right match for you.

## WHY IS IT UNIQUE AND COMPETITIVE?

By using AI technology, we are reducing the time spent on finding appropriate partner for over 75% in comparison to competitors.

Our technologies help to find the best partner for you based on your personality test. 16Personality is a test being passed by over 400 million users, it provides results of your mind set, behavior and other parameters that will make your match very accurate.

LILA is using cloud based instant messaging software and application service with end-to-end encryption making your messages fully confidential more reliable than any competitive applications provide.

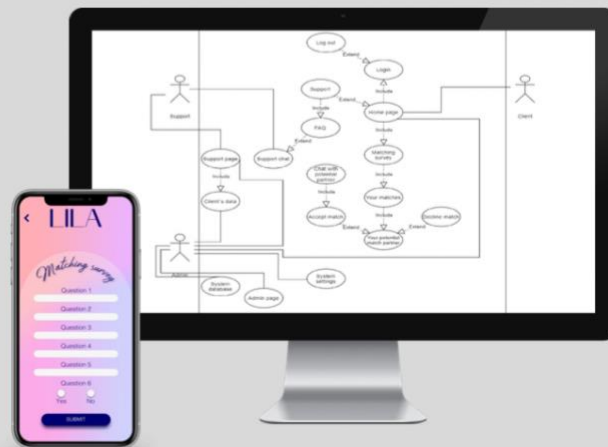
## CONCLUSION



In our project we have achieved the next results:

- Use Case Templates
- Use Case Diagram
- Flow Chart Diagram
- Attributes Diagram
- Design for website
- Design for mobile app

All of the above we have used to implement demo environment, which you can find by scanning the QR code.



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#### **Vehicle shopping website "Autodealas"**

**Key words:** *vehicle, shopping website, world.*

Our team's goal is to create a vehicle shopping website "Autodealas", that would be more advance (I. e. more functions, not seen in many existing websites), as well as available in many parts of the world. The website will specialize in the sale of any type of vehicle, vehicle parts and equipment, that any person can engage in. In order for most of the world countries to use our website, "Autodealas" will have many language choices. The website will also have more options for communication and payment than any competitor, as well as a rating and commenting system for existing sales offers, to promote fairness from sellers. The result of the "Autodealas" team project is a fully working and functional website prototype, that is globally accessible, provides a new and more advanced shopping experience.

## Introduction:

The project "AUTODEALAS" aims to provide the users new and advanced experience of buying and selling vehicles.

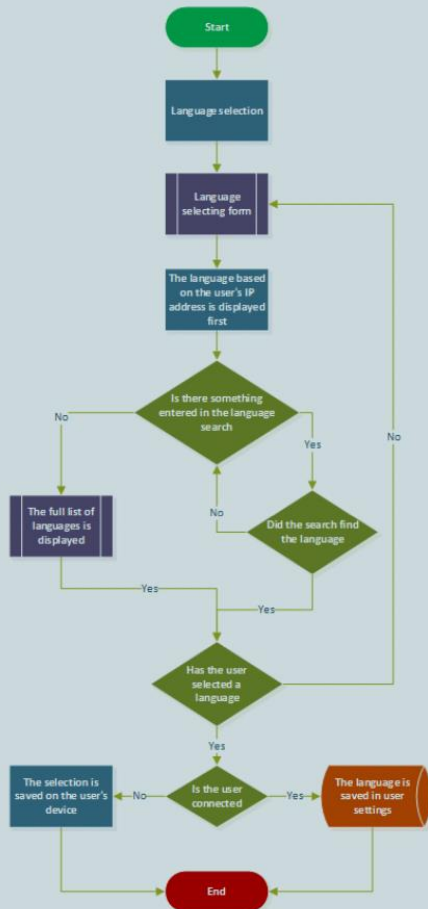


Figure 1. Language selection

## Goal:

Our goal is to create a website that would allow people to sell and buy any vehicle or vehicle equipment/parts from all around the world, and would be easily accessible by people from many different countries (Figure 1).

## Result:

A globally accessible website where any vehicle or vehicle equipment / part can be sold, and also provides a better communication between consumers than most, if not all, other competitors (Figure 2).

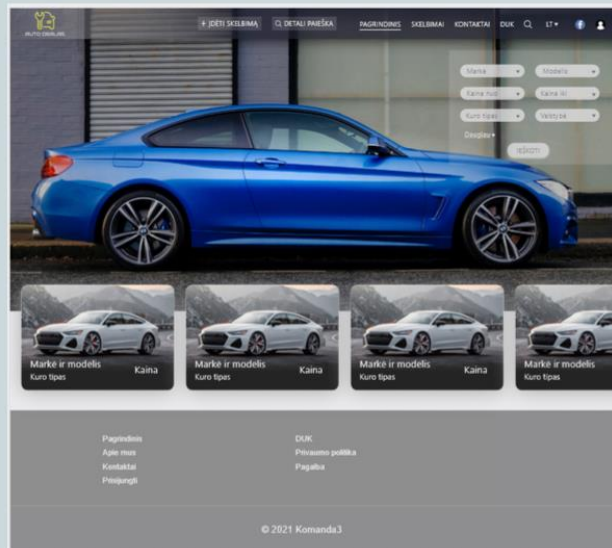


Figure 2. Website design

## Project scope:

We have asked various people about their experiences with such websites and researched potential competitors in vehicle selling/buying market to know what the website should provide to consumers. Our website will have:

1. More language choices (with integrated search bar);
2. More payment options (e. g. crypto currency);
3. Communication through the website (e. g. video calls);
4. Product rating and commenting system;

## Made by:

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### **Online independent government budget tracking platform -MIFAS Spending**

**Key words:** *corruption, resource allocation, government*

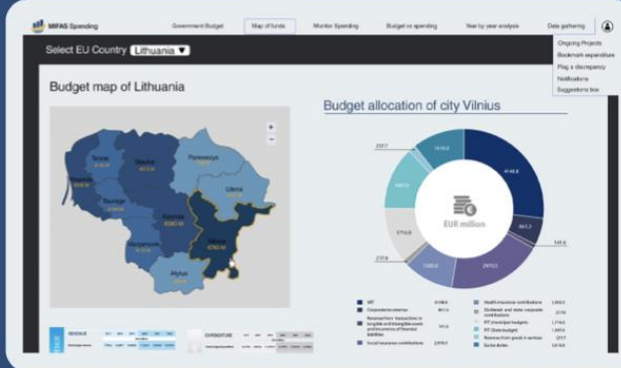
Corruption is a complex social, political, and economic phenomenon that affects all countries. It undermines democratic institutions, slows economic development, and contributes to governmental instability. Corruption attacks the foundation of democratic institutions by distorting electoral processes, perverting the rule of law, and creating bureaucratic quagmires whose only reason for existing is the soliciting of bribes. Economic development is stunted because foreign direct investment is discouraged and small businesses within the country often find it impossible to overcome the "start-up costs" required because of corruption. The IS project "MIFAS spending", performed by our team, aims to enhance public trust and confidence in the integrity of government authorities and processes, by promoting public influence over decisions on resource allocation and enhancing the level of government "budget literacy" amongst citizens. We have created a website where users can monitor the government budget information and see how funds are allocated and spent concerning the budget. MIFAS spending includes interactive and detailed visual representations of the fiscal data. The embedded Bookmark spending feature allows users to create Bookmarks and follow particular sector of expenditure (for example health care, education, technology, etc.) and subscribe news about the changes in budget allocation and expenses via email. We have created a demo environment to visualize our idea, which works fine for both desktops and mobile devices.

MIFAS Spending is a budget tracking platform that focuses on the government. Our comprehensive analysis and data manipulation techniques allow us to present information in a detailed yet precise way.

### Why this?

- An initiative to combat government corruption.
- Enhanced public trust and confidence in the integrity of government authorities and processes.
- Increased public influence over decisions on resource allocation.
- Enhanced level of “budget literacy” among citizens.

Our business functions include tracking government spending and segmenting them according to sectors (health, education, etc.), and presenting an interactive graphical representation of the data for the user. Our features allow users to navigate through and see details of each case of spending in a way that is more convenient for each user.



### What makes us better?

- We provide a better representation of information as compared to our top competitors.
- We are not controlled by the government; hence our gathered data is free from any intentional alterations.

### What makes us unique?

- Graphical Representation: The fiscal data in MIFAS Spending are represented in graphical form which is interactive and detailed.
- Bookmarking spending: A user can use Bookmarks and follow one sector of expenditure (for example health care, education, technology, etc.) and receive news about that budget allocation and expenses via email.
- 24/7 Customer Support

### Teamwork

**Meftahul Islam-** Data collection, Data manipulation.

**Faisal Kazeem-** project testing.

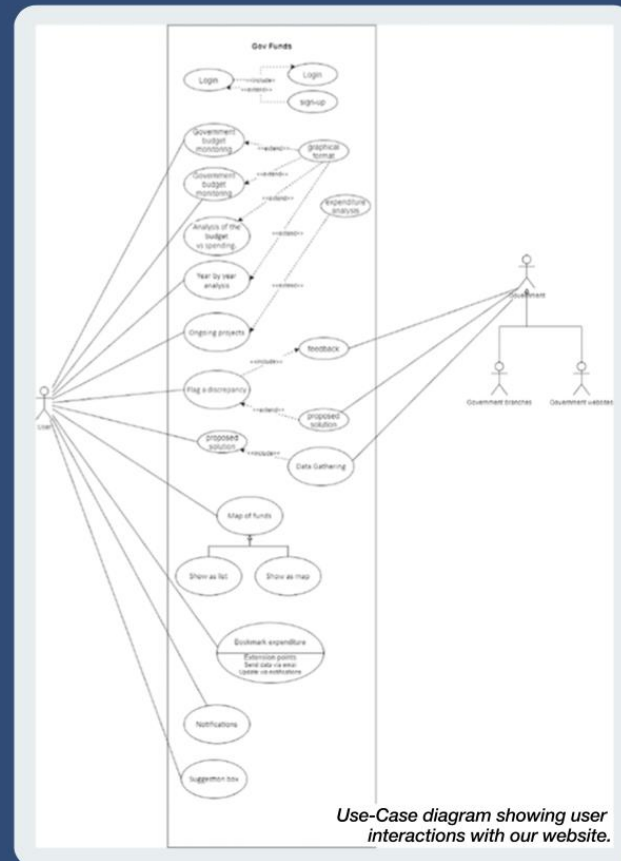
**Abdullah Ahmed Abdellatif Ahmed Saleh-** Project Manager.

**Mohammed Housseem Eddine Zidi-** Server Administrator, Editor.

**Suleiman Akhmedovi-** Front End Developer.

### Testing

Our platform works fine for both desktop and mobile devices.



Use-Case diagram showing user interactions with our website.

Meftahul Islam – Bangladesh.  
 Faisal Kazeem – Ghana.  
 Abdullah Ahmed Abdellatif Ahmed Saleh - Egypt.  
 Mohammed Housseem Eddine Zidi - Algeria  
 Suleiman Akhmedovi- Georgia.

Creation of Information Systems on the basis of Teamwork.  
 Supervisor: Prof. dr. Dalia Kriksciuniene.  
 Vilnius University Kaunas Faculty ISCSen0.



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#### **Information system for P2P-based electronic gadget marketplace "Tech market"**

**Key words:** *electronics technologies marketplace*

Our aim is to create new generation marketplace where people could buy/sell electronic gadgets and their components online in Lithuania market based on P2P process. Our project enables users to select variety of payment methods including crypto currency, paypal, etc. We ensure a safe buying and selling process, privacy and provide 24/7 support. Our system is designed to mitigate fraud cases, we require sellers to confirm product's certainty. In our opinion, there are currently no anonymity-oriented IT applications of Lithuanian origin on the market, although according to our survey this is very important to our customers, so by occupying this market niche we will not only guarantee the success of our idea, but also satisfy the customers' needs. Once our unique TechMarket has been developed and popularised, we will start expanding into foreign markets. By expanding our relationships with product suppliers, we will develop a mobile application with the world's most popular languages for all mobile operating systems, which will allow people to fully use the application regardless of their geographic location.

# TECH MARKET

## GOALS

- Development of an accessible online electronic gadgets and their components marketplace, that supports wide range of devices and uses P2P process
- Normalization of cryptocurrencies for payments
- Creating comprehensive and easy to use search system
- Improving the platform through cooperation with customers
- Popularizing a platform that focuses and improves upon personal data security

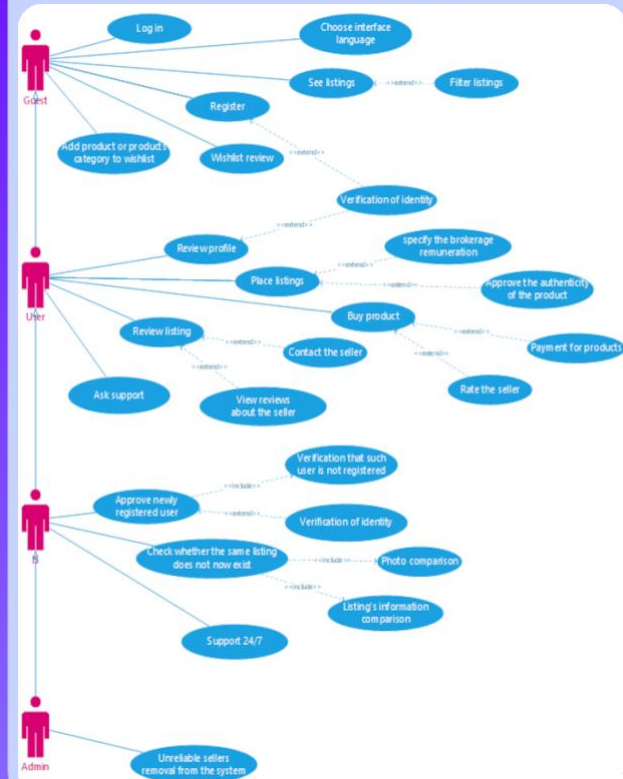
## OUR ADVANTAGES

- We provide 24/7 customer service
- We require confirmation of the product's existence
- We take care of the reliability of the sellers and the quality of the services offered
- We ensure a safe buying and selling process and resolve problems promptly
- We provide cryptocurrency payment options

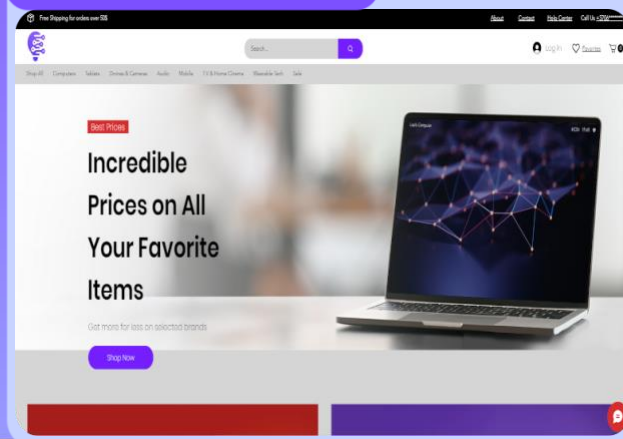
## PROBLEMS SOLVED

- Variety of payment methods to choose from
- System designed to mitigate fraud cases
- Fast as possible goods delivery by cooperation with other companies
- Tech Marketplace creates an environment good for other corporations to sell their electronic products and attract new clients
- Our market allows users to stay anonymous as long as fraud hasn't been committed
- All electronics associated with technologies are in one place and easy to find

## USE CASE DIAGRAM



## DEMO INTERFACE



Kauno  
fakultetas

Information Systems and Cybersecurity

- Andrius Tratulis - Programmer
- Benas Kailius - Tech Support
- Deimantė Vasiliauskaitė - Designer
- Ema Mikalauskaitė - Market Analyst
- Evelina Cvilikaitė - Documenter
- Kamilė Grigonytė - Tester

Dalia Krikščiūnienė - Supervisor

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#### **Advanced information management solution "Dumpster Check" for promoting recycling**

**Key words:** *dumpstercheck, recycling, scanner*

The application greatly simplifies the lives of people who are already sorting garbage and motivates those who do not. To get the information about recycling you need to just point the camera at the icon, scan it and you will immediately get all the information about how to recycle this container, where and how it needs to be prepared. The application saves the user time and contains all the necessary data on handling various waste and preparing things for recycling. Thus, due to the user-friendly interface and the large spectrum of functions included in the DumpsterCheck, there is hardly a competitive application on the market that includes all of the above. By the moment, our team has fully worked out the visualization of the project, namely the design, and clear technical requirements for the main part of the application have been established.





KAUNAS  
FACULTY



## IDEA

The application greatly simplifies the lives of people who are already sorting garbage, and motivates those who do not.

To get the information about recycling you need to just point the camera at the icon, scan it and you will immediately get all the information about how to recycle this container, where and how it needs to be prepared.

## WHY US?

### THE ONLY RECYCLING CODE SCANNING SYSTEM

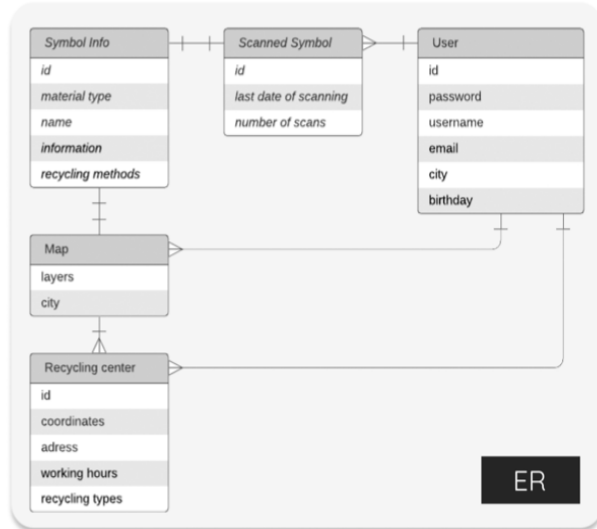
All our competitors scan barcodes which requires a giant database of all products and their barcodes.

### RECYCLING CODE LANGUAGE IS UNIVERSAL

Recycling codes are an international system for all products.

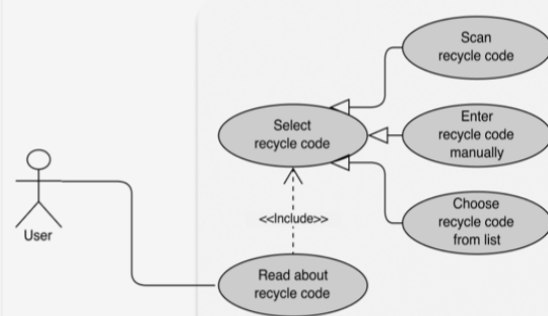
### EASY TO USE

Our system has an interactive map, sorts packages by container type and gives useful tips.



ER

## UML



## ACHIEVED RESULTS

Market analysis

Application design

User requirement

Information system

## WORK DONE BY STUDENTS FROM BELARUS:

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