Kaunas Faculty

PROGRAM

of 17th Prof. Vladas Gronskas International Scientific Conference

2 December 2022

Virtual Conference

VILNIUS UNIVERSITY
KAUNAS FACULTY

17th Prof. Vladas Gronskas
International Scientific Conference

2nd of December, 2022

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

KEYNOTE SPEAKERS
9:10-9:30

❖ **Giedrė Grimalauskienė -** public relations project manager, public relations, employer branding, SoHo Dragon LT (Lithuania):

" Rock star scientist: building your personal brand"

9:30-10:10
❖ **Alessio Alonne** – sociologist, VR specialist, teacher and tech artist, Inforelea, **and Emma Selene Ixchel Iturriaga Sauco -** communication consultant, human development advisor, professional trainer, Inforelea (Italy):

" The AI disruptive presence in the creative industry: a review of implications"

10:30–14:30 PARALLEL SESSIONS (A, B, C, D)
14:50–15:00 CLOSING OF THE CONFERENCE
***Time Zone:** GMT+2

PARALLEL SESSIONS

SESSION A: Development of Business, Innovation and Entrepreneurship (1)	
Moderators: Dr Rasa Bartkutė, Dr Indrė Ščiukauskė	
10:30	**Daiva Masaitytė (Vilnius University, Lithuania)** Improvisation in the Creative Industries Management
10:45	**Odeta Raudonė (Vilnius University, Lithuania)** Links Between Leader Identity, Leadership Identity and Their Fusion
11:00	**Laylo Rakhimova (Urgench branch of Tashkent Information Technologies Univerisity named after Muhammad al-Khorezmi, Uzbekistan)** Application of Fuzzy Logic in Determining the Knowledge Level of Students in the "Smart School" Information System
11:15	**Eglė Viržintaitė-Banienė (Vilnius University, Lithuania)** Intergenerational Divide: Tailor-Made Approach vs One Motivation System
11:30	**Assem Abdelazim (Vilnius University, Egypt)** Why Cross-Cultural Management and Innovation are Successful Factors for Any Busines
11:45	**Nazar Lukiashko, Raitis Ižiks, Olegs Pliska, Heorhii Popov, Dzmitry Papkou (Vilnius University, Ukraine/ Latvia/ Latvia/ Ukraine/ Belarus)** SUWorkspace Information System for Empowering Students Through collective Work
Coffee Break – 15 min.	
12:15	**Inga Kurienė (Vytautas Magnus University, Lithuania)** Supply Chain Management Under Conditions of Global Uncertainty
12:30	**Amenaghawon Igbinigiesu Alegbesogie (Vilnius University, Lithuania)** The Impact of Green Human Resources Practices on Organisational Performance
12:45	**Konradas Bunikis, Renata Marcinauskaitė, Akvilė Mickevičiūtė, Domantas Stalgys (Vilnius University, Lithuania)** Pet Help Platform
13:00	**Dovile Kuiziniene (Vytautas Magnus University, Lithuania)** Application of Machine learning for financial distress detection
13:15	**Akeem Damola Ajibare, Neba Forbacha Cheoh-Suh, Hasan Amirov, Abdul Muizz, Mahboubeh Najafzadeh, Deniz Ozugul (Vilnius University, Nigeria/ Cameroon/ Azerbaijan/ Pakistan/ Iran/ Turkey)** Information System HDAMN for Sustainable Clothing User Interface

Time Zone: GMT+2

	SESSION B: Development of Business, Innovation and Entrepreneurship (2)
	Moderators: Prof. Dr Dalia Krikščiūnienė, Dr Ingrida Griesienė, Dr Antanas Ūsas
10:30	**Laura Gelažiūtė (Vilnius University, Lithuania)** The Impact of Green Marketing on Purchasing
10:45	**Yaa Sarpomaa Benny Nyarko (Vilnius University, Ghana/Lithuania)** Website Quality Impact on Consumer Behaviour
11:00	**Alina Prozhzhenyk, Danil Koltsov, Bohdan Stasovskyi, Nazarii Honcharenko, Yan Sauchyk (Vilnius University, Ukraine /Ukraine / Ukraine / Ukraine/ Belarus)** Bandy CTF Website
11:15	**Ugnė Pavlovaitė (Vilnius University, Lithuania)** Platform Life Cycle: Long - Term Permanence and Short - Term Change
11:30	**Shubham Udairaj Singh, Rūta Banelienė (Vilnius Gediminas Technical University, Lithuania)** Big Data Application for Traffic Estimation on a Website: Big Daddy Case
11:45	**Laura Bagočiūnė (Lithuanian Centre for Social Sciences, Lithuania)** The Interrelation Between Research Ethics and Gender Equality in Science
12:00	**Alvaro de Castro Escribano, Maria Teresa Munoz Martin, Berke Adna, Alper Atik (Vilnius University, Spain/ Spain/Turkey/ Turkey)** Information System Project Total Trip
	Coffee Break - 15 min.
12:30	**Emilija Šneiderytė (Gallery Meno parkas, Lithuania)** Crowdfunding Strategy in Creative Industries. Case Study of an Art Manager
12:45	**Pavlo Riepin (Vilnius University, Lithuania)** Affects of Implementing AI in ODR on E-commerce and Business Processes
13:00	**Raigardas Tautkus, Pratchanan Wattanachaikitti, Mantas Reika, Muhammad Yousuf Farooq, Oluwatomiloba Boluwatife Arotiba (Vilnius University, Lithuania/Thailand/ Lithuania/Pakistan /Nigeria)** Local2You - Modern marketplace for aspiring artisans
13:15	**Neringa Grigarienė (Vilnius University, Lithuania)** The Main Aspects of Design Product Development and Introduction to the Market Model: Case of Art Project Baltic Patterns in Ceramics: from the Past to the Future
13:30	**Gintarė Dagytė-Kavoliūnė (Vilnius University, Lithuania)** The Reasons Behind Sustainable Product Purchases. What Affects Consumers More - Cognition or Emotions?
13:45	**Eimantas Rebždys (Vilnius University, Lithuania)** Risks and Solutions of Bitcoin Instant Payments with Zero-Confirmations at Physical Points of Sale and Services
14:00	**Rugilė Navickaitė (Vilnius University, Lithuania)** Enhancing Art Information Accessibility Through Integrated Marketing Communication Tools for People with Hearing Disability in the Regions
14:15	**Veronika Buckė (Vilnius University, Lithuania)** The Cohesion of the Error Management Culture and Risk Management Maturity in Healthcare

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	SESSION C: Development of Business, Innovation and Entrepreneurship (3) Moderators: Prof. Dr Kristina Rudžionienė, Dr Ignas Mikalauskas, Dr Indrė Šikšnelytė-Butkienė
10:30	**Iriowen Christopher (Vilnius university, Lithuania)** Multiculturalism's Impact on Entrepreneurship: Developing International Business Competencies
10:45	**Rokas Tiškus, Augustas Palionis, Kristupas Palionis, Tomas Kizelis, Mantas Razbadauskas (Vilnius university, Lithuania)** Non-Fungible Token Marketplace
11:00	**Marija Geidelina-Lugovska (University of Latvia, Latvia)** Does Higher Level of Organizational Identification Cause Employee Burnout, Jeopardising Mental Well-being?
11:15	**Aistė Kukytė (Vilnius university, Lithuania)** Managers Strategies to Support Employee Wellbeing in Remote Work Environment
11:30	**Olena Borzenko (Institute of economy and forecasting NAS Ukraine, Ukraine)** Modern Trends in the Development of Transnationalization in the Banking Sector
11:45	**Olamilekan Adekoya (Vilnius university, Lithuania)** The Impact of Brand Management on Business Performance on Soft Drink
	Coffee Break - 15 min.
12:15	**Martynas Urna, Rytis Šertvytis, Simonas Švabas, Ugnius Kerulis, Pranas Povilaitis (Vilnius university, Lithuania)** Restaurant Reservation Application with an Upgraded User Interface
12:30	**Jelena Sobanova, Marina Kudinska (University of Latvia, Latvia)** Operational Risk Management in Banks in Times of Uncertainly
12:45	**Gintarė Leckė (Vytautas Magnus University, Lithuania)** Does Financial Socialization Matter for P2P Lending Platform Investors Literacy?
13:00	**Tomas Kanapickas (Kaunas University of Technology, Lithuania)** Bankruptcy Prediction Model for Companies in the Construction sector: Case of Lithuania
13:15	**Laura Miliūnaitė (Kaunas University of Technology, Lithuania)** The Role of Artificial Intelligence, Financial and Non-Financial Data in Credit Risk Prediction
13:30	**Renata Legenzova (Vytautas Magnus University, Lithuania)** The Impact of Transition to IFRS 16 on the Financial Results of Baltic Listed Companies

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SESSION D: Principles of Sustainability and Sustainable Development	
Moderators: Prof. Dr Remigijus Čiegis, Prof. Dr Asta Mikalauskienė, Assoc. Prof. Dr. Rasa Pušinaitė-Gelgotė	
10:30	**Delightsome Olusola-Christwealth, Ilona Kiaušienė (Vilnius University, Lithuania)** The Development of Sustainable Business Models
10:45	**Dovydas Dosinas, Lukas Misiukevičius, Milanas Orševskis, Karolis Petniūnas, Matas Zabukas (Vilnius University, Lithuania)** TravelAPP - Traveling Made Easy
11:00	**Dmytro Korchahin (Vilnius University, Ukraine/Lithuania)** The Tension Between the Fast Fashion Industry and Sustainable Development: EU Sustainability Policy Initiatives Potentially Impacting the Regulatory Burden for Fashion Industry Players
11:15	**Ugnė Macijauskaitė – Daunaravičienė, Asta Mikalauskienė (Vilnius University, Lithuania)** The Importance of Information in Shaping Sustainable Human Behavior
11:30	**Svitlana Gutkevych (National University of Food Technologies, Ukraine)** Formation the Investment Attractiveness of Economic Sectors
11:45	**Arvydas Kiaulakis, Vaidotas Šarka, Edita Šarkienė, Tatjana Vilutienė, Darius Kalibatas, Artur Rogoža (Vilnius Gediminas Technical University, Lithuania)** BIM4NZEB-DS - New Concept for Effective Procurement Based on Sustainability Criteria in Construction
12:00	**Katrin Dianov, Povilas Jasvilis, Turan Garashli, Ali Jalilli, Hassaan Ali Khawaja (Vilnius University, Israel/ Lithuania/Azerbaijan/Azerbaijan/Pakistan)** Survey-based Restaurant Finder IS
	Coffee Break - 15 min.
12:30	**Mariam Kasradze, Mahyar Kamali Saraji (Vilnius university, Georgia/Iran/Lithuania)** Challenges to Corporate Social Responsibility Adoption for Sustainability
12:45	**Saulius Papečkys (Kazlų Rūdos sporto centras, Lithuania)** The Sustainable Development of Tourism Object: in Case of Adventure Park
13:00	**Toma Šapalaitė, Ilona Kiaušienė (Vilnius University, Lithuania)** The Impact of the Implementation of Circular Economy Principles on the Financial Condition of Companies
13:15	**Amir Abou Trabi, Saba Nadiradze, Mohammad Husam Mohammad Ali Badran, Ahmad Amer Atiyeh Etaiwi, Liudmyla Pcheliakova (Vilnius University, Lebanon/ Georgia/ Jordan/ Jordan/Ukraine)** ForTheFans Online Game Forum
13:30	**Dalia Kubiliute (Vilnius University, Lithuania)** The Limits of European Union Legal Regulation of Financial Services in the Terms of Climate Change
13:45	**Greta Makūnaitė, Ilona Kiaušienė (Vilnius University, Lithuania)** The Impact of Corporate Image on Consumer Engagement in Sustainable Consumption
14:00	**Oļegs Ņikadimovs (University of Latvia, Latvia)** Exploring the Causal Relationships Between Corporate Social Responsibility and Competitive Advantage

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